

The effect of motivation on organizational citizenship behavior (ocb) at telkom indonesia in makassar / Muhammad Akmal Ibrahim, Aslinda

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20448272&lokasi=lokal>

Abstrak

Abstract. Telecommunication organization needs to more seriously improve its employee's Organizational Citizenship Behavior (OCB) so that the employee more successfully performs his/her dual role, i.e. facilitating growth and serves the public; since OCB relates positively to the overall performance of the organization. This research examines the effect of extrinsic and intrinsic motivation on employee's OCB through the mediating role of organizational commitment. This research applies quantitative approach with research strategy of survey, where questionnaires are directly distributed to respondents. The respondents are 176 employees of 6 work units. The data analysis applies multiple linear regression. The analysis of this research shows that both extrinsic and intrinsic motivation affect OCB; however, intrinsic motivation gives bigger direct effect than extrinsic motivation does. Organizational commitment mediates the effect of motivation on employee's OCB only through extrinsic motivation. The findings of this study implicate the researchers and the manager to review the extrinsic/intrinsic dichotomy in the study and the practice of motivation to improve organizational commitment and employee's OCB.

Abstrak. Organisasi telekomunikasi perlu lebih serius membangkitkan Organizational Citizenship Behavior (OCB) karyawan agar lebih sukses menjalankan peran gandanya, memfasilitasi pertumbuhan dan melayani massa, karena OCB berhubungan secara positif dengan kinerja organisasi secara menyeluruh. Penelitian ini menguji pengaruh motivasi ekstrinsik dan motivasi intrinsik terhadap OCB karyawan secara langsung dan melalui peran mediasi komitmen organisasi. Penelitian menggunakan pendekatan kuantitatif dengan strategi penelitian survei di mana kuesioner didistribusikan langsung kepada responden. Sebanyak 176 karyawan pada 6 unit kerja menjadi responden. Analisis data menggunakan regresi linear berganda. Analisis penelitian menunjukkan bahwa motivasi intrinsik dan motivasi ekstrinsik keduanya berpengaruh terhadap OCB tetapi pengaruh langsung motivasi intrinsik lebih besar dari pengaruh langsung motivasi ekstrinsik. Komitmen organisasi memediasi pengaruh motivasi terhadap OCB karyawan tetapi hanya melalui motivasi ekstrinsik. Temuan studi berimplikasi pada peneliti dan manajer untuk meninjau kembali dikotomi intrinsik-ekstrinsik dalam studi dan praktek motivasi untuk membangkitkan komitmen organisasi dan OCB karyawan.