

BINUS UNIVERSITY

Program Strata 1

Fakultas Manajemen

Skripsi Sarjana Ekonomi 2013/2014

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Management Commitment Service Quality* dan *Job Satisfaction* serta dampaknya terhadap *Organizational Citizenship Behavior*. Penelitian ini merupakan asosiatif dimana penelitian yang disusun untuk meneliti kemungkinan adanya hubungan sebab-akibat antar variabel. Metode pengumpulan datanya menggunakan metode kuesioner dan wawancara. Analisis datanya menggunakan analisis path. Penelitian ini respondennya adalah karyawan bidang pariwisata Kepulauan Seribu dan Jumlah responden 92 orang. Penelitian ini menemukan bahwa Variabel *Management Commitment Service Quality* memiliki pengaruh yang signifikan dan kuat terhadap *Job Satisfaction*, Variabel *Management Commitment Service Quality* memiliki pengaruh yang signifikan dan kuat terhadap *Organizational Citizenship Behavior*, Variabel *Job Satisfaction* memiliki pengaruh signifikan dan kuat terhadap *Organizational Citizenship Behavior* dan Variabel *Management Commitment Service Quality* secara tidak langsung memiliki pengaruh terhadap *Organizational Citizenship Behavior* melalui *Job Satisfaction* selaku variabel intervening.

Kata Kunci : MCSQ, kepuasan kerja, *Organizational Citizenship Behavior*.

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ABSTRACT

This study aims to determine the effect of Service Quality Management Commitment and Job Satisfaction as well as their impact on Organizational Citizenship Behavior. This research is research in which the associative prepared to examine the possibility of a cause - effect between variables. Methods of data collection using questionnaires and interviews. Analysis of the data using path analysis. This study respondents were employees of the Thousand Islands tourism sector and the number of respondents is 92. This study found that variable Commitment Management Service Quality has a significant impact on job satisfaction and strong, Variable Commitment Management Service Quality has a strong and significant influence on Organizational Citizenship Behavior, Job Satisfaction variable has a significant and strong influence on Organizational Citizenship Behavior and Variable Management commitment Service Quality indirectly have an influence on Organizational Citizenship Behavior through the Job Satisfaction as an intervening variable

Key Words : mcsq, job satisfaction, organizational citizenship behavior