

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih belum optimalnya *Organizational Citizenship Behavior* (OCB) pada karyawan *Floating Market* Lembang. Kondisi tersebut diduga dipengaruhi oleh tingkat *Work-Life Balance*, Kepuasan Kerja, dan *Work Engagement* karyawan yang belum optimal. Penelitian ini bertujuan untuk menganalisis pengaruh *Work-Life Balance* dan Kepuasan Kerja terhadap *Work Engagement*, serta menganalisis pengaruh *Work-Life Balance*, Kepuasan Kerja, dan *Work Engagement* terhadap *Organizational Citizenship Behavior* (OCB), baik secara langsung maupun melalui *Work Engagement* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Sampel penelitian berjumlah 98 responden yang merupakan karyawan *Floating Market* Lembang. Pengumpulan data dilakukan melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Data dianalisis menggunakan *Method of Successive Interval* (MSI), *Path Analysis*, koefisien determinasi, uji hipotesis (uji t), dan uji Sobel dengan bantuan perangkat lunak SPSS.

Hasil analisis deskriptif menunjukkan bahwa *Work-Life Balance*, Kepuasan Kerja, *Work Engagement*, dan *Organizational Citizenship Behavior* (OCB) berada pada kategori kurang baik. Hasil analisis verifikatif menunjukkan bahwa *Work-Life Balance* dan Kepuasan Kerja berpengaruh positif dan signifikan terhadap *Work Engagement*. Selanjutnya, *Work-Life Balance*, Kepuasan Kerja, dan *Work Engagement* juga berpengaruh positif dan signifikan terhadap *Organizational Citizenship Behavior* (OCB). Hasil uji Sobel membuktikan bahwa *Work Engagement* mampu memediasi secara signifikan pengaruh *Work-Life Balance* dan Kepuasan Kerja terhadap *Organizational Citizenship Behavior* (OCB) pada karyawan *Floating Market* Lembang.

Kata Kunci: *Work-Life Balance*, Kepuasan Kerja, *Work Engagement*, *Organizational Citizenship Behavior*

ABSTRACT

This research was motivated by the suboptimal level of Organizational Citizenship Behavior (OCB) among employees of Floating Market Lembang. This condition is presumed to be influenced by employees' Work-Life Balance, Job Satisfaction, and Work Engagement, which have not yet reached optimal levels. This study aims to analyze the effect of Work-Life Balance and Job Satisfaction on Work Engagement, as well as the effect of Work-Life Balance, Job Satisfaction, and Work Engagement on Organizational Citizenship Behavior (OCB), both directly and indirectly through Work Engagement as a mediating variable. This study employed a quantitative approach using descriptive and verificative research methods. The sample consisted of 98 employees of Floating Market Lembang. Data were collected through questionnaires that had been tested for validity and reliability. The data were analyzed using the Method of Successive Interval (MSI), Path Analysis, Coefficient of Determination, t-test, and the Sobel Test, with the assistance of IBM SPSS Statistics.

The descriptive analysis revealed that Work-Life Balance, Job Satisfaction, Work Engagement, and Organizational Citizenship Behavior (OCB) were all categorized as fairly low (less favorable). The verificative analysis showed that Work-Life Balance and Job Satisfaction had a positive and significant effect on Work Engagement. Furthermore, Work-Life Balance, Job Satisfaction, and Work Engagement also had positive and significant effects on Organizational Citizenship Behavior (OCB). The results of the Sobel Test confirmed that Work Engagement significantly mediates the relationship between Work-Life Balance and Job Satisfaction on Organizational Citizenship Behavior (OCB) among employees of Floating Market Lembang.

Keywords: *Work-Life Balance, Job Satisfaction, Work Engagement, Organizational Citizenship Behavior*