

ABSTRACT

The Influence of Motivation, Ability, Moral Awareness and Employee Satisfaction to The Commitment and Organizational Citizenship Behavior of The Operational Employee of The Five Stars Hotel In Nusa Dua Bali.

The aims of the study is to analyzed and to proof influence of MAMA model and job satisfaction to the commitment and organizational citizenship behavior and to proof the Motivation theory of McClelland, ability theory of Gardner (1983) and high performance theory of Li Yun Sun (2007) that OCB is not only influenced by motivation and ability, but developed by formulation of $OCB = MAMA$, means MAMA model (motivation, ability, and moral awareness) will influence OCB (Organization Citizenship Behavior).

The subject of the research is the five stars hotels at Nusa Dua Bali, the object of the research is using six variables consist of motivation, ability, moral awareness and job satisfaction as independent variable, one commitment variable as intervening variable, and organizational citizenship behavior as dependent variable. Respondent are the Hindu religion the hotel operational employees of 198 samples. The method of collecting data is using simple random sampling method with proportional allocation. The data analyzed in this research is using structural equation modeling (SEM) analysis technique, which is using AMOS 7 program (Analysis Structure) and SPSS 13.0. version.

This research has found an expansion of motivation theory of McClelland, ability theory of Gardner (1983) and high performance theory of Li Yun Sun (2007) that OCB is not only influenced by motivation and ability, but expanded with formulation $OCB = MAMA$, means MAMA model (motivation, ability, and moral awareness) influence OCB (Organization Citizenship Behavior).

Furthermore this research has found a theory that the main variable which is causing the appearance of organizational citizenship behavior is MAMA (motivation, ability, and moral awareness) as an intrinsic behavior. Job Satisfaction as an extrinsic behavior and commitment or organizational citizenship behavior function of MAMA, satisfaction and commitment or to be formulated as $OCB f (Mama.Sat.Com)$ Findings show that there are two kinds of behavior; intrinsic behavior and extrinsic behavior.

Keywords : MAMA model (motivation, ability, moral awareness), satisfaction, commitment and organization citizenship behavior.