

The Influence of Work Motivation, Self-Efficacy, and Work-Life Balance on Organizational Citizenship Behavior in Employees of PT Abacus Bhineka Citra

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ABSTRACT

The research, located at PT Abacus Bhineka Citra, uses quantitative methods. The purpose of this study is to know and prove the influence of work motivation variables on organizational citizenship behavior variables, the impact of self-efficacy variables on organizational citizenship behavior variables, and the influence of work-life balance variables on organizational citizenship behavior variables. The sample of this research was 72 respondents and used the total sampling technique. Then, the data analysis technique uses the Partial Least Square (PLS) method with smartPLS 4.0. Based on the results of the tests that have been conducted, it is found that (1) work motivation affects organizational citizenship behavior, (2) self-efficacy affects organizational citizenship behavior, and (3) work-life balance affects organizational citizenship behavior.

Keyword: *Organizational Citizenship Behavior, Work Motivation, Self-Efficacy, Work-Life Balance*

**Pengaruh Motivasi kerja, *Self-Efficacy*, dan *Work-Life Balance*
Terhadap *Organizational Citizenship Behavior* pada Karyawan PT
Abacus Bhineka Citra**

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ABSTRAK

Penelitian yang berlokasi di PT Abacus Bhineka Citra ini menggunakan metode kuantitatif. Tujuan dari penelitian ini untuk mengetahui dan membuktikan pengaruh dari variabel motivasi kerja terhadap variabel *organizational citizenship behavior*, pengaruh variabel *self-efficacy* terhadap variabel *organizational citizenship behavior*, dan pengaruh variabel *work-life balance* terhadap variabel *organizational citizenship behavior*. Sampel dari penelitian ini sebanyak 72 responden dan menggunakan teknik pengambilan sampel total *sampling*. Lalu, untuk teknik analisis datanya menggunakan metode *Partial Least Square* (PLS) dengan smartPLS 4.0. Berdasarkan hasil pengujian yang telah dilakukan, ditemukan bahwa (1) motivasi kerja berpengaruh terhadap *organizational citizenship behavior*, (2) *self-efficacy* berpengaruh terhadap *organizational citizenship behavior*, (3) *work-life balance* berpengaruh terhadap *organizational citizenship behavior*.

Kata Kunci: Perilaku Kewarganegaraan Organisasi, Motivasi Kerja, Efikasi Diri, Keseimbangan Kehidupan Kerja