

# Peran Organizational Identification sebagai Mediator antara Authentic Leadership dan Organizational Citizenship Behavior = The Role of Organizational Identification as a Mediator between Authentic Leadership and Organizational Citizenship Behavior

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## Abstrak

Persaingan yang semakin ketat dalam dunia bisnis mendorong perusahaan untuk mempertahankan karyawan yang memiliki kinerja tinggi sebagai strategi untuk bertahan di tengah kondisi yang berubah dengan cepat. Karyawan yang menunjukkan perilaku Organizational Citizenship Behavior (OCB) dianggap menjadi aset berharga karena berkontribusi pada kesuksesan perusahaan. Salah satu variabel yang berkorelasi positif secara signifikan dengan OCB yaitu authentic leadership, tetapi hubungannya lemah sehingga perlu dieksplorasi lebih jauh terkait dinamika hubungan antarvariabel. Penelitian ini bertujuan melihat peran organizational identification sebagai mediator dalam hubungan antara authentic leadership dan OCB pada karyawan di Indonesia. Sebanyak 111 karyawan terlibat sebagai partisipan dalam penelitian ini. Alat ukur yang digunakan yaitu Authentic Leadership Questionnaire (ALQ), Organizational Citizenship Behavior Scale, dan Organizational Identification Scale (OIS). Hasil analisis mediasi menggunakan PROCESS macro SPSS v.27. menunjukkan bahwa organizational identification tidak memediasi hubungan antara authentic leadership dan OCB. Dengan kata lain, hipotesis penelitian tidak terbukti karena organizational identification tidak dapat memperkuat hubungan antara authentic leadership dan OCB. Penelitian ini mengimplikasikan bahwa perusahaan perlu merancang pelatihan authentic leadership dan menciptakan lingkungan yang mendukung organizational identification untuk meningkatkan OCB karyawan.

.....The increasingly competitive business environment drives companies to retain high-performing employees as a strategy to survive amidst rapidly changing conditions. Employees demonstrating Organizational Citizenship Behavior (OCB) are considered valuable assets as they contribute to the company's success. One variable that shows a significant positive correlation with OCB is authentic leadership, although the relationship is weak, indicating the need for further exploration of the dynamics between these variables. This study aims to examine the role of organizational identification as a mediator in the relationship between authentic leadership and OCB among employees in Indonesia. A total of 111 employees participated in this study. The measurement tools used were the Authentic Leadership Questionnaire (ALQ), Organizational Citizenship Behavior Scale, and Organizational Identification Scale (OIS). The results of the mediation analysis using the PROCESS macro in SPSS v.27 showed that organizational identification did not mediate the relationship between authentic leadership and OCB. In conclusion, the research hypothesis is not supported, as organizational identification does not strengthen the relationship between authentic leadership and OCB. The findings suggest that organizations should develop authentic leadership training programs and create an environment that supports organizational identification to improve employee OCB.