

ABSTRAK

Ashfira Silmi Fadhilla, 1300277. “Pengaruh Budaya Organisasi terhadap *Organizational Citizenship Behavior* pada Hotel Horison Bandung”. Di bawah bimbingan Rofi Rofaida, Sp.M.Si. dan Askolani S.E. MM.

Rendahnya inisiatif karyawan menggantikan rekan kerjanya yang berhalangan hadir, menandakan bahwa *organizational citizenship behavior* masih rendah. Belum optimalnya *organizational citizenship behavior* dapat disebabkan salah satunya oleh budaya organisasi. Penelitian ini bertujuan untuk mengetahui gambaran budaya organisasi dan *organizational citizenship behavior*, serta untuk mengetahui pengaruh budaya organisasi terhadap *organizational citizenship behavior* pada Hotel Horison Bandung.

Penelitian ini dilakukan pada Hotel Horison Bandung dengan menggunakan metode deskriptif dan verifikatif. Desain penelitian ini adalah desain kausalitas. Data yang digunakan penelitian ini adalah data primer yaitu kuesioner dan wawancara langsung dengan Manajer HRD serta data sekunder yaitu laporan tahunan Hotel Horison Bandung. Populasi penelitian ini berjumlah 157 orang dan diambil sampel sebanyak 67 responden melalui metode *Propotionate Starified Random Sampling*. Analisis statistik yang digunakan dalam penelitian ini adalah analisis korelasi *pearson product moment* dan analisis regresi sederhana.

Hasil penelitian menunjukkan bahwa budaya organisasi dan *organizational citizenship behavior* pada Hotel Horison Bandung berada pada kategori sedang. Budaya organisasi berpengaruh positif dan signifikan terhadap *organizational citizenship behavior*.

Kata Kunci : Budaya Organisasi, *Organizational Citizenship Behavior*

ABSTRACT

Ashfira Silmi Fadhilla, 1300277. "The Influence of Organizational Culture on Organizational Citizenship Behavior at Hotel Horison Bandung". Under guidance of Rofi Rofaida, Sp.M.Si. and Askolani S.E. MM.

Low initiative of employees to replace their colleagues who are unable to attend, indicates that organizational citizenship behavior is still low. Not yet optimal organizational citizenship behavior can be caused by organizational culture. This study aims to determine the image of organizational culture and organizational citizenship behavior at Hotel Horison Bandung, and to determine influence of organizational culture on organizational citizenship behavior.

This study was did at Hotel Horison Bandung by using descriptive and verification method. Design of this study is of causality design. Data used in this study are primary data that is questionnaire and direct interview with HRD Manager and secondary data that is annual report of Hotel Horison Bandung. The population of this study is 157 people and has been taken as sample was 67 respondents by the method of Propotionate Starified Random Sampling. Statistical analysis used in this study is Pearson product moment correlation analysis and simple regression analysis.

The result of this study showed that organizational culture and organizational citizenship behavior at Horison Hotel Bandung is in the middle category. So that organizational culture have positive and significant effect on organizational citizenship behavior.

Keywords : Organizational culture, Organizational Citizenship Behavior

