

Pengaruh kepemimpinan transformasional dan budaya organisasi terhadap organizational citizenship behavior dengan komitmen organisasional sebagai mediator di divisi sentra layanan perbankan elektronik PT Bank Central Asia Tbk = The impact of transformational leadership and organizational culture on organizational citizenship behavior with organizational commitment as a mediator in electronic operation center division PT Bank Central Asia Tbk

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Abstrak

Perbankan diperkirakan menjadi salah satu bidang usaha yang akan terkena dampak disrupsi dalam perkembangan industry 4.0. Bank Central Asia sebagai perusahaan perbankan swasta terbesar di Indonesia tidak melakukan strategi pengurangan karyawan. Tujuan dari penelitian ini adalah untuk melihat pengaruh Kepemimpinan Transformasional dan Budaya Organisasi serta peran mediasi Komitmen Organisasional terhadap Organizational Citizenship Behavior (OCB) karyawan Bank Central Asia di Divisi Sentra Layanan Perbankan Elektronik. Target responden penelitian adalah karyawan tetap di Divisi SLPE BCA. Proses analisa data menggunakan metode SEM-PLS untuk melihat hubungan antar variabel. Hasil penelitian menemukan bahwa kepemimpinan transformasional tidak berpengaruh terhadap OCB baik secara langsung maupun melalui peran mediasi Komitmen Organisasional. Sebaliknya budaya organisasi berpengaruh signifikan baik secara langsung maupun melalui peran mediasi Komitmen Organisasional. Oleh karena itu proses internalisasi budaya sangat penting dilakukan kepada setiap karyawan agar tujuan organisasi yang telah ditetapkan bisa tercapai.

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Banking is estimated to be one of the business sectors that will be affected by disruption in industrial development 4.0. Bank Central Asia as the largest private banking company in Indonesia doesnt carry out a strategy to reduce employees. The purpose of this study was to look at the effect of Transformational Leadership and Organizational Culture with the mediating role of Organizational Commitment on Organizational Citizenship Behavior (OCB) of Bank Central Asia (BCA) employees in the Division of Electronic Operations Centers (COE). The target of the research respondents is permanent employees. The data analysis process uses the SEM-PLS method to see the relationships between variables. The results of the study found that Transformational Leadership didnt influence OCB either directly or through the mediating role of Organizational Commitment. Instead Organizational Culture has a significant effect both directly and through the mediating role of Organizational Commitment. Therefore, the process of cultural internalization is very important for each employee so that the organizations stated goals can be achieved.