

The Impact of Job Satisfaction towards Organizational Citizenship Behavior in Customer Service Personnel

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Abstract

Customer service had been increasing in importance as customers nowadays expect higher quality service standards, in which if fulfilled would impact to customer loyalty. Based on prior studies, organizational citizenship behavior (OCB) impacts the performance of customer service personnel through discretionary prosocial behaviors towards co-workers and customers, and that the prevalence of OCB is correlated with the job satisfaction level of the personnel. This study aims to examine the impact of job satisfaction towards OCB. The sample of this study are 204 customer service personnel of a national-level bank. OCB and Job Satisfaction are measured using OCB-C and Job Satisfaction Scale respectively. Simple linear regression is used to analyze the dataset of which resulted that job satisfaction has a significant negative impact towards OCB in banking customer service personnel.

Keyword: *Banking, Customer Service, Job Satisfaction, OCB*

Abstrak

Saat ini, layanan konsumen semakin penting dikarenakan meningkatnya ekspektasi pelanggan terhadap standar kualitas layanan yang didapatkan. Jika ekspektasi tersebut terpenuhi, maka akan meningkatkan probabilitas loyalitas para pelanggan. Berdasarkan studi terdahulu, *Organizational Citizenship Behavior* (OCB) terbukti memberikan dampak kepada kinerja personel layanan konsumen melalui perilaku prososial sukarela terhadap rekan kerja dan pelanggan. Selain itu, prevalensi OCB berkorelasi dengan tingkat kepuasan kerja personel. Penelitian ini bertujuan untuk menguji pengaruh kepuasan kerja terhadap OCB. Sampel penelitian ini adalah 204 staf layanan konsumen bank tingkat nasional. OCB dan kepuasan kerja masing-masing diukur menggunakan Skala OCB-C dan Skala kepuasan kerja. Regresi linier sederhana digunakan untuk menganalisis data dimana hasilnya adalah kepuasan kerja berpengaruh negatif secara signifikan terhadap OCB pada staf layanan konsumen perbankan.

Kata kunci: *Perbankan, Layanan Konsumen, Kepuasan Kerja, OCB*