ABSTRAK

This paper investigates the impact of organizational commitment and citizenship behavior on the turnover intentions of marketing personnel in Bank Ekonomi Surabaya. Data from 35 respondents was used to measure the impact of two factors on turnover intentions. Correlation and regression has been used to analyze the relationship of turnover intention with organizational commitment and organizational citizenship behavior. The results of the study showed that turnover intentions of marketing personnel depend on the organizational citizenship behavior of the employees but organizational commitment does not have a significant impact on the turnover intentions of marketing personnel. Results have been discussed with specific reference to collectivist culture of Bank Ekonomi Surabaya and policy implications for managers have been suggested.

Keywords: Turnover intentions, Organizational commitment, Organizational citizenship behavior. Marketing personnel, Bank Ekonomi Surabaya.