

ABSTRAK

PENGARUH KOMUNIKASI, KECERDASAN EMOSIONAL DAN BUDAYA ORGANISASI TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* (OCB) KARYAWAN BANK MAYAPADA CABANG WAY HALIM

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Penelitian ini bertujuan untuk mengetahui apakah komunikasi, kecerdasan emosional dan budaya organisasi berpengaruh terhadap *organizational citizenship behavior* (OCB) karyawan Bank Mayapada Cabang Way Halim. Jenis penelitian yang digunakan adalah penelitian kuantitatif besifat kausalitas. Populasi yang dipilih dalam penelitian ini adalah seluruh karyawan Bank Mayapada Cabang Way Halim. Metode penarikan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan menggunakan teknik pengambilan sampel jenuh maka diperoleh 35 karyawan. Metode analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Hasil analisis menyatakan bahwa komunikasi, kecerdasan emosional dan budaya organisasi berpengaruh terhadap *organizational citizenship behavior* (OCB) karyawan Bank Mayapada Cabang Way Halim

**Kata Kunci: Komunikasi, Kecerdasan Emosional, Budaya Organisasi Dan
*Organizational Citizenship Behavior***

ABSTRACT

THE INFLUENCE OF COMMUNICATION, EMOTIONAL INTELLIGENCE, AND ORGANIZATIONAL CULTURE ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) OF BANK MAYAPADA BRANCH WAY HALIM EMPLOYEES

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This research purpose was to determine the influence of communication, emotional intelligence, and organizational culture on organizational citizenship behavior (OCB) of Mayapada Bank employees, Way Halim Branch. The research method used was quantitative with a causality approach. The population selected in this research was all employees. The sampling technique was a saturated sample and 35 employees were obtained. The data collection method was Field Research by distributing questionnaires. The data analysis method used multiple linear regression and hypothesis testing, namely the t-test and f-test. The results of the research stated that communication, emotional intelligence, and organizational culture influence organizational citizenship behavior of Bank Mayapada employees Way Halim Branch.

Keywords: Communication, Emotional Intelligence, Organizational Culture, Organization Citizenship Behavior.