

ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan peningkatan kinerja SDM berbasis budaya organisasi dan *perceived organizational support* melalui *organizational citizenship behavior*. Penelitian ini menggunakan kuesioner untuk mengambil data pada karyawan produksi di PT Quartindo Sejati Furnitama Demak sebanyak 182 orang dan yang kembali sebanyak 166 orang. Teknik pengambilan sampel menggunakan teknik *proportional sampling*, yang artinya teknik yang digunakan apabila populasi memiliki anggota atau unsur yang tidak homogen. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel budaya organisasi terhadap *organizational citizenship behavior*, pengaruh positif dan signifikan antara variabel *perceived organizational support* terhadap *organizational citizenship behavior*, pengaruh positif dan signifikan antara variabel budaya organisasi terhadap kinerja SDM, pengaruh positif dan signifikan antara variabel *perceived organizational support* terhadap kinerja SDM, pengaruh positif dan signifikan antara *organizational citizenship behavior* terhadap kinerja SDM. Serta variabel *organizational citizenship behavior* terbukti memediasi variabel budaya organisasi terhadap kinerja SDM dan variabel *organizational citizenship behavior* terbukti memediasi variabel *perceived organizational support* terhadap kinerja SDM.

Kata kunci : Budaya Organisasi, *Perceived Organizational Support*, *Organizational Citizenship Behavior* dan Kinerja SDM.

ABSTRACT

The purpose of this study was to analyze and describe the improvement of HR performance based on organizational culture and perceived organizational support through organizational citizenship behavior. This study used a questionnaire to retrieve data on production employees at 182 people from Quartindo Sejati Furnitama Demak and returned 166 people. sampling uses proportional sampling technique, which means the technique used when the population has members or elements that are not homogeneous. This analysis method uses the sobel test.

The results of this study indicate that there is a positive and significant influence between organizational culture variables on organizational citizenship behavior, positive and significant influence between variables perceived organizational support for organizational citizenship behavior, positive and significant influence between organizational culture variables on HR performance, positive and significant influence between the variables perceived organizational support for HR performance, the positive and significant influence between organizational citizenship behavior on HR performance. As well as organizational citizenship behavior variables proved to mediate organizational culture variables on HR performance and organizational citizenship behavior variables proved to mediate variables perceived organizational support for HR performance.

Keywords: *Organizational Culture, Perceived Organizational Support, Organizational Citizenship Behavior and HR Performance.*