ABSTRACT

Deden Sofyan, "The Influence of Work Motivation and Job Satisfaction Of Organizational Citizenship Behavior (OCB) in Pizza Hut Bandung Indah Plaza "under the guidance of Isniar Budiarti., SE., M.Si

Work Motivation is one of the important factors that can determine the success of the company to achieve its objectives. Good organizational culture will create a comfortable working environment and provide positive perceptions that have promoted the emergence of Job Satisfaction. The high level of job satisfaction is directly owned by an employee will direct the employee to raise extra role behavior is known as the Organization Citizenship Behavior (OCB). This research was conducted in Pizza Hut Bandung Indah Plaza.

This study was conducted to determine the effect of employee motivation and job satisfaction on organizational citizenship behavior in Pizza Hut Bandung Indah Plaza. The population in this study amounted to 67 employees of Pizza Hut Bandung Indah Plaza. The samples used were 67 people from the processing and production division. The sampling method used is judgment sampling. This research was a quantitative research as well as data obtained from the completed questionnaire by 67 respondents. The analytical method used was linear regression multiplied.

The results of this study indicate that work motivation variable had a positive and significant influence on organizational citizenship behavior variables. Variable job satisfaction also had a positive and significant influence on organizational citizenship behavior, and these two variables also had an influence on OCB simultaneously. Motivation and job satisfaction variables had the same influence on OCB and dominated by job satisfaction. Improved behavior of organizational citizenship behavior Pizza Hut Bandung Indah Plaza expected to help in improving the performance of employees who are not directly impact on increasing production and efficiency levels of the company.

Keywords: Work Motivaion, Job Satisfaction, Organization Citizenship Behavior (OCB)