

The Effect Of Work-Life Balance, Job Crafting, And Employee Engagement On Organizational Citizenship Behavior Among Employees Of PT XYZ

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ABSTRACT

This study aims to analyze and examine the influence of Work-Life Balance, Job Crafting, and Employee Engagement on Organizational Citizenship Behavior (OCB) among employees of PT XYZ. The research employs a quantitative approach using a Likert-scale questionnaire distributed to 90 respondents selected through a simple random sampling technique. The data collected were analyzed using validity and reliability tests, R-square analysis, path analysis, t-tests, and significance testing between variables using the SmartPLS 4.0 application. The results show that: (1) Work-Life Balance has a positive and significant effect on OCB, (2) Job Crafting has a positive and significant effect on OCB, and (3) Employee Engagement also has a positive and significant effect on OCB. These findings indicate that the balance between work and personal life, employees' ability to adjust their tasks, and their level of engagement are important factors that encourage the emergence of extra-role behavior in the workplace. Therefore, companies are encouraged to strengthen programs that support Work-Life Balance, provide opportunities for Job Crafting, and enhance Employee Engagement to foster more optimal positive contributions from employees.

Keywords: *Employee Engagement, Job Crafting, Organizational Citizenship Behavior (OCB), Work Life Balance*

Pengaruh *Work-Life Balance*, *Job Crafting*, Dan *Employee Engagement* Terhadap *Organizational Citizenship Behavior* Pada Karyawan PT XYZ

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh *Work-Life Balance*, *Job Crafting*, dan *Employee Engagement* terhadap *Organizational Citizenship Behavior* (OCB) pada karyawan PT XYZ. Pendekatan penelitian menggunakan metode kuantitatif dengan penyebaran kuesioner berskala Likert kepada 90 responden yang dipilih melalui teknik *sample random sampling*. Data yang terkumpul dianalisis menggunakan uji validitas, uji reliabilitas, R-square, analisis jalur (path analysis), uji t, serta pengujian signifikansi antarvariabel melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *Work-Life Balance* berpengaruh positif dan signifikan terhadap OCB, (2) *Job Crafting* memiliki pengaruh positif dan signifikan terhadap OCB, dan (3) *Employee Engagement* juga berpengaruh positif dan signifikan terhadap OCB. Temuan ini mengindikasikan bahwa keseimbangan antara pekerjaan dan kehidupan pribadi, kemampuan karyawan menyesuaikan tugasnya, serta tingkat keterikatan kerja merupakan faktor penting yang mendorong munculnya perilaku ekstra peran di lingkungan kerja. Oleh karena itu, perusahaan dianjurkan untuk memperkuat program-program yang mendukung *Work-Life Balance*, membuka ruang bagi *Job Crafting*, serta meningkatkan *Employee Engagement* guna mendorong kontribusi positif yang lebih optimal dari karyawan.

Kata Kunci: *Employee Engagement*, *Job Crafting*, *Organizational Citizenship Behavior* (OCB), *Work Life Balance*