

RINGKASAN

Penelitian ini merupakan survey pada Perangkat Desa di Kabupaten Banyumas. Penelitian ini mengambil judul: “Pengaruh *Personality*, *Value* dan *Regulatory Focus* terhadap *Organizational Citizenship Behavior* (Studi Perangkat Desa di Kabupaten Banyumas)”.

Penelitian ini bertujuan untuk mengetahui pengaruh *Personality*, *Value* dan *Regulatory Focus* terhadap *Organizational Citizenship Behavior* Perangkat Desa di Kabupaten Banyumas. Responden yang berpartisipasi dalam penelitian ini adalah para Perangkat Desa di Kabupaten Banyumas sebanyak 304 responden dengan teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*.

Berdasarkan hasil penelitian dan analisis data regresi linier berganda menunjukkan bahwa: (1) *Personality-Agreeableness* berpengaruh positif terhadap *Organizational Citizenship Behavior* Perangkat Desa di Kabupaten Banyumas (2) *Value-Achievement* berpengaruh positif terhadap *Organizational Citizenship Behavior* Perangkat Desa di Kabupaten Banyumas (3) *Regulatory Focus-Promotion* tidak berpengaruh positif terhadap *Organizational Citizenship Behavior* Perangkat Desa di Kabupaten Banyumas (4) *Regulatory Focus-Preventif* berpengaruh negatif terhadap *Organizational Citizenship Behavior* Perangkat Desa di Kabupaten Banyumas.

Implikasi dari hasil penelitian ini adalah bahwa *Personality-Agreeableness* dan *Value Achievement* dapat dimasukkan kedalam kriteria seleksi penerimaan Perangkat Desa sehingga OCB Perangkat Desa semakin baik dan semakin mendukung pencapaian tujuan organisasi. Perlu penyampaian cara menerapkan perilaku *Regulatory-Promotion* yang hasilnya, termasuk bila terjadi kegagalan bisa diterima oleh atasan dan semua pihak terkait. Perlu penyampaian kepada Perangkat Desa untuk bisa meningkatkan perilaku *Regulatory Focus-Preventif* ke *Regulatory Focus-Promotion* agar bisa melaksanakan transformasi manajemen ASN karena Transformasi ASN tidak bisa dilaksanakan dengan perilaku *Regulatory Focus-Preventif*.

Kata Kunci: *Personality*, *Value*, *Regulatory Focus*, *OCB*, *Organizational Citizenship Behavior*, *Agreeableness*, *Achievement*, *Promotion*, *Preventif*, Perangkat Desa, Kabupaten Banyumas.

SUMMARY

This research is a survey of Village Officials in Banyumas Regency. This research takes the title: "The Influence of Personality, Value and Regulatory Focus on Organizational Citizenship Behavior (Study of Village Officials in Banyumas Regency)".

This study aims to determine the effect of Personality, Value and Regulatory Focus on Organizational Citizenship Behavior of Village Officials in Banyumas Regency. Respondents who participated in this study were Village Officials in Banyumas Regency as many as 304 respondents with the sampling technique used was Purposive Sampling.

Based on the results of research and analysis of multiple linear regression data, it shows that: (1) Personality-Agreeableness has a positive effect on Organizational Citizenship Behavior of Village Officials in Banyumas Regency (2) Value-Achievement has a positive effect on Organizational Citizenship Behavior of Village Officials in Banyumas Regency (3) Regulatory Focus-Promotion has no positive effect on Organizational Citizenship Behavior of Village Officials in Banyumas Regency (4) Regulatory Focus-Preventive has a negative effect on Organizational Citizenship Behavior of Village Officials in Banyumas Regency.

The implication of the results of this study is that Personality-Agreeableness and Value Achievement can be included in the selection criteria for accepting Village Officials so that the OCB of Village Officials is getting better and increasingly supporting the achievement of organizational goals. It is necessary to convey how to implement Regulatory-Promotion behavior so that the results, including failures, can be accepted by superiors and all related parties. It is necessary to convey information to Village Officials to be able to improve Regulatory Focus-Preventive behavior to Regulatory Focus-Promotion so that they can carry out ASN management transformation because ASN transformation cannot be carried out with Regulatory Focus-Preventive behavior.

Keywords: *Personality, Value, Regulatory Focus, OCB, Organizational Citizenship Behavior, Agreeableness, Achievement, Promotion, Prevention, Village Officials, Banyumas Regency.*