

ABSTRAK

PENGARUH *PERCEIVED ORGANIZATIONAL SUPPORT* DAN *AFFECTIVE COMMITMENT* TERHADAP KINERJA KARYAWAN MELALUI *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* (Studi pada PT. UTD Creation Packaging Solutions Batam)

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Tantangan Sumber Daya Manusia dalam industri manufaktur meliputi keterampilan dan pengetahuan teknis, perubahan teknologi dan persaingan global, kebutuhan tenaga kerja yang fleksibel, kesehatan dan keselamatan kerja, serta pemenuhan kebutuhan karyawan. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *perceived organizational support*, *affective commitment*, dan *organizational citizenship behavior* terhadap kinerja karyawan pada pegawai PT. UTD Creation Packaging Solutions Batam. Penelitian ini menggunakan pendekatan kuantitatif dengan subjek penelitian sebanyak 126 responden yang diambil dengan menggunakan teknik *sampling* jenuh. Sumber data yang digunakan yaitu data primer dan data sekunder. Data dikumpulkan melalui kuesioner. Analisis data pada penelitian ini menggunakan analisis *outer* model dan *inner* model dengan alat bantu SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa variabel *perceived organizational support* secara parsial berpengaruh signifikan terhadap kinerja karyawan, variabel *affective commitment* secara parsial berpengaruh signifikan terhadap kinerja karyawan, variabel *organizational citizenship behavior* secara parsial berpengaruh signifikan terhadap kinerja karyawan, serta variabel *perceived organizational support*, dan *affective commitment* secara parsial berpengaruh signifikan terhadap kinerja karyawan melalui *organizational citizenship behavior*. Implikasi dalam penelitian ini diharapkan perusahaan mampu memenuhi *perceived organizational support* dan *affective commitment* untuk meningkatkan kinerja karyawan.

Kata Kunci: *Perceived Organizational Support*, *Affective Commitment*, *Organizational Citizenship Behavior*, Kinerja Karyawan

ABSTRACT

THE EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT AND AFFECTIVE COMMITMENT ON EMPLOYEE PERFORMANCE MEDIATED ORGANIZATIONAL CITIZENSHIP BEHAVIOR (Survey on PT. UTD Creation Packaging Solutions Batam)

By

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Human Resource challenges in the manufacturing industry include technical skills and knowledge, technological change and automation, global competition, the need for a flexible workforce, occupational health and safety, and meeting employee needs. This research aims to determine how much influence perceived organizational support, affective commitment, and organizational citizenship behavior have on employee performance at PT employees. UTD Creation Packaging Solutions Batam. This research uses a quantitative approach with research subjects of 126 respondents taken using saturated sampling techniques. The data sources used are primary data and secondary data. Data was collected through questionnaires. Data analysis in this research uses outer model and inner model analysis with the SmartPLS 3.0 tool. The results of this research show that the perceived organizational support variable partially has a significant effect on employee performance, the affective commitment variable partially has a significant effect on employee performance, the organizational citizenship behavior variable partially has a significant effect on employee performance, as well as the perceived organizational support and affective commitment variables partially. partial has a significant effect on employee performance through organizational citizenship behavior. The implication of this research is that it is hoped that companies will be able to fulfill perceived organizational support and affective commitment to improve employee performance.

Keywords: Perceived Organizational Support, Affective Commitment, Organizational Citizenship Behavior, Employee Performance

PENGARUH PERCEIVED ORGANIZATIONAL SUPPORT DAN