

ABSTRACT

Ririn Agistia Novaris, 17101155310455. Management (2021), "The Influence of Work Loyalty, Transformational Leadership, Emotional Intelligence and Work Motivation on Organizational Citizenship Behavior (OCB) at SMA Negeri 3 Solok Teachers" under the guidance of Mrs. Yosi Yulia, SE, MMAk. ,CA and Mrs. Selvi Yona Sari,SE,MM

This study aims to determine the effect of work loyalty, transformational leadership, emotional intelligence and work motivation on organizational citizenship behavior (OCB) for teachers at SMA Negeri 3 Solok. Methods of collecting data through surveys and distributing questionnaires, with a sample of 62 respondents. The data analysis method used is the SEM method based on partial least squares (PLS).

The results obtained are based on hypothesis testing: (a) there is a positive and significant effect between work loyalty on organizational citizenship behavior (OCB). (b) there is a negative and insignificant effect between transformational leadership on organizational citizenship behavior (OCB). (c) there is a negative and insignificant effect between emotional intelligence on organizational citizenship behavior (OCB). (d) there is a negative and insignificant effect between work motivation on organizational citizenship behavior (OCB). And based on R-Squared the value is 0.871. This shows that the percentage of construct variables of work loyalty, transformational leadership, emotional intelligence and work motivation on organizational citizenship behavior (OCB) is 87.1%, the rest is influenced by other variables outside this study.

Keywords: *work loyalty, transformational leadership, emotional intelligence, work motivation and organizational citizenship behavior (OCB).*

ABSTRAK

Ririn Agistia Novaris, 17101155310455. Manajemen (2021), “Pengaruh Loyalitas Kerja, Kepemimpinan Transformasional, Kecerdasan Emosional dan Motivasi Kerja terhadap *Organizational Citizenship Behavior* (OCB) pada Guru SMA Negeri 3 Kota Solok” dibawah bimbingan Ibuk Yosi Yulia, S.E., M.M.Ak.,CA dan Ibuk Selvi Yona Sari,S.E., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Loyalitas Kerja, Kepemimpinan Transformasional, Kecerdasan Emosional dan Motivasi Kerja terhadap *Organizational Citizenship Behavior* (OCB) pada Guru SMA Negeri 3 Kota Solok. Metode pengumpulan data melalui survey dan menyebarkan kuesioner, dengan sampe 62 responden. Metode analisis data yang digunakan adalah metode SEM berbasis *partial least square* (PLS)

Hasil penelitian yang didapatkan berdasarkan uji hipotesis : (a) terdapat pengaruh positif dan signifikan antara loyalitas kerja terhadap *organizational citizenship behavior* (OCB). (b) terdapat pengaruh negatif dan tidak signifikan antara kepemimpinan transformasional terhadap *organizational citizenship behavior* (OCB). (c) terdapat pengaruh negatif dan tidak signifikan antara kecerdasan emosional terhadap *organizational citizenship behavior* (OCB). (d) terdapat pengaruh negatif dan tidak signifikan antara motivasi kerja terhadap *organizational citizenship behavior* (OCB). Dan berdasarkan R-Squared nilainya adalah 0,871. Hal ini menunjukkan bahwa besarnya persentase konstruk variabel loyalitas kerja, kepemimpinan transformasional, kecerdasan emosional dan motivasi kerja terhadap *organizational citizenship behavior* (OCB) adalah sebesar 87,1% sisanya dipengaruhi oleh variabel lain di luar penelitian ini.

Kata kunci : loyalitas kerja, kepemimpinan transformasional, kecerdasan emosional, motivasi kerja dan *organizational citizenship behavior* (OCB).