

# Building Organizational Citizenship Behavior (OCB) to Support the Implementation of "Administrative Information Systems" in the Midwives Association in East Java

<sup>1</sup>Kasiati | <sup>1</sup>V. Rudy Handoko | <sup>1</sup>Achluddin Ibnu Rochim | <sup>4</sup>Heru Santoso Wahito Nugroho

<sup>1</sup>Doctoral Program of Public Administration | Faculty of Social and Political Sciences,  
Universitas 17 Agustus 1945 Surabaya

<sup>4</sup>Department of Health | Poltekkes Kemenkes Surabaya  
e-mail: [kasiatitaufik@gmail.com](mailto:kasiatitaufik@gmail.com)

## Abstract

*The Indonesian Midwives Association (IBI) in East Java has applied the Administrative Information System IBI (SIA-IBI) in an integrated manner, but the implementation is still not optimal. This condition is due to the poor implementation of SIA-IBI by administrators. This research aimed to Building Organizational Citizenship Behavior (OCB) to Support the Implementation of "Administrative Information Systems" in the Midwives Association in East Java Indonesia. This research was a qualitative study, namely a phenomenological study, involving six heads of IBI in districts or cities. Data on proposed new regulations in the implementation of SIA-IBI were collected through in-depth interviews referring to the variables in the model that had been developed. The interviews' results were further discussed through a focused group discussion (FGD), resulting in a draft of proposed new regulations for implementing SIA-IBI in East Java. Based on the research results, it could be concluded that the acceptance model of SIA-IBI has resulted in organizational citizenship behavior as the main determinant. The proposed new regulations had been arranged to implement SIA-IBI in East Java to create the system's sustainability.*

*Keywords: Midwives Organization, Information System, Organizational Citizenship Behavior*

## 1.0 INTRODUCTION

The Indonesian Midwives Association (IBI) is a professional organization for midwives in Indonesia. Midwives' space in achieving their goals through policies to increase members' professionalism ensures that the community gets qualified services. IBI was founded on June 24th, 1951, became a member of the Indonesian Women's Congress (KOWANI) in 1951, and joined as a member of the ICM (International Confederation of Midwives) in 1956. IBI has representatives in 34 provinces, 509 districts or cities, and 3728 branches throughout Indonesia <sup>(1)</sup>.

As a professional organization for midwives in Indonesia, IBI requires good organizational tools to streamline all administrative processes and organizational documentation. One of the instruments that IBI has now is an integrated organizational administration system, starting from the central to the sub-branch level supervisor. However, this tool was considered to be still not well organized. One of the problems in PD IBI East Java Province was the improper implementation of Administrative Information System IBI (SIA-IBI) at the district or city level, which had to be reported to the East Java Province level. Based on the results of brainstorming with administrators about the factors causing the absence of SIA - IBI in East Java, one of them was because the duties as administrators are additional, so they were not maximal in carrying out their duties as administrators. This result was less relevant to the concept of organizational citizenship behavior (OCB), namely the organizational behavior of members to support organizational progress even though it must exceed its main task <sup>(2)</sup>.

Starting from the problem where additional duties as administrators can cause SIA - IBI not to be accepted in districts or cities in East Java, it is hoped that new models can be found that can accept SIA - IBI in districts or cities in East Java by using OCB as an organizational factor.

## 2.0 METHODOLOGY

The method used in this research was qualitative with a phenomenological approach. The informant in this research was the head of the IBI branch management at the district or level in East Java. The number of informants involved was six people. Informants were selected by purposive sampling technique, namely the heads of the PC IBI that were active in the IBI organization. The data was collected using the triangulation method, namely, focus group discussion FGD and in-depth interview. The data

obtained were then analyzed using the contextual analysis method. The FGD and in-depth interviews discussed organizational citizenship behavior as a behavior used in implementing SIA-IBI. Furthermore, the second stage of FGD was to arrange regulations on implementing organizational citizenship behavior as behavior that could be used to implement SIA-IBI.

### 3.0 RESULTS

The interview was conducted with IBI's chairman at the regency or city level in East Java, considering that they are part of the managers and decision-makers in the local IBI organization so that they know in detail about the daily implementation of SIA-IBI as well as the obstacles faced currently. The interview was done online because of the COVID-19 pandemic, with several considerations, namely: 1) the number of participants was only a few, so it does not take a long time, 2) with a lone interviewer, it was hoped that the information explored is done according to the same standard. From the interview results about administrator's organizational citizenship behavior, it was considered sufficient because there are still many administrators who do not work maximally in carrying out their task as an administrator of SIA-IBI. The following are the interview results summary about Proposed Efforts to Improve The Performance of Organizational Citizenship Behavior.

Table 1. The Efforts to improve the performance of *organizational citizenship behavior*

Efforts	Participant ID
Introducing and Promoting OCB	
a. Mentoring OCB regularly	1,2,3,4,5,6
b. <i>Benchmarking</i> individual program in OCB	3,5
Improving <i>character building</i> :	
a. Organizational mentoring regularly	1,2,3,4,5,6
b. Solidarity soul mentoring	3,4,5

Based on the interview results shown in Table 1 above, an FGD was done with the same participants to identify the efforts that could be proposed as the specific new regulations in the implementation of SIA - IBI in East Java. The proposal was an introduction and mentoring program in *organizational citizenship behavior* through character building, solidarity soul, and *individual benchmarking*.

### 4.0 DISCUSSION

#### 4.1 Organizational Citizenship Behavior in the implementation of SIA-IBI

The interview results showed that *organizational citizenship behavior* of the SIA-IBI administrator was considered sufficient. This condition is considered less strategic for the development of SIA-IBI in the future because *organizational citizenship behavior* is a very much needed behavior for an organization to support organizational goals. This is in line with the nature of *organizational citizenship behavior as a behavior of organizational members who are no part of their work obligations. However, it supports the effective functioning of the organization* <sup>(2)</sup>. *This behavior allows organizational members to do something positive, spontaneously, and self-made, and frequently put aside their main task* <sup>(3,4)</sup>.

An organization will be successful if its members are doing their main task and want to do the extra task like working together, helping out, giving advice, participating actively, providing extra service to customers, and willing to use their work time effectively. A successful organization needs members that willing to do more than their formal tasks and provide performance that exceeds expectations <sup>(5)</sup>.

The research's result showed that the entire item of *organizational citizenship behavior*, which are: *helping behavior, sportsmanship, organizational loyalty, organizational compliance, individual initiative, civic virtue, and self-development, have the same value, which was sufficient*. Thus, the seven items need to be developed in the organization, such as integration in character-building activity, solidarity soul, and individual *benchmarking* against peers who have high organizational citizenship behavior as role models.

## 5.0 CONCLUSION

New regulatory proposals have been arranged to implement SIA-IBI in East Java, including increasing organizational support, improving performance and operator systems, content adjustment of SIA-IBI, *organizational citizenship behavior* mentoring, *fighting spirit*, and *teamwork*.

## 6.0 RECOMMENDATION

To improve the SIA-IBI acceptance in East Java, improvement efforts are necessary to make by advocating IBI officials at the regency or city level in East Java that *organizational citizenship behaviour* is the main determinant of SIA-IBI acceptance so that it has to be prioritized as the main concern, used for strategic decision making to be used as material for suggestions to the government as a reference for public policy and public services.

## REFERENCES

1. PP-IBI. Petunjuk Pelaksanaan Organisasi IBI. Jakarta: Pengurus Pusat Ikatan Bidan Indonesia; 2020.
2. Robbins SP. Organizational Behavior. New Jersey: Pearson Education; 2003.
3. Nugroho HSW, Martiningsih W, Ackah D, Hendrik, Suparji. Organizational Citizenship Behavior and Health Information Systems. AloHA International Journal of Health Advancement (AIJHA). 2018;1(2):33-37.
4. Zhang D. Organizational Citizenship Behavior. 2011.
5. Ahdiyana M. Dimensi Organizational Citizenship Behavior (OCB) dalam Kinerja Organisasi. Yogyakarta: Fakultas Ilmu Sosial dan Ekonomi Universitas Negeri Yogyakarta; 2008.

