

The Role of Emotional Intelligence, Job Satisfaction and Transformational Leadership Toward Organizational Citizenship Behavior of Nurses

Dewi Masruroh
CV. Mazidatex Pekalongan

Fathul Himam
Fakultas Psikologi
Universitas Gadjah Mada

Rapid development of hospital industry has led an intense competition in the hospital business. Nevertheless, it is important that nurses demonstrate *Organizational Citizenship Behavior* (OCB), since OCB could influence organizational effectiveness. Research has shown that emotional intelligence, job satisfaction and transformational leadership have played important roles in OCB. The aim of this study is to examine the role of emotional intelligence, job satisfaction and transformational leadership in nurses' OCB. The hypothesis was that emotional intelligence, job satisfaction and transformational leadership were the predictors of nurses' OCB. This study adopted a quantitative method using questionnaires to collect data. Questionnaires used were the OCB, emotional intelligence, job satisfaction and transformational leadership questionnaire. The analysis was carried out using multiple regression analysis. Data analysis with 146 respondents showed that emotional intelligence, job satisfaction and transformational leadership significantly predicted nurses' OCB ($F = 16.062, p < .05$) with the contribution of 24.4% to the full model.

Keywords: organizational citizenship behavior, emotional intelligence, job satisfaction and transformational leadership.

Perkembangan industri rumah sakit yang sangat pesat menyebabkan persaingan bisnis rumah sakit menjadi sangat tajam. Oleh karena itu, perawat dituntut untuk menampilkan perilaku *organizational citizenship behavior* (OCB), karena OCB mendukung efektivitas organisasi. Beberapa penelitian telah menemukan kecerdasan emosi, kepuasan kerja dan kepemimpinan transformasional berperan terhadap OCB. Penelitian ini bertujuan untuk menguji peranan kecerdasan emosi, kepuasan kerja dan kepemimpinan transformasional terhadap OCB perawat. Hipotesis yang diajukan dalam penelitian ini adalah kecerdasan emosi, kepuasan kerja dan kepemimpinan transformasional secara bersama-sama merupakan prediktor dari OCB perawat. Penelitian ini merupakan studi lapangan yang akan menggunakan metodologi kuantitatif, dengan menggunakan kuesioner sebagai alat pengumpul data. Kuesioner yang digunakan adalah kuesioner OCB, kecerdasan emosi, kepuasan kerja dan kepemimpinan transformasional. Uji hipotesis dilakukan dengan menggunakan analisis regresi ganda. Hasil analisis data terhadap 146 responden menyatakan bahwa variabel kecerdasan emosi, kepuasan kerja dan kepemimpinan transformasional secara bersama sama secara signifikan dapat memprediksi OCB perawat ($F = 16.062, p < .05$) dengan kontribusi sebesar 24%.

Kata kunci: *organizational citizenship behavior*, kecerdasan emosi, kepuasan kerja, dan kepemimpinan transformasional

Rapid development of the hospital industry has increased the competition of the hospital business in domestic and international market. A hospital is an organization that provides health services and therefore, the quality of the service plays an important role in influencing customers' satisfaction. Customers expect to have the best quality of service (Zeithmal & Bitner, 1996).

Correspondence concerning this article should be addressed to Dewi Masruroh, CV. Mazidatex, Gg. Pasar Bligo ke Timur No. 344, Kel. Bligo Kec. Buaran Kab. Pekalongan. E-mail: d3wi_em@yahoo.com

The results of a survey on the level of loyalty of hospital customers (i.e., patients), toward hospitals and medical practitioners that was conducted by SWA magazine and Onbee Marketing Research from February to March 2013 showed that service quality was a main factor that influenced customers in choosing a hospital for them and their family. The survey that involved 2,917 respondents found that customers would return to the same hospital for their service based on the following reasons: the quality of service (28%), location