

ABSTRAK

Audita Fransiska Virlianasari 2026. Pengaruh *Proactive Personality* dan *Quality Of Work Life* terhadap *Organizational Citizenship Behavior* dengan *Affective Commitment* Sebagai Variabel Mediasi pada Karyawan Perumdam Tirta Dharma Purabaya Kabupaten Madiun. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. UNIVERSITAS PGRI MADIUN. Pembimbing (1) Dr. Karuniawati Hasanah, S.E., M.M. (2) Rollis Ayu Ditasari, S.E., M.Ak.

Penelitian ini bertujuan membuktikan pengaruh *Proactive Personality* dan *Quality of Work Life* terhadap *Organizational Citizenship Behavior* (OCB), baik langsung maupun melalui *Affective Commitment* sebagai variabel mediasi, pada karyawan Perumdam Tirta Dharma Purabaya Kabupaten Madiun. Penelitian menggunakan pendekatan kuantitatif dengan populasi 63 karyawan yang seluruhnya dijadikan sampel (sampel jenuh). Data dianalisis menggunakan SPSS serta uji Sobel untuk menguji mediasi. Hasil menunjukkan hipotesis enam dan tujuh diterima. *Proactive personality* berpengaruh positif signifikan terhadap OCB ($t=5,527$) dan *affective commitment* ($t=3,081$). *Quality of work life* berpengaruh signifikan terhadap *affective commitment* ($t=4,435$), namun tidak berpengaruh langsung terhadap OCB ($t=0,905$). *Affective commitment* berpengaruh signifikan terhadap OCB ($t=4,267$), *affective commitment* memediasi pengaruh *proactive personality* terhadap OCB ($Z=2,494$), dan memediasi penuh pengaruh *quality of work life* terhadap OCB ($Z=3,070$). Temuan ini memperkuat *Social Exchange Theory* dan menegaskan bahwa *affective commitment* menjadi jembatan utama dalam menumbuhkan OCB di Perumdam Tirta Dharma Purabaya Kabupaten Madiun.

Kata kunci: *Proactive Personality, Quality of Work Life, Affective Commitment, Organizational Citizenship Behavior.*

ABSTRACT

Audita Fransiska Virlianasari 2026. *The Effect of Proactive Personality and Quality of Work Life on Organizational Citizenship Behavior with Affective Commitment as a Mediating Variable among Employees of Perumdam Tirta Dharma Purabaya, Madiun Regency*. Management Study Program. Faculty of Economics and Business. UNIVERSITAS PGRI MADIUN. Advisor (1) Dr. Karuniawati Hasanah, S.E., M.M. (2) Rollis Ayu Ditasari, S.E., M.Ak.

This study aims to prove the effect of Proactive Personality and Quality of Work Life on Organizational Citizenship Behavior (OCB), both directly and through Affective Commitment as a mediating variable, among employees of Perumdam Tirta Dharma Purabaya, Madiun Regency. The study uses a quantitative approach with a population of 63 employees, all of whom were used as the sample (saturation sampling). Data were analyzed using SPSS and the Sobel test to examine mediating. The results show that hypotheses six and seven are accepted. Proactive personality has a significant positive effect on OCB ($t=5.527$) and affective commitment ($t=3.081$). Quality of work life has a significant effect on affective commitment ($t=4.435$), but has no significant direct effect on OCB ($t=0.905$). Affective commitment has a significant effect on OCB ($t=4.267$), affective commitment mediating the effect of proactive personality on OCB ($Z=2.494$), and fully mediating the effect of quality of work life on OCB ($Z=3.070$). These findings reinforce Social Exchange Theory and confirm that affective commitment serves as the key bridge in fostering OCB at Perumdam Tirta Dharma Purabaya, Madiun Regency.

Keywords: *Proactive Personality, Quality of Work Life, Affective Commitment, Organizational Citizenship Behavior*