

ABSTRACT

**INFLUENCE OF INTERPERSONAL COMMUNICATION
ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR
THROUGH ORGANIZATIONAL COMMITMENT
(CASE OF GABUCCI TASIKMALAYA GARMENT EMPLOYEES)**

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Guide I : Dian Kurniawan

Guide II Alfin Nur Fahmi Mufreni

The purpose of this research is to determine and analyze interpersonal communication, organizational citizenship behavior, organizational commitment and the influence of interpersonal communication on organizational citizenship behavior through organizational commitment at Garment Gabucci Tasikmalaya. The population in this study was 31 employees. The sampling technique uses the census technique. This research uses data collection methods in the form of observation, interviews and questionnaires. The data analysis tool used in this research is mediating variable regression using the product of coefficient method. Based on the research results, it is known that interpersonal communication is included in the good classification, organizational citizenship behavior is included in the very good classification, and organizational commitment is included in the very good classification. Based on the results of the analysis, interpersonal communication partially has a positive and significant effect on organizational citizenship behavior and interpersonal communication partially has a positive and significant effect on organizational commitment at Garment Gabucci Tasikmalaya. The results of the Sobel test analysis show that organizational commitment can mediate the causal relationship between interpersonal communication and organizational citizenship behavior in Garment Gabucci Tasikmalaya employees.

Keywords: *Interpersonal Communication, Organizational Citizenship Behavior, Organizational Commitment.*

ABSTRAK

**PENGARUH KOMUNIKASI INTERPERSONAL
TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOR*
MELALUI KOMITMEN ORGANISASIONAL
(Kasus pada Karyawan Garment Gabucci Tasikmalaya)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis komunikasi interpersonal, *organizational citizenship behavior*, komitmen organisasional dan pengaruh komunikasi interpersonal terhadap *organizational citizenship behavior* melalui komitmen organisasional di *Garment* Gabucci Tasikmalaya. Populasi pada penelitian ini sebanyak 31 orang karyawan. Teknik pengambilan sampel dengan menggunakan Teknik sensus. Penelitian ini menggunakan metode pengumpulan data berupa observasi, wawancara, dan kuesioner. Alat analisis data yang digunakan dalam penelitian ini adalah regresi variabel mediasi dengan metode *product of coefficient*. Berdasarkan hasil penelitian diketahui bahwa komunikasi interpersonal termasuk dalam klasifikasi baik, *organizational citizenship behavior* termasuk dalam klasifikasi sangat baik, dan komitmen organisasional termasuk dalam klasifikasi sangat baik. Berdasarkan hasil analisis , secara parsial komunikasi interpersonal berpengaruh positif dan signifikan terhadap *organizational citizenship behavior* dan komunikasi interpersonal secara parsial berpengaruh positif dan signifikan terhadap komitmen organisasional di *Garment* Gabucci Tasikmalaya. Hasil analisis uji sobel diketahui bahwa komitmen organisasional dapat memediasi hubungan kausal antara komunikasi interpersonal dengan *organizational citizenship behavior* pada karyawan *Garment* Gabucci Tasikmalaya.

Kata kunci: Komunikasi Interpersonal, *Organizational Citizenship Behavior*, Komitmen Organisasional.