

# UNIVERSITAS INTERNASIONAL BATAM

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## **ANALYSIS OF THE EFFECT OF DIVERSITY MANAGEMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR WITH EMPLOYEE RELATED ATTITUDE MEDIATION ON DEVELOPERS IN BATAM CITY**

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### ***ABSTRACT***

The purpose of this research which is carried out is useful for understanding the attitudes of individuals or groups in companies in Batam City. The study was conducted through the Diversity Management variable as an independent variable, Employee Related Attitude as a mediating variable, Organization Citizen Behavior as the dependent variable

The sample of the research carried out got 200 respondents who were Batam City residents who were members and employees of the Developer company. The sampling technique was carried out using purpose sampling. The results of the respondents who were carried out would be processed with Partial Least Square (PLS) software.

In this study, supported by Partial Least Square (PLS) software, it states that there is a significant relationship between all Organizational Citizenship Behaviors (OCB) variables.

**Keywords:** *diversity management, organizational citizen behavior, employee related attitude, developer.*