

## RINGKASAN

Kinerja organisasi/perusahaan dipengaruhi oleh kinerja pegawai. Salah satu faktor penentu Kinerja Individu adalah Motivasi Intrinsik. *Organizational Citizenship Behavior* (OCB) berperan sebagai mediator untuk menggambarkan keterkaitan Motivasi Intrinsik terhadap Kinerja Individu. Adapun OCB dipengaruhi oleh karakteristik individu, di mana semakin baik Kepribadian Proaktif akan mendukung terbentuknya OCB yang akhirnya berdampak pada Kinerja Individu. Tujuan penelitian ini adalah menganalisis pengaruh Motivasi Intrinsik terhadap Kinerja Individu dan peran mediasi OCB terhadap hubungan kedua variabel tersebut serta untuk mengetahui dan menganalisis peran moderasi Kepribadian Proaktif dalam hubungan OCB terhadap Kinerja Individu.

Penelitian merupakan penelitian survey asosiatif. Populasi adalah tenaga *outsourcing* di lingkungan Kantor OJK Jawa Tengah dan DIY, sejumlah 155 pegawai. Sampel diambil sejumlah 112 pegawai dengan *simple random sampling*. Pengumpulan data digunakan kuesioner. Analisis data dilakukan dengan *structural Equation Model* (SEM) dengan PLS.

Hasil penelitian didapatkan Motivasi Intrinsik berpengaruh positif dan signifikan terhadap Kinerja Individu, dengan t-hitung sebesar 4,000 dan p sebesar 0,000 ( $p < 0,05$ ). OCB berpengaruh positif dan signifikan terhadap Kinerja Individu, dengan t-hitung sebesar 4,310 dan p sebesar 0,000 ( $p < 0,05$ ). Motivasi Intrinsik berpengaruh positif dan signifikan terhadap Kinerja Individu melalui OCB, dengan t-hitung sebesar 3,818 dan p sebesar 0,000 ( $p < 0,05$ ). Kepribadian Proaktif tidak memoderasi pengaruh OCB terhadap Kinerja Individu, dengan t-hitung sebesar 1,673 dan p 0,095 ( $p > 0,05$ ).

Kata kunci: Motivasi Intrinsik, OCB, Kinerja Individu, Kepribadian Proaktif

## SUMMARY

*Organizational/company performance is influenced by employee performance. One of the determinants of individual performance is intrinsic motivation. Organizational Citizenship Behavior (OCB) acts as a mediator to describe the relationship between intrinsic motivation and individual performance. The OCB is influenced by individual characteristics, where the better the proactive personality will support the formation of OCB which ultimately has an impact on individual performance. The purpose of this study was to analyze the effect of intrinsic motivation on individual performance and the mediating role of OCB on the relationship between these two variables and to determine and analyze the moderating role of proactive personality in the relationship between OCB and individual performance.*

*This research is an associative survey research. The population is outsourcing staff in the Central Java and DIY OJK Offices, a total of 155 employees. Samples were taken as many as 112 employees by simple random sampling. Data collection used a questionnaire. Data analysis was carried out using a structural Equation Model (SEM) with PLS.*

*The results showed that intrinsic motivation had a positive and significant effect on individual performance, with a t-count of 4,000 and p of 0.000 ( $p < 0.05$ ). OCB has a positive and significant effect on individual performance, with t-count of 4.310 and p of 0.000 ( $p < 0.05$ ). Intrinsic motivation has a positive and significant effect on individual performance through OCB, with t-count of 3.818 and p of 0.000 ( $p < 0.05$ ). Proactive Personality does not moderate the effect of OCB on individual performance, with t-count of 1.673 and p 0.095 ( $p > 0.05$ ).*

**Keywords:** *Intrinsic Motivation, OCB, Individual Performance, Proactive Personality*