

**HUBUNGAN ANTARA LEARNING AGILITY DENGAN ORGANIZATIONAL  
CITIZENSHIP BEHAVIOR (OCB) PADA PRAMUNIAGA DI TOKO  
PENJUALAN FASHION**

***RELATIONSHIP BETWEEN LEARNING AGILITY WITH ORGANIZATIONAL  
CITIZENSHIP BEHAVIOR (OCB) OF SALESMAN IN FASHION STORE***

**Nurul Aliah Fil Hafirah**

Universitas Mercu Buana Yogyakarta

Nafhafirah@gmail.com

082293331226

**Abstrak**

Pertumbuhan bisnis *fashion* yang kian meningkat membuat para pengusaha harus melakukan strategi agar konsumen tertarik membeli produk, dan memastikan bahwa pramuniaga yang bertugas untuk melayani konsumen dengan karakter dan kebutuhan konsumen yang berbeda-beda harus sigap dalam bekerja dan rela melakukan OCB (*Organizational Citizenship Behavior*) ketika berada pada situasi diluar deskripsi pekerjaan. Penelitian ini bertujuan untuk mengetahui hubungan antara *Learning Agility* dengan OCB pada pramuniaga di toko penjualan *fashion*. Subjek penelitian sebanyak 110 orang, yang berjenis kelamin laki-laki 39 orang dan perempuan sebanyak 71 orang. Karakteristik yaitu semua pramuniaga khusus di bidang *fashion*, serta sudah bekerja minimal 1 tahun. Metode pengumpulan data menggunakan Skala OCB dan Skala *Learning Agility*. Analisis data penelitian menggunakan teknik korelasi *product moment*. Hasil koefisien korelasi ( $r_{xy}$ ) sebesar 0,645 ( $p < 0,01$ ), sehingga hipotesis dalam penelitian ini dapat diterima. Artinya terdapat hubungan positif yang sangat signifikan antara *learning agility* dengan OCB. Sumbangan efektif yang diberikan *Learning Agility* sebesar 41.5% terhadap OCB dan 58.5% dipengaruhi oleh variabel di luar penelitian ini.

**Kata kunci:** OCB, *learning agility*, pramuniaga, *fashion*

### **Abstract**

*The increasing growth of the fashion business means that entrepreneurs must carry out strategies to attract consumers to buy products, and ensure that salespeople who are tasked with serving consumers with different characters and consumer needs must be alert at work and willing to carry out OCB (Organizational Citizenship Behavior) when are in situations outside the job description. This research aims to determine the relationship between Learning Agility and OCB in salespeople in fashion sales stores. The research subjects were 110 people, 39 of whom were men and 71 women. Characteristics are that all saleswomen specialize in the fashion sector, and have worked for at least 1 year. The data collection method uses the OCB Scale and Learning Agility Scale. Research data analysis uses product moment correlation techniques. The correlation coefficient ( $r_{xy}$ ) is 0.645 ( $p < 0.01$ ), so the hypothesis in this study can be accepted. This means that there is a very significant positive relationship between learning agility and OCB. The effective contribution made by Learning Agility was 41.5% to OCB and 58.5% was influenced by variables outside this research.*

**Keywords:** *OCB, learning agility, sales assistant, fashion*

