

ABSTRAK

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Program Studi : Manajemen

Judul : Pengaruh *Servant leadership*, Motivasi Kerja dan *Perceived Organizational Support* (POS) Terhadap *Organizational Citizenship Behavior* (Studi Kasus Karyawan BPJS kesehatan Nagan Raya).

Penelitian ini bertujuan untuk menganalisis Pengaruh *Servant leadership*, Motivasi Kerja dan *Perceived Organizational Support* (POS) Terhadap *Organizational Citizenship Behavior* (Studi Kasus Karyawan BPJS kesehatan Nagan Raya). *Organizational Citizenship Behavior* merupakan faktor penting dalam mendukung pencapaian tujuan organisasi, khususnya pada lembaga pelayanan publik yang dituntut memberikan pelayanan optimal kepada masyarakat. Namun, dalam praktiknya masih ditemukan kurangnya *Organizational Citizenship Behavior* (OCB) merupakan perilaku sukarela karyawan yang melampaui tuntutan tugas formal dan berkontribusi secara positif terhadap efektivitas organisasi. Perilaku ini menjadi sangat penting terutama pada organisasi pelayanan publik yang menuntut kinerja optimal dan kualitas pelayanan yang tinggi, seperti BPJS Kesehatan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada seluruh karyawan BPJS Kesehatan Kabupaten Nagan Raya yang dijadikan sebagai responden penelitian. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan program statistik, serta dilakukan uji validitas, reliabilitas, dan uji asumsi klasik untuk memastikan kelayakan data penelitian. Hasil penelitian menunjukkan bahwa servant leadership berpengaruh positif dan signifikan terhadap *Organizational Citizenship Behavior* (OCB), yang berarti semakin baik penerapan kepemimpinan yang berorientasi pada pelayanan, maka semakin tinggi perilaku sukarela karyawan dalam organisasi. Motivasi kerja juga terbukti berpengaruh positif dan signifikan terhadap OCB, menunjukkan bahwa karyawan yang memiliki dorongan kerja tinggi cenderung bersedia memberikan kontribusi lebih di luar tugas formalnya. Selain itu, *perceived organizational support* (POS) berpengaruh positif dan signifikan terhadap OCB. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi manajemen BPJS Kesehatan Kabupaten Nagan Raya dalam meningkatkan kualitas kepemimpinan, motivasi kerja, serta dukungan organisasi guna mendorong terbentuknya perilaku OCB secara berkelanjutan.

Kata kunci: *Servant Leadership*, Motivasi Kerja, *Perceived Organizational Support*, *Organizational Citizenship Behavior*.

ABSTRACT

Name : Roni Sapitra
Study Program : Management
Title : The Influence of Servant Leadership, Work Motivation, and Perceived Organizational Support (POS) on Organizational Citizenship Behavior (A Case Study of Employees at BPJS Kesehatan Nagan Raya)

This study aims to analyze the influence of servant leadership, work motivation, and perceived organizational support (POS) on Organizational Citizenship Behavior (OCB) among employees of BPJS Kesehatan Nagan Raya. Organizational Citizenship Behavior is an important factor in supporting the achievement of organizational goals, especially in public service institutions that are required to provide optimal services to the community. However, in practice, there are still indications of insufficient Organizational Citizenship Behavior (OCB). OCB refers to employees' voluntary behavior that goes beyond formal job requirements and contributes positively to organizational effectiveness. This behavior is particularly important in public service organizations that demand optimal performance and high-quality service, such as BPJS Kesehatan. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to all employees of BPJS Kesehatan in Nagan Raya Regency, who were selected as research respondents. The data analysis technique used was multiple linear regression analysis with the assistance of statistical software. Validity tests, reliability tests, and classical assumption tests were also conducted to ensure the feasibility of the research data. The results indicate that servant leadership has a positive and significant effect on Organizational Citizenship Behavior (OCB), meaning that the better the implementation of service-oriented leadership, the higher the level of employees' voluntary behavior within the organization. Work motivation also has a positive and significant effect on OCB, showing that employees with higher work motivation are more likely to contribute beyond their formal job duties. Additionally, perceived organizational support (POS) has a positive and significant effect on OCB. This study is expected to serve as a reference for the management of BPJS Kesehatan Nagan Raya Regency in improving leadership quality, work motivation, and organizational support in order to sustainably foster Organizational Citizenship Behavior.

Keywords: Servant Leadership, Work Motivation, Perceived Organizational Support, Organizational Citizenship Behavior.