

**ANALISIS PENGARUH KOMPETENSI, KOMPENSASI, DAN  
PERILAKU EKSTRA PERAN (*ORGANIZATIONAL CITIZENSHIP  
BEHAVIOR*) TERHADAP KINERJA KARYAWAN BAGIAN  
MARKETING PADA PT. NATURINDO FRESH  
YOGYAKARTA**

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**ABSTRAK**

Penelitian ini dilakukan di PT. Naturindo Fresh Yogyakarta. Penelitian ini bertujuan: (1) mengidentifikasi tingkat kompetensi, (2) mengidentifikasi tingkat kompensasi, (3) mengidentifikasi tingkat perilaku ekstra peran (OCB), (4) menganalisis perilaku ekstra peran (OCB) yang dipengaruhi kompetensi dan kompensasi secara langsung dan tidak langsung, (5) menganalisis kinerja karyawan yang dipengaruhi kompetensi dan kompensasi secara langsung dan tidak langsung melalui perilaku ekstra peran (OCB). Metode dasar dalam penelitian ini metode deskriptif dan dilaksanakan dengan metode studi kasus melalui pendekatan kuantitatif. Responden dalam penelitian ini 33 karyawan bagian *marketing* yang ditentukan dengan teknik *sampling* jenuh. Data yang digunakan data primer dan data sekunder yang diperoleh melalui wawancara, pengisian kuesioner, observasi, dan dokumentasi. Uji instrumen yang digunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan analisis deskriptif dan analisis jalur. Hasil penelitian: (1) tingkat kompetensi sangat tinggi, (2) tingkat kompensasi tinggi, (3) tingkat perilaku ekstra peran (OCB) tinggi. (5) Perilaku ekstra peran (OCB) secara langsung dipengaruhi kompetensi dan kompensasi sebesar 44,1%, secara tidak langsung dipengaruhi kompensasi melalui kompetensi sebesar 13%. (5) Kinerja karyawan secara langsung dipengaruhi kompetensi, kompensasi, dan perilaku ekstra peran (OCB) sebesar 82,7%, secara tidak langsung dipengaruhi oleh kompetensi dan kompensasi melalui perilaku ekstra peran (OCB) sebesar 16,9%.

Kata Kunci: Kompetensi, Kompensasi, Perilaku Ekstra Peran (OCB), dan Kinerja Karyawan

**AN ANALYSIS OF COMPETENCE, COMPENSATION, AND  
ORGANIZATIONAL CITIZENSHIP BEHAVIORS OF THE  
EMPLOYEES' PERFORMANCE OF THE MARKETING  
DIVISION IN PT. NATURINDO FRESH  
YOGYAKARTA**

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**ABSTRACT**

This research was conducted at PT. Naturindo Fresh Yogyakarta. This study aims to (1) identify the level of competence, (2) identify the level of compensation, (3) identify the level of organizational citizenship behavior (OCB), (4) analyze the organizational citizenship behavior (OCB) influenced by competence and compensation directly and indirectly, (5) analyze the performance of employees affected by competence and compensation directly and indirectly through the organizational citizenship behavior (OCB). The basic method of this research was a descriptive method. The research was carried out by a case study method through a quantitative approach. The respondents are 33 marketing employees who were determined by a saturated sampling technique. The data used are primary data and secondary data obtained through interviews, filling out questionnaires, observation, and documentation. The test instruments used are validity and reliability test. The analysis techniques used are descriptive analysis and path analysis. The results of the study are (1) the competence level was very high, (2) the compensation level was high, (3) the organizational citizenship behavior (OCB) level was high, (4) organizational citizenship behavior (OCB) was 44,1% influenced directly by the competence and compensation, 13% influenced indirectly by the compensation through the competence, (5) the employee performance was 82,7% influenced directly by the competence, compensation, and organizational citizenship behavior (OCB), 16,9% influenced indirectly by the competence and compensation through the organizational citizenship behavior (OCB).

Keywords : Competence, Compensation, Organizational Citizenship Behavior (OCB), and Employees' Performance