

Pengaruh organizational culture dan transformational leadership terhadap employee performance dan Organizational Citizenship Behavior (OCB): Studi pada perusahaan PT. Mitsuba Indonesia di Kota Tangerang = The Influence of organizational culture and transformational leadership on employee performance and Organizational Citizenship Behavior (OCB): A Study at PT. Mitsuba Indonesia in Tangerang City

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Abstrak

<p dir="ltr" style="line-height:1.3800000000000001;margin-left: 14.173228346456689pt;text-align: justify;margin-top:0pt;margin-bottom:0pt;">Dalam berkembangnya era globalisasi, membuat perusahaan industri otomotif di Indonesia semakin berkembang, tentunya hal tersebut juga mendorong perkembangan pada industri komponen otomotif. Salah satu perusahaan komponen otomotif yang terus bersaing di pasar industri komponen otomotif adalah PT Mitsuba Indonesia. Penting bagi PT Mitsuba untuk terus meningkatkan employee performance dan mempertimbangkan aspek lain seperti organizational citizenship behavior. Untuk meningkatkan kedua aspek tersebut, faktor seperti organizational culture <span style="font-size: 10pt; font-family: "Times New Roman", serif; color: rgb(0, 0, 0); background-color: transparent; font-variant-numeric: normal; font-variant-east-asian: normal; font-variant-alternates: normal; font-variant-position: normal; font-variant-emoji:

normal; vertical-align: baseline; white-space-collapse: preserve;">dan transformational leadership memainkan peran penting. Penelitian ini bertujuan ini menganalisis pengaruh organizational culture dan transformational leadershipterhadap employee performance dan organizational citizenship behavior pada karyawan di PT Mitsuba Indonesia kota Tangerang. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner secara daring. Selanjutnya data dianalisis menggunakan metode SEM-PLS (Structural Equation Modelling-Partial Least Square). Hasil dari penelitian ini menunjukkan bahwa : (1)

normal; vertical-align: baseline; white-space-collapse: preserve;">organizational culture

memiliki pengaruh positif dan signifikan terhadap

employee performance

"; (2)

transformational leadership

"> memiliki pengaruh positif dan signifikan terhadap

employee performance

"; (3)

organizational culture

"> memiliki pengaruh positif dan signifikan terhadap

employee performance

"; dan (4)

font-variant-numeric: normal; font-variant-east-asian: normal; font-variant-alternates: normal; font-variant-position: normal; font-variant-emoji: normal; vertical-align: baseline; white-space-collapse: preserve;">transformational leadership memiliki pengaruh positif dan signifikan organizational citizenship.</p><div> </div><hr /><p dir="ltr" style="line-height:1.3800000000000001;margin-left: 14.173228346456689pt;text-align: justify;margin-top:0pt;margin-bottom:0pt;">In the era of globalization, the automotive industry in Indonesia continues to grow, which inevitably drives the development of the automotive components industry. One of the automotive component companies that remains competitive in this market is PT Mitsuba Indonesia. It is crucial for PT Mitsuba to continuously enhance employee performance while also considering other aspects such as organizational citizenship behavior. To improve both aspects, factors such as organizational culture and transformational leadership play a vital role. This study aims to analyze the influence of organizational culture and transformational leadership on employee performance and organizational citizenship behavior among employees at PT Mitsuba Indonesia in Tangerang City. This research adopts a quantitative approach by distributing online questionnaires. Subsequently, the data is analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Square) method. The results of this study indicate that: (1) organizational culture has a positive and significant influence on employee performance; (2) transformational leadership has a positive and significant influence on employee performance; (3) organizational culture has a positive and significant influence on organizational citizenship behavior; and (4) transformational leadership has a positive and significant influence on organizational citizenship behavior.</p><div> </div>