

ABSTRAK

Sriani, Putu Putri Indah (2026), Pengaruh *Organizational Citizenship Behavior (OCB)*, *Employee Engagement*, dan Budaya Organisasi terhadap Kinerja Karyawan PT Bank Pembangunan Daerah Bali.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I : Dr. Komang Krisna Heryanda, S.E., M.M. dan Pembimbing II: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si.

Kata-kata kunci: *Organizational Citizenship Behavior (OCB)*, *Employee Engagement*, budaya organisasi, kinerja karyawan.

Penelitian ini bertujuan untuk menganalisis pengaruh *Organizational Citizenship Behavior (OCB)*, *Employee Engagement*, dan budaya organisasi terhadap kinerja karyawan bagian kredit pada PT Bank Pembangunan Daerah Bali. Penelitian menggunakan pendekatan kuantitatif dengan metode survei, dimana data dikumpulkan melalui kuesioner yang disebarakan kepada karyawan bagian kredit. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa *Organizational Citizenship Behavior (OCB)*, *Employee Engagement*, dan budaya organisasi berpengaruh positif dan signifikan terhadap kinerja karyawan, baik secara parsial maupun simultan. Budaya organisasi terbukti paling dominan berpengaruh positif dan signifikan terhadap kinerja karyawan. Temuan ini mengindikasikan bahwa peningkatan perilaku kerja sukarela, keterikatan karyawan terhadap pekerjaan, serta penguatan nilai dan norma organisasi mampu meningkatkan kinerja karyawan secara optimal. Penelitian ini diharapkan dapat menjadi dasar pertimbangan bagi manajemen dalam merumuskan strategi pengelolaan sumber daya manusia guna meningkatkan kinerja karyawan dan pencapaian target perusahaan.

UNDIKSHA

ABSTRACT

Sriani, Putu Putri Indah (2026), The Influence of Organizational Citizenship Behavior (OCB), Employee Engagement, and Organizational Culture on Employee Performance at PT Bank Pembangunan Daerah Bali.

This thesis has been reviewed and approved by Supervisor I: Dr. Komang Krisna Heryanda, S.E., M.M. and Supervisor II: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si.

Keywords: Organizational Citizenship Behavior (OCB), Employee Engagement, organizational culture, employee performance.

This study aims to analyze the influence of Organizational Citizenship Behavior (OCB), Employee Engagement, and organizational culture on the performance of credit department employees at PT Bank Pembangunan Daerah Bali. The research employs a quantitative approach using a survey method, where data were collected through questionnaires distributed to credit department employees. The data analysis technique used is multiple linear regression.

The results of the study indicate that Organizational Citizenship Behavior (OCB), Employee Engagement, and organizational culture have a positive and significant effect on employee performance, both partially and simultaneously. Organizational culture is proven to have the most dominant positive and significant influence on employee performance. These findings suggest that improving voluntary work behavior, strengthening employee engagement, and reinforcing organizational values and norms can optimally enhance employee performance.

This study is expected to serve as a reference for management in formulating human resource management strategies to improve employee performance and achieve organizational targets.

