

ABSTRAK

Penelitian ini mengkaji hubungan antara motivasi intrinsik dan budaya organisasi terhadap *organizational citizenship behavior* (OCB) pada guru PAUD wilayah Pasrujambe. *Organizational citizenship behavior* (OCB) merupakan perilaku ekstra peran yang dilakukan secara sukarela oleh seseorang dalam organisasi, yang dapat meningkatkan efektivitas dan efisiensi lembaga pendidikan. *Organizational citizenship behavior* (OCB) merupakan variabel dependen, sedangkan variabel independen adalah motivasi intrinsik dan budaya organisasi. Kajian ini menerapkan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel yang dipakai yakni sampel jenuh, yaitu populasi guru PAUD di kecamatan Pasrujambe sebanyak 74 orang yang dijadikan sampel. Pengumpulan data dilakukan melalui menyebarkan kuesioner dan menganalisis menggunakan analisis linier berganda melalui SPSS versi 25.

Hasil penelitian mengungkapkan motivasi intrinsik berpengaruh positif dan signifikan terhadap OCB, serta budaya organisasi juga berpengaruh positif dan signifikan terhadap OCB. Motivasi intrinsik yang tinggi dan kuatnya budaya organisasi di lingkungan kerja, maka semakin tinggi pula perilaku yang ditunjukkan oleh guru PAUD. Studi ini diharapkan mampu memberikan sumbangsih pengembangan ilmu manajemen sumber daya manusia, khususnya di bidang pendidikan anak usia dini.

Kata Kunci: Budaya Organisasi, Motivasi intrinsik, *Organizational Citizenship Behavior*

ABSTRACT

This study examines the relationship between intrinsic motivation and organizational culture on organizational citizenship behavior (OCB) among early childhood education teachers in the Pasurjambé region. Organizational citizenship behavior (OCB) refers to extra-role behaviors voluntarily performed by individuals within an organization, which can enhance the effectiveness and efficiency of educational institutions. Organizational citizenship behavior (OCB) is the dependent variable, while the independent variables are intrinsic motivation and organizational culture. This study employs a quantitative approach using a survey method. The sampling technique used is a saturated sample, consisting of 74 early childhood education teachers in the Pasurjambé district. Data collection was conducted by distributing questionnaires and analyzing them using multiple linear regression analysis via SPSS version 25.

The results of the study revealed that intrinsic motivation has a positive and significant effect on OCB, and organizational culture also has a positive and significant effect on OCB. High intrinsic motivation and a strong organizational culture in the workplace lead to higher levels of behavior demonstrated by early childhood education teachers. This study is expected to contribute to the development of human resource management science, particularly in the field of early childhood education.

Keywords: *Intrinsic motivation, Organizational Citizenship Behavior, Organizational Culture*