

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menguji pengaruh keterikatan pekerjaan (*job embeddedness*), kecerdasan emosional (*emotional intelligence*), dan keterlibatan karyawan (*employee engagement*) terhadap *organizational citizenship behavior* (OCB) pada pegawai PT Nusantara Mobil International. Keterikatan pekerjaan (*job embeddedness*) diukur dengan *fit*, *links*, dan *sacrifice*. kecerdasan emosional (*emotional intelligence*) diukur dengan kesadaran diri, pengaturan diri, motivasi diri, kesadaran sosial, dan keterampilan sosial. keterlibatan karyawan (*employee engagement*) diukur dengan *vigor*, *dedication*, dan *absorption*.

Jenis penelitian yang digunakan yaitu penelitian kuantitatif. Populasi dalam penelitian ini adalah karyawan PT Nusantara Mobil International yang berjumlah 74 orang. Jumlah sampel ini menggunakan teknik pengambilan sampel jenuh yang merupakan teknik pengambilan seluruh sampel dari populasi. Pengumpulan data melalui penyebaran kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan *software statistical product and service solution* (SPSS) versi 25.0.

Hasil penelitian menunjukkan bahwa *job embeddedness*, *emotional intelligence*, dan *employee engagement* berpengaruh positif dan signifikan terhadap *organizational citizenship behavior*.

Kata Kunci : *job embeddedness*, *emotional intelligence*, *employee engagement*, *organizational citizenship behavior*.

ABSTRACT

This research aimed to find out, analyze, and test the effect of job embeddedness, emotional intelligence, and employee engagement on organizational citizenship behavior (OCB) for employees of PT Nusantara Mobil International. The job embeddedness was measured by fit, links, and sacrifice. Moreover, emotional intelligence was measured by self-awareness, self-control, self-motivation, social awareness, and social skills. Employee engagement was measured by vigor, dedication, and absorption.

The research was quantitative. Furthermore, the population was employees of PT Nusantara Mobil International which consisted of 74 people. The data collection technique used saturated sampling, in which members of the population were the sample. Additionally, the instrument in the data collection technique used questionnaires. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25.0.

The result concluded that job embeddedness had a positive and significant effect on organizational citizenship behavior. Likewise, both emotional intelligence and employee engagement had a positive and significant effect on organizational citizenship behavior.

Keywords: *Job Embeddedness, Emotional Intelligence, Employee Engagement, Organizational Citizenship Behavior*



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