ABSTRACT

IMPLICATIONS OF JOB SATISFACTION AND LOYALTY OF EMPLOYEES
Organizational citizenship Behavior (OCB) (STUDY IN CONCH
NUSANTARA ABADI)

By

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This study aims to analyze the implications of variable job satisfaction and loyalty of employees on Organizational Citizenship Behavior. This research was conducted at PT Keong Nusantara Abadi, south Lampung Natar employees Fermentation this part. This study used a sample of 64 respondents employees. The benefits of this research are expected to provide inputs for the company to pay attention to job satisfaction and loyalty of its employees work. This type of research used in this research is explanatori. Analysis of the data in this study using multiple linear regression techniques by means of SPSS 16. Tests using test R, F test and t test. The results showed that partially, for job satisfaction variables (X1) significant negative effect on Organizational Citizenship Behavior, job loyalty variable (X2) significant effect on Organizational Citizenship Behavior (Y). And simultaneously variable job satisfaction and employee loyalty significant effect on Organizational Citizenship Behavior.

Keywords: Job Satisfaction, Loyalty Work, Organizational Citizenship Behavior.