

***Optimization of Organizational Citizenship Behavior with Job Embeddedness,
Job Characteristics, and Work Life Balance on Employees of PT Matra Roda
Piranti***

By Cikal Wati

Abstract

This research aims to analyze the effects of Job Embeddedness, Job Characteristics, and Work Life Balance on the Organizational Citizenship Behavior of PT Matra Roda Piranti employees. This research uses a quantitative method with a questionnaire via Google form as a data collection tool for 62 permanent employees of the company as a sample. This research uses a total sampling method in determining the number of samples used. Descriptive and inferential statistical analysis as data analysis techniques used with model testing using Structural Equation Modeling (SEM). The results of the research show that Job Embeddedness, Job Characteristics, and Work Life Balance have a positive and significant effect partially on the Organizational Citizenship Behavior of PT Matra Roda Piranti employees with Job Characteristics having the greatest influence on Organizational Citizenship Behavior. This finding supports the theory that these aspects contribute significantly to increasing employee voluntary behavior that has a positive impact on the organization. This research is expected to provide insight for company management in developing strategies to improve Organizational Citizenship Behavior through increasing effective Job Embeddedness, Job Characteristics, and Work Life Balance.

Keywords: *Job Embeddedness, Job Characteristics, Work Life Balance, OCB.*

**Optimalisasi *Organizational Citizenship Behavior* dengan *Job Embeddedness*,
Job Characteristics, dan *Work Life Balance* Pada Karyawan PT Matra Roda
Piranti**

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Job Embeddedness*, *Job Characteristics*, dan *Work Life Balance* terhadap *Organizational Citizenship Behavior* karyawan PT Matra Roda Piranti. Penelitian ini menggunakan metode kuantitatif dengan kuesioner melalui *Google form* sebagai alat pengumpulan data kepada 62 karyawan tetap perusahaan tersebut sebagai sampel. Penelitian ini menggunakan metode *total sampling* dalam menentukan jumlah sampel yang digunakan. Analisis statistik deskriptif dan inferensial sebagai teknik analisis data yang digunakan dengan pengujian model menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan *Job Embeddedness*, *Job Characteristics*, dan *Work Life Balance* memiliki pengaruh positif dan signifikan secara parsial terhadap *Organizational Citizenship Behavior* karyawan PT Matra Roda Piranti dengan *Job Characteristics* yang memiliki pengaruh terbesar terhadap *Organizational Citizenship Behavior*. Temuan ini mendukung teori bahwa aspek-aspek tersebut berkontribusi secara signifikan dalam meningkatkan perilaku sukarela karyawan yang berdampak positif bagi organisasi. Penelitian ini diharapkan dapat memberikan wawasan bagi manajemen perusahaan dalam mengembangkan strategi peningkatan *Organizational Citizenship Behavior* melalui peningkatan *Job Embeddedness*, *Job Characteristics*, dan *Work Life Balance* yang efektif.

Kata kunci: *Job Embeddedness*, *Job Characteristics*, *Work Life Balance*, *OCB*.