

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Motivasi dan Kepribadian Terhadap *Organizational Citizenship Behavior* Dengan Budaya Organisasi Sebagai Variabel Mediasi pada PT.Yong Yeng Food "AICE" Kota Padang. Metode analisis data menggunakan kuesioner, dengan sampel 75 responden. Metode analisis data yang digunakan adalah teknik sampling non random sampling.

Hasil analisis data menyimpulkan, (1) Didapatkan pengaruh positif dan signifikan antara Motivasi terhadap Budaya Organisasi pada PT. Yong Yeng Food "AICE" Kota Padang. (2) Didapatkan pengaruh positif dan signifikan antara Kepribadian terhadap Budaya Organisasi pada PT. Yong Yeng Food "AICE" Kota Padang. (3) Didapatkan pengaruh positif dan signifikan antara Motivasi terhadap *Organizational Citizenship Behavior* pada PT. Yong Yeng Food "AICE" Kota Padang. (4) Didapatkan pengaruh positif dan signifikan antara Kepribadian terhadap *Organizational Citizenship Behavior* pada PT. Yong Yeng Food "AICE" Kota Padang. (5) Didapatkan pengaruh positif dan signifikan antara Budaya Organisasi terhadap *Organizational Citizenship Behavior* pada PT. Yong Yeng Food "AICE" Kota Padang. (6) Budaya Organisasi mampu memediasi Motivasi terhadap *Organizational Citizenship Behavior*. (7) Budaya Organisasi mampu memediasi Kepribadian terhadap *Organizational Citizenship Behavior*.

Kata kunci : Motivasi, Kepribadian, Budaya Organisasi dan *Organizational Citizenship Behavior*

ABSTRACT

This study aims to determine how big the influence of motivation and personality on organizational citizenship behavior with culture as a mediating variable at PT. Yong Yeng Food "AICE" Padang City. Methods of data analysis using a questionnaire, with a sample of 75 respondents. The data analysis method used is a non-random sampling technique.

The results of data analysis concluded, (1) There was a positive and significant influence between motivation on organizational culture at PT. Yong Yeng Food "AICE" Padang City. (2) Obtained a positive and significant influence between Personality on Organizational Culture at PT. Yong Yeng Food "AICE" Padang City. (3) There is a positive and significant influence between motivation and organizational citizenship behavior at PT. Yong Yeng Food "AICE" Padang City. (4) Obtained a positive and significant influence between Personality Organizational Citizenship Behavior at PT. Yong Yeng Food "AICE" Padang City. (5) Obtained a positive and significant influence between Organizational Culture on Organizational Citizenship Behavior at PT. Yong Yeng Food "AICE" Padang City. (6) Organizational Culture can mediate Motivation on Organizational Citizenship Behavior. (7) Organizational Culture can mediate Personality on Organizational Citizenship Behavior.

Keywords: Motivation, Personality, Organizational Culture, and Organizational Citizenship Behavior.