

The Impact of Nurse Cultural Values on Organizational Citizenship Behavior in Hasanuddin University Hospital Makassar: The Role of Gender

¹Ayudhita Cahyani Daud | ²Indahwaty Sidin | ³Hasnawati Amqam

^{1&2} Magister of Hospital Administration Program, ³Magister of Environmental Health
Hasanuddin University, Makassar, Indonesia,

Email: ayudhitadaud@yahoo.co.id | hasnawati.amqam@unhas.ac.id | idsidin@unhas.ac.id

Abstract

Organizational Citizenship Behavior (OCB) can improve performance by contributing to the organization through increasing effectiveness, efficiency, reducing costs and customer and employee satisfaction. The high level of OCB of employees is considered to have a significant effect on improving organizational performance. The emergence of OCB behavior is influenced by various factors including characteristics of different individuals, variations in attitudes or perceptions (job satisfaction, organizational commitment and perceptions of fairness), leadership factors and job characteristics. Individual characteristics include the cultural values possessed by employees. Different cultural values for each worker with different cultural backgrounds make a difference in the perceptions, values, attitudes and beliefs held by each worker. This study aims to determine the influence of cultural values on organizational citizenship behavior of nurses seen from the role of gender in Hasanuddin University Hospital Makassar. This research was conducted at Hasanuddin University Hospital. The type of research used is quantitative using observational analytic design with cross sectional approach. The population in this study were all nurses at Hasanuddin University Hospital with 207 nurses. While the sample in this study is exhaustive from the population. In this study using a questionnaire and data were tested using Pearson correlation test. The results of this study indicate that there is a correlation between the cultural values on organizational citizenship behavior in male and female nurses with p values ($0.005 < 0.05$) and p ($0.000 < 0.05$). For the further researchers it is recommended to look at the characteristics of other respondents such as age, the last education and length of work.

Keywords: Cultural Values, Organizational Citizenship Behavior (OCB), Nurses, Hospital

1.0 INTRODUCTION

Behavior that becomes the current demand of the organization is behavior that is extra-role which is beyond formal responsibility (Winarno et al., 2018). Behavior that becomes the demand of the organization like this which is called Organizational Citizenship Behavior (OCB). The most referenced OCB concept is the concept introduced by Organ (1988) who defines OCB as individual behavior that indirectly or explicitly recognized by the reward system but generally affects the organization so that it can run effectively and efficiently through the source of change, innovation and adaptability so that there are five OCB dimensions, such as altruism, courtesy, civic virtue, sportmanship, and consciounesness (Organ et al., 1995).

OCB is a positive behavior from the employees, active and inactive organization can be distinguished from the employee's quality, employees who have OCB behavior tends to have voluntary behavior, happy to help, have an effective effort to work (Taghinezhad et al., 2015). OCB can improve the performance by giving contribution to the organization through increased effectivity, efficiency, cost reduction, customer and employee satisfaction, makes the work environment to be positive so that it becomes a comfortable place to work, OCB can also improve organizational performance stability through employees attitude that help their colleagues who are not present in the work place or have workload so that organizational performance stability can be improved in the work place, besides that the employees who have consciounesness will tend to maintain a high performance consistently (Podsakoff, Whiting, & Blume, 2009). Employee's OCB is a behavior done as additional work and not a main task of someone as an employee in the work place (Schermerhom, Hunt, Osborn, & Bien, 2010).

The level of employee's OCB is considered significantly influence organization performance (Bhatla, 2017). The positive impacts of OCB can be classified into employee, customer, and organization. The positive impact from employee side is to reduce absence rate, reduce turnover intention, give employee satisfaction and loyalty. And from the customer side, OCB can give satisfaction and loyalty to the customers. Then for the organization, OCB has an impact on organization performance improvement (Chahal & Mehta, 2010).

OCB behavior is affected by various factors such as characteristic from different individuals, attitude variation of perception (work satisfaction, organization commitment, and justice perception), leadership factor (Leader Member Exchange), and work characteristic (Podsakoff, Paine, & Bachrach, 2010). Individual characteristic such as culture value owned by the employees. Culture value associated with work discussed by Geert Hofstede who always develops the theory. Cultural dimension theory (Hofstede) mentions that national and regional cultural groups affect community

behavior and organization. Different culture value on each worker with different culture background gives a difference in perception, value, attitude, and believe owned by each worker. This research aims to know the effect of cultural values to nurse's organizational citizenship behavior seen from gender roles at RS Universitas Hasanuddin Makassar.

2.0 MATERIALS AND METHOD

2.1 Location and Design Study

This research is conducted at RS Universitas Hasanuddin. The research type used is Quantitative by using analytic observational design with cross sectional approach.

2.2 Population and sample

The respondents in this research are nurses at RS Universitas Hasanuddin. And there are 207 nurses at RS Universitas Hasanuddin in 2019. Meanwhile the sample of this research is drawn in it's entirety (exhaustive sampling) which is a sample collection technique with all population members who fulfill inclusion criteria in this research which becomes the research sample.

2.3 Data Collection Method

In this research the researcher uses data collection method with questionnaires by distributing questionnaires to respondents and then the respondents fill the questions contained in that questionnaire. The data is collection by using structured questionnaires that contain questions that must be filled by the respondents. For cultural values variable is measured by using five dimensions stated by Geert Hofstede (1994) such as power distance, uncertainty avoidance, collectivism, masculinity, and long term orientation. Meanwhile for Organizational Citizenship Behavior variable is measured by using five dimensions stated by Organ (1988) such as altruism, conscientiousness, courtesy, civic virtue, and sportsmanship.

2.4 Data Analysis

Data analysis in this research uses univariate and bivariate data analysis. Univariate analysis is used to describe variable by calculating frequency distribution. Meanwhile bivariate analysis is used to know the relationship of each independent and dependent variable which is by using pearson correlation.

3.0 RESULTS

The research uses pearson correlation analysis in this research to know the effect of cultural values to organizational citizenship behavior to nurses based on gender at RS Universitas Hasanuddin Makassar.

Table 1. The Cultural Values to Organizational Citizenship Behavior to Male Nurses at RS Universitas Hasanuddin in 2019

Variable		P Value	R Value
Cultural Values	Organizational Citizenship Behavior	0.005	0.455

Source: Primary Data, 2019

Based on table 1, it obtains correlation between cultural values and Organizational Citizenship behaviour to male nurse's P value (0,005) < 0,05 which means that there is an effect between cultural values and Organizational Citizenship Behaviour with correlation of 0,455 which is in the medium category.

Table 2. The Effect of Cultural Values to Organizational Citizenship Behavior to Female Nurses at RS Universitas Hasanuddin in 2019

Variable		P Value	R Value
Cultural Values	Organizational Citizenship Behavior	0.000	0.632

Based on table 2, it obtains correlation between cultural values and Organizational Citizenship Behavior to female nurse's p value $(0,000) < 0,05$ which means there is an effect between cultural values and Organizational Citizenship Behavior with correlation of 0,632 which is in the strong correlation category.

4.0 DISCUSSIONS

Based on the research which has been conducted, it obtains the result that there is a significant effect between cultural values and organizational citizenship behavior if seen based on the gender of nurses at RS Universitas Hasanuddin. Based on the test result uses pearson correlation analysis, it obtains the result that there is an effect between cultural values and organizational citizenship behavior at male and female nurses. The journal written by Chen (1998) who states that the research about OCB has been done more than 30 years. At that time, the research about OCB emphasizes to the impact of effect of OCB to individual behavior. Markoczy (2004) states that culture has the effect on OCB (Markoczy et al., 2004). Hofstede (1990) defines culture as the attitude and perspective together including life style and values that greatly affects a person's behavior (Hofstede, 1990).

Research based on gender to OCB has been conducted by Heilman and Chen (2005), who states that there is a different in OCB level to gender difference (Heilman and Chen, 2005). The research conducted by Ruble (1983) states that attitudes like kind-hearted, understanding, protecting other people are more found in typical women than men and this attitude is predicted to affect OCB at workplace (Ruble, 1983). Heilman and Chen (2005) state that women have more OCB than men which women are considered to be more willing to help people and more generous (Heilman and Chen, 2005). This is consistent with the research conducted by Sean and Joel (2013) who state that women are considered to have higher OCB level than men. That is because of some actions which are categorized as forms of OCB which is usually done more by women, like to be a good listener and able to give alternative solution to the problems experienced by coworkers, able to arrange document and administration process to more neat and structured, and also seen to be sincerer at helping things that are not their jobs because usually accompanied by a smile and softer respond (Sean and Joel, 2013).

Based on the research conducted by Trisia (2014) there is a significant effect between cultural value and organizational citizenship behavior. In that research, significant value of $(0,000) < 0,05$ is obtained, which means that H_0 is rejected or H_1 is accepted. Therefore, the variable of cultural value has a strong significant effect to the organizational citizenship behavior of employees (Trisia, 2014). In consistent with this research, Cohen (2015) states that there is a significant effect between cultural value and organizational citizenship behavior (Cohen, 2015).

The research conducted by Zulhawati (2015) states that cultural values have direct positive effect to OCB. R value of $r = 0,296$ is obtained with p -value = 0,006, because p -value $(0,006) < 0,05$, so that H_0 is rejected, which means that cultural values have a positive effect to OCB behavior. This research result is consistent with the research conducted by Yulanda (2015) to the Minangkabau Tribe with p -value = 0,001. Because p -value $(0,001) < 0,05$, then it can be concluded that the variable of cultural values has a significant effect to organizational citizenship behavior. This means that there is a positive effect of cultural values to organizational citizenship behavior.

5.0 CONCLUSION AND RECOMMENDATION

Based on the research conducted, it can be concluded that there is an effect between cultural values and organizational citizenship behaviour to men and women at RS Universitas Hasanuddin. Therefore, it is suggested to the hospital management so that it can be utilized for the improvement of nurses who work at the hospital. Besides that, the next researcher is suggested to see other respondent's characteristic like age, last education, and work duration.

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