

**HUBUNGAN ANTARA KEPUASAN KOMUNIKASI DENGAN
ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) PADA
KARYAWAN PT.DJARUM KUDUS**

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Penelitian ini bertujuan menguji secara empirik hubungan antara kepuasan komunikasi dengan *organizational citizenship behavior* (OCB). Hipotesis yang diajukan adalah ada hubungan antara kepuasan komunikasi dengan OCB. Uji hipotesis dalam penelitian ini menggunakan teknik korelasi *Product Moment* dari Karl Pearson.

Kancah penelitian adalah karyawan PT.DJARUM KUDUS. Sampel penelitian berjumlah 100 orang. Metode pengambilan sampel pada penelitian ini menggunakan teknik sampling *random sampling*. Variabel kepuasan komunikasi dan OCB diungkap dengan menggunakan skala yaitu skala kepuasan komunikasi dan skala OCB.

Hasil penelitian menunjukkan bahwa hipotesis diterima. Hal ini dapat dilihat dari hasil koefisien korelasi diperoleh $r_{xy}=0.265$ dan $F_{linier} = 7.407$ dengan $p=0.008$ ($p<0.01$), $R_{square} = 0,070$. Sumbangan efektif kepuasan komunikasi terhadap OCB adalah 7 persen, sedangkan 93 persen dipengaruhi oleh faktor lain.

Kata Kunci: Kepuasan Komunikasi, *Organizational Citizenship Behavior* (OCB).

***The Correlation Between Communication Satisfaction With Organizational
Citizenship Behavior (OCB) On PT.DJARUM KUDUS Employee***

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ABSTRACT

The study aimed to examine in empirical correlation between communication satisfaction with organizational citizenship behavior (OCB). The hypotheses that was used was there was correlation between communication satisfaction with OCB. The hypotheses test in this study used correlation technic Product Moment from Karl Person.

The respondent of this study and was PT.DJARUM KUDUS employes, with 100 sample. The method of sampling used Random Sampling technic. The variable communication satisfaction OCB scale was showed with scale that were communication satisfaction scale and OCB scale.

The result of this study was showed that the hypotheses was accepted. That showed on correlation coefficient was $r_{xy}=0,265$ and $F_{linier}=7.407$ with $p=0,008$ ($p<0,001$), $R_{square}=0,070$. The effectivity of communication satisfaction on OCB was 7 percent and 93 percent influence from other factor.

Keywords: communication satisfaction, organizational citizenship behavior (OCB).