

ABSTRACT

The Factor that to Influence Organizational Commitment and Organizational Citizenship Behavior

Study at modern retail industry sector employees in Malang, East Java

This study is conducted to test and analyze the effect of some variables that to influence employee organizational commitment and Organizational Citizenship Behavior (OCB), the effect of organizational commitment to OCB at modern retail industry sector. Based on the commitment effect model developed by Mowday, Porter, and Steers and also some development research, main variables in this research are corporate culture, corporate image, internal career opportunity, trust, leadership style, and job characteristics.

Research data from 162 non-manager employees in modern retail industry, be analyzed by quantitative approach, with analysis tool *Structural Equation Modeling* (SEM) in AMOS 4.01 program. Reference to the significance rate (λ) 0.05, hypothesis testing this study shows the following results:

1. Corporate culture and leadership style insignificantly effect to the employees organizational commitment.
2. Corporate image, internal career opportunity, trust, and job characteristics, significantly effect to the employees organizational commitment.
3. Corporate image, leadership style, and job characteristics, significantly effect to Organizational Citizenship Behavior
4. Corporate culture, internal career opportunity, and trust, insignificantly effect to Organizational Citizenship Behavior
5. Organizational commitment significantly effect to Organizational Citizenship Behavior

Keywords: *Organizational Citizenship Behavior, Organizational Commitment, Corporate Culture, Corporate Image, Internal Career, Trust, Leadership, Job Characteristic.*