

PENGARUH KEPEMIMPINAN TRANSFORMASIONAL DAN BUDAYA ORGANISASIONAL TERHADAP ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) DIMEDIASI KEPUASAN KERJA KARYAWAN KONTRAK DI UNIVERSIAS MERCU BUANA YOGYAKARTA

ABSTRAK

Retno Wulansari

241170018

Penelitian ini bertujuan untuk menguji dan menganalisis (1) Pengaruh Kepemimpinan Transformasional terhadap *Organizational Citizenship Behavior* (2) Pengaruh Budaya Organisasional terhadap *Organizational Citizenship Behavior* (3) Pengaruh Kepemimpinan Transformasional terhadap *Organizational Citizenship Behavior* dimediasi kepuasan kerja (4) Pengaruh Budaya Organisasional terhadap *Organizational Citizenship Behavior* dimediasi Kepuasan Kerja karyawan kontrak di Universitas Mercu Buana Yogyakarta.

Penelitian ini menggunakan metode sensus terhadap 138 karyawan kontrak di Universitas Mercu Buana Yogyakarta, pengambilan data dilakukan dengan kuesioner. Analisis data menggunakan analisis deskriptif dan kuantitatif dengan analisis jalur (*path analysis*)

Hasil penelitian dapat disimpulkan (1) Ada pengaruh Kepemimpinan Transformasional terhadap *Organizational Citizenship Behavior* karyawan kontrak di Universitas Mercu Buana Yogyakarta (2) Ada pengaruh budaya organisasional terhadap *Organizational Citizenship Behavior* karyawan kontrak di Universitas Mercu Buana Yogyakarta (3) Ada pengaruh Kepemimpinan Transformasional terhadap *Organizational Citizenship Behavior* melalui Kepuasan Kerja sebagai variabel mediasi karyawan kontrak di Universitas Mercu Buana Yogyakarta (4) Ada pengaruh Budaya Organisasional terhadap *Organizational Citizenship Behavior* melalui Kepuasan Kerja sebagai variabel mediasi karyawan kontrak di Universitas Mercu Buana Yogyakarta

Kata Kunci : Kepemimpinan Transformasional, Budaya Organisasional, Kepuasan Kerja, *Organizational Citizenship Behavior*

**THE EFFECT OF TRANSFORMATIONAL LEADERSHIP AND
ORGANIZATIONAL CULTURE ON ORGANIZATIONAL CITIZENSHIP
BEHAVIOR (OCB) MEDIATED OF CONTRACT STAFF AT MERCU
BUANA UNIVERSITY YOGYAKARTA**

ABSTRAK

Retno Wulansari

241170018

ABSTRACT

This study was aimed to discuss and analyze (1) The effect of Transformational Leadership on Organizational Citizenship Behavior (2) The effect of Organizational Culture on Organizational Citizenship Behavior (3) The effect of Transformational Leadership to Organizational Citizenship Behavior in mediated job satisfaction (4) The effect of Organizational Culture to Organizational Citizenship Behavior mediated by the job satisfaction of contract staff at Mercu Buana University Yogyakarta.

This study used a census method for 138 contract staff at Mercu Buana University of Yogyakarta and data collection technique was done by questionnaire. The data analysis used was descriptive and quantitative analysis with path analysis (path analysis).

The results of the study can be concluded that; (1) There was Transformational Leadership influence towards Organizational Citizenship Behavior of contractual staff at Mercu Buana University Yogyakarta (2) There was an organizational cultural relationship effect towards Organizational Citizenship Behavior of contract staff at Mercu Buana University Yogyakarta (3) There was an effect of Transformational Leadership towards Organizational Citizenship Behavior through Job Satisfaction as a mediating variable for contract staff at Mercu Buana University in Yogyakarta (4) There was an effect of Organizational Culture towards Organizational Citizenship Behavior through Job Satisfaction as a mediating variable for contract staff at Mercu Buana University Yogyakarta

Keywords: Transformational Leadership, Organizational Culture, Job Satisfaction, Organizational Citizenship Behavior