

ABSTRACT**THE DEVELOPMENT EFFORT OF ORGANIZATIONAL CITIZENSHIP
BEHAVIOR (OCB) TOWARD MIDWIVES OF PUBLIC HEALTH
CENTER TO ACHIEVE UNIVERSAL CHILD IMMUNIZATION SUB
DISTRICT'S TARGET.
(CASE STUDY IN SURABAYA PUBLIC HEALTH CENTERS)**

Organizational Citizenship Behavior is individual behavior that is discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promotes the effective functioning of the organization. There are health centers that have not yet reached UCI sub district as 24,03% from the target 100% in Surabaya in 2014. In enhancing UCI need involvement from many parties to do OCB behavior that is related to valuation of performance system in Public Health center. The purpose of this study is arranging a recommendation of development effort of Organizational Citizenship Behavior to midwives of Public Health center in achieving UCI sub district's target in Surabaya. This study was observational analytics study by using cross sectional. The location of study was in 62 Public Health center in Surabaya with random selection sampling. This study was conducted in May 2015. Data, in this case was sample by using two stage random sampling. The statistic analysis result of study by using linier regression test showed that OCB behavior relate to performance with significant value $p = 0,001$ ($p < 0,05$), which the better behavior of OCB, the better achieved performance. The role of City Health Office and Public Health center is very essential for Public Health centers' midwives because it can enhance their motivation in completing task for achieving their best performance.

Key words: *Organizational Citizenship Behavior (OCB), Universal Child Immunization (UCI), Performance*