

## SUMMARY

This research is entitled "The Influence of Employee Engagement, Job Satisfaction, and Work-Life Balance on Organizational Citizenship Behavior (OCB) in Coffee Shop Employees in Purwokerto". The purpose of this research is to analyze and test the influence of Employee Engagement, Job Satisfaction, and Work-Life Balance on Organizational Citizenship Behavior. The population in this study were employees who worked at coffee shops in Purwokerto. The total sample was 51 employees using purposive sampling as the sampling method.

Based on the results of research and data analysis, it shows that 1) Employee Engagement has a significant positive influence on Organizational Citizenship Behavior (OCB), 2) Job Satisfaction has a significant positive influence on Organizational Citizenship Behavior (OCB), 3) Work-life Balance has a significant positive influence on Organizational Citizenship Behavior (OCB).

The implication of this research is that strong employee engagement at the Purwokerto coffee shop shows that employees have high dedication. To improve the lowest indicator, Dedication, management must explain how employees' ideas benefit the company and themselves to encourage intrinsic motivation. High job satisfaction is driven by supportive coworkers. The lowest indicator, Promotion, suggests management should increase promotion opportunities to increase job satisfaction, which leads to higher loyalty and Organizational Citizenship Behavior (OCB). A good work-life balance contributes to employee happiness and reduces stress. The lowest indicator, Satisfaction Balance, implies that management should ensure a comfortable working environment and encourage openness among employees, which has the potential through life motivators to increase OCB.

**Keywords:** Employee Engagement, Job Satisfaction, Work-life Balance, Organizational Citizenship Behavior (OCB).