

**ANALYSIS OF CITEZENSHIP ORGANIZATION BEHAVIOR  
(OCB) ON VVIP VEHICLE QUALITY SERVICE  
(Case Study of Human Resources at the Vice President's Secretariat)**

**By Robi Yuniur Manuputty**

***Abstract***

*Indonesia's bureaucratic reform demands government agencies to continuously improve services (Ministry of bureaucracy Reformation and the utilization of state apparatus, 2018). Employee attitudes (OCB) that align with the purpose of the organization will support the achievement of government agency objectives in order to provide the best service (Wirawan, 2013).*

*In reality, there is a tendency that the behavior of employees (ASN) still does not reflect support on achieving its objective. Meanwhile, it appears that the role of leadership and organizational culture on the behavior of officers so that it affects the quality of service performance provided (Asman Abnur, 2018; PERC, 2018). The extent of such influence as well as how the efforts to improve performance, is very interesting to be researched more deeply.*

*This research is a quantitative study with the aim of knowing the influence of Organizational Citizenship Behavior (OCB) on the quality of VVIP vehicle Service (human resources study in the Secretariat of the Vice President). The research object is the staff who have the task of delivering the VVIP vehicle service to the Secretary of the Vice president. The sample measurement is determined by 99 Respondents through the sampling probability method, which is random sampling. Data collection is done by spreading the questionnaire. The statistical analysis tool used is Partial Least Square (PLS).*

*The results showed that leadership had no effect on OCB, with a line coefficient value of 1,865 ( $< 1.96$ ). The working culture affects OCB with a line efficiency value of 5,747 ( $> 1.96$ ). OCB affects the quality of the VVIP vehicle service with a line coefficient of 34,446 ( $> 1.96$ )*

*Keywords: leadership, organizational culture, Organizational Citizenship Behavior, Service performance.*

# **ANALISIS ORGANIZATION CITEZENSHP BEHAVIOUR (OCB) PADA KUALITAS LAYANAN KENDARAAN VVIP (Studi Kasus Sumber Daya Manusia di Sekretariat Wakil Presiden)**

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## **Abstrak**

Reformasi birokrasi di Indonesia menuntut instansi pemerintah untuk senantiasa meningkatkan pelayanan (Kementerian Reformasi Birokrasi dan Pendayagunaan Aparatur Negara, 2018). Sikap pegawai (OCB) yang selaras dengan tujuan organisasinya, akan mendukung pencapaian tujuan instansi pemerintah guna memberikan pelayanan yang terbaik (Wirawan, 2013).

Dalam realitanya dijumpai kecenderungan bahwa perilaku pegawai (ASN) masih belum mencerminkan dukungan terhadap pencapaian tujuan instansinya. Sementara itu nampak peran kepemimpinan dan budaya organisasi terhadap perilaku pegawai sehingga berpengaruh pada kualitas kinerja pelayanan yang diberikan (Asman Abnur, 2018; PERC, 2018). Sejauh mana pengaruh tersebut serta bagaimana upaya meningkatkan kinerja, sangat menarik untuk diteliti lebih mendalam.

Penelitian ini adalah penelitian kuantitatif dengan tujuan untuk mengetahui pengaruh Organization Citezenship Behaviour (OCB) terhadap Kualitas Layanan Kendaraan VVIP (Studi Sumber Daya Manusia di Sekretariat Wakil Presiden). Obyek penelitian adalah para staf yang mempunyai tugas memberikan layanan kendaraan VVIP di Sekretarait Wakil Presiden. Pengukuran sampel ditentukan sebanyak 99 respondenx melalui metode *probality sampling* yakni *random sampling*. Pengumpulan data dilakukan dengan cara penyebaran kuesioner. Alat analisis statistik yang digunakan adalah Partial Least Square (PLS).

Hasil penelitian menunjukkan bahwa Kepemimpinan tidak berpengaruh terhadap OCB, dengan nilai koefisien jalur sebesar 1.865 (<1.96). Budaya Kerja berpengaruh terhadap OCB dengan nilai koefisien jalur sebesar 5.747 (>1.96). OCB berpengaruh terhadap Kualitas Layanan Kendaraan VVIP dengan koefisien jalur sebesar 34.446 (>1.96).

Kata kunci: Kepemimpinan, Budaya Organisasi, Organizational Cityzenship Behavior, Service performance.