

THE RELATIONSHIP BETWEEN CULTURAL VALUES AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR ON ETHNIC CHINESE EMPLOYEES

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INTISARI

Untuk meningkatkan efektivitas dan kinerja organisasi, organisasi wajib mempunyai SDM dengan kualitas terbaik. Akan tetapi, terdapat sejumlah persoalan berkaitan SDM para karyawan dimana terdapat perilaku yang menunjukkan bahwa karyawan tidak memberikan kontribusi positif, namun malah mempersulit organisasi. Terdapat sejumlah aspek yang berpengaruh ke *Organizational Citizenship Behavior* (OCB) pada karyawan, salah satunya ialah *Cultural Values*. Penelitian ini bertujuan untuk mengetahui serta menguji hubungan antara *Cultural Values* dengan OCB pada karyawan etnis Tionghoa. Subjek penelitian pada studi ini adalah karyawan etnis Tionghua berjumlah 127 orang di PT Capella Dinamik Nusantara yang dipilih memakai teknik *purposive sampling*. Studi ini memakai metode kuantitatif. Data dikumpulkan dengan memakai teknik kuesioner melalui media online yaitu *Google Form* yang terdiri dari skala *Cultural Values* sebanyak 26 aitem dan skala OCB sebanyak 36 aitem. Hipotesis yang diajukan dalam penelitian ini ialah adanya hubungan positif antara *Cultural Values* dengan *Organizational Citizenship Behavior* pada karyawan etnis Tionghoa. Perhitungan dijalankan melalui uji analisis (uji asumsi) yang terdiri dari uji korelasi *Pearson Product Moment* melalui bantuan *IBM SPSS Statistics 25*. Temuan analisis data menunjukkan koefisien korelasi sejumlah 0,303 dengan $p = 0,000$ ($p < 0,05$), memperlihatkan jika ada hubungan positif dan signifikan antara *Cultural Values* dengan OCB dengan arti bahwa semakin tinggi *Cultural Values*, maka semakin tinggi juga OCB karyawan serta berlaku pula sebaliknya. Melalui temuan studi ini, bisa diambil simpulan jika hipotesis penelitian yakni ada hubungan positif *Cultural Values* dengan OCB, bisa diterima.

Kata kunci: *Cultural Values*, *Organizational Citizenship Behavior*, Karyawan, Etnis Tionghoa

ABSTRACT

To improve the effectiveness and performance of the organization, the organization must have quality human resources. However, there are several problems that happen related to human resource problems for employees where there are behaviors that show that employees do not make a positive contribution, but instead, make it difficult for the organization. There are some factors that influence Organizational Citizenship Behavior (OCB), and one of them is Cultural Values. This study aims to determine and examine the relationship between Cultural Values and OCB on Chinese employees. The research subjects used in this study were 127 ethnic Chinese employees in PT Capella Dinamik Nusantara that were selected using the Purposive Sampling technique. This study used quantitative research. Data was collected using a questionnaire technique through online media, namely Google Form, consisting of Cultural Values scale with 26 items and OCB with 36 items. The hypothesis proposed in this study was there is a positive relationship between Cultural Values and OCB on Chinese employees. Calculations were performed using an analysis test (assumption test) which is the Pearson Product Moment correlation test using the help of IBM SPSS Statistics 25. The result of the analysis data showed that the correlation coefficient is 0,303 with $p = 0,000$ ($p < 0,05$), it means that there is a positive relationship and significance between Cultural Values and Organizational Citizenship Behavior with meaning that the higher the Cultural Values, the higher the OCB of the employees and vice versa. From this study, it could be concluded that the research hypothesis that there is a positive relationship between Cultural Values and OCB, is acceptable.

Keywords : *Cultural Values, Organizational Citizenship Behavior, Employees, Chinese Ethnicity*