

**PENGARUH *PERCEIVED ORGANIZATIONAL SUPPORT* (POS)
TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* (OCB) PADA
KARYAWAN GENERASI Z DI SEKTOR RITEL KABUPATEN JEMBER**

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INTISARI

Generasi Z yang kini mendominasi angkatan kerja Indonesia dikenal individualistis dan cenderung menjaga batas tegas antara kehidupan pribadi dan pekerjaan, sehingga rentan menarik diri dari kontribusi ekstra peran yang tidak terikat kewajiban formal. Kecenderungan ini berdampak pada rendahnya kesediaan Generasi Z untuk menampilkan *Organizational Citizenship Behavior* (OCB), yang sebenarnya penting bagi efektivitas organisasi, khususnya di sektor ritel. Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Organizational Support* (POS) terhadap *Organizational Citizenship Behavior* (OCB) pada karyawan Generasi Z di sektor ritel Kabupaten Jember. Metode penelitian ini adalah kuantitatif korelasional dengan responden karyawan Generasi Z sektor ritel Kabupaten Jember, sampel berjumlah 385 karyawan yang berusia 18-29 tahun dan bekerja di sektor ritel Kabupaten Jember. Teknik sampel yang digunakan adalah *accidental sampling*. Instrumen penelitian menggunakan skala *Perceived Organizational Support* dan *Organizational Citizenship Behavior*. Hasil analisis regresi sederhana menunjukkan adanya pengaruh dari *perceived organizational support* terhadap *organizational citizenship behavior* pada karyawan Generasi Z di sektor ritel ($R=0,501$; $R^2=0,251$; $F=128$; $p\text{-values}<0.001$). Hal ini menunjukkan bahwa karyawan yang mempersepsikan perlakuan adil, dukungan atasan, serta penghargaan dan kondisi kerja yang memadai dari organisasi cenderung menampilkan perilaku sukarela di luar tugas formal yang mendukung efektivitas organisasi. Untuk penelitian selanjutnya, dapat ditambahkan variabel lain yang mempengaruhi OCB seperti kepuasan kerja atau komitmen organisasi, serta memperluas cakupan sampel penelitian.

Kata Kunci: *Generasi Z, Organizational Citizenship Behavior, Perceived Organizational Support, Sektor ritel.*

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1. Peneliti
 2. Dosen Pembimbing 1
 3. Dosen Pembimbing 2

**THE EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT (POS) ON
ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) AMONG
GENERATION Z EMPLOYEES IN THE RETAIL SECTOR IN JEMBER
REGENCY**

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ABSTRACT

Generation Z, which currently dominates Indonesia's workforce, is known for being individualistic and tending to maintain a firm boundary between personal life and work, making them prone to withdrawing from extra-role contributions not bound by formal obligations. This tendency has resulted in a low willingness among Generation Z to display Organizational Citizenship Behavior (OCB), which is actually important for organizational effectiveness, particularly in the retail sector. This study aims to determine the effect of Perceived Organizational Support (POS) on Organizational Citizenship Behavior (OCB) among Generation Z employees in the retail sector of Jember Regency. This research employed a quantitative correlational method with respondents consisting of Generation Z employees in the retail sector of Jember Regency, with a sample of 385 employees aged 18-29 years working in the retail sector of Jember Regency. The sampling technique used was accidental sampling. The research instrument used the Perceived Organizational Support and Organizational Citizenship Behavior scales. The results of the simple regression analysis showed an effect of perceived organizational support on organizational citizenship behavior among Generation Z employees in the retail sector ($R=0.501$; $R^2=0.251$; $F=128$; $p\text{-values}<0.001$). This indicates that employees who perceive fair treatment, supervisor support, and adequate rewards and working conditions from the organization tend to exhibit voluntary behavior beyond their formal duties that supports organizational effectiveness. For future research, other variables that influence OCB, such as job satisfaction or organizational commitment, could be added, along with expanding the research sample scope.

Keywords: *Generation Z, Organizational Citizenship Behavior, Perceived Organizational Support, Retail sector.*

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1. Research
 2. Supervisor 1
 3. Supervisor 2