

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Happiness at Work* terhadap *Organizational Citizenship Behavior* (OCB) pada karyawan perusahaan *startup* di Kota Bandung. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan regresi linear sederhana. Sampel penelitian berjumlah 200 responden yang dipilih menggunakan teknik *convenience* sampling. Instrumen penelitian berupa kuesioner yang diadaptasi dari teori *Happiness at Work* oleh Fisher (2010) dan OCB oleh Organ. Hasil penelitian menunjukkan bahwa *Happiness at Work* berpengaruh positif dan signifikan terhadap OCB dengan nilai signifikansi 0,000 ($< 0,05$). Nilai koefisien regresi beta sebesar 0,617 menunjukkan bahwa semakin tinggi *Happiness at Work*, semakin tinggi pula *Organizational Citizenship Behavior*. Kontribusi pengaruh sebesar 38,1% ditunjukkan oleh nilai R Square (0,381) yang berada pada kategori kuat.

Kata Kunci: *Happiness at Work*, *Organizational Citizenship Behavior*, Karyawan *Startup*

ABSTRACT

This study aims to examine the effect of Happiness at Work on Organizational Citizenship Behavior (OCB) among employees of startup companies in Bandung. The research employed a quantitative method with a simple linear regression approach. A total of 200 respondents were selected using convenience sampling. The research instrument was a questionnaire adapted from Fisher's (2010) concept of Happiness at Work and Organ's OCB scale. The findings reveal that Happiness at Work has a positive and significant effect on OCB, with a significance value of 0.000 (< 0.05). The regression coefficient ($\beta = 0.617$) indicates that higher levels of workplace happiness are associated with stronger organizational citizenship behavior. The contribution of this effect is 38.1%, as shown by the R Square value (0.381), which falls into the strong category

Keywords: *Happiness at Work, Organizational Citizenship Behavior, Startup Employee*