

A BIBLIOMETRIC ANALYSIS OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB)

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INFO ARTIKEL	ABSTRACT
Diterima 18 April 2022 Direvisi 20 April 2022 Disetujui 20 Mei 2022	OCB is an important behavior carried out by an employee in the company because OCB can improve employee performance and organizational success. Research using bibliometric analysis to offer a broad overview of the topic of OCB for future experiments is still rare. This literature review study aims to provide a broader study of (OCB) using bibliometric analysis. The articles used in this study were compiled from the Scopus database. There were 53 articles found and analyzed in this study from 2018 to 2021. After managing the database from Scopus, the researchers then carried out classification and visualization using VOSviewer software to analyze co-authorship, co-occurrence, and citations. This literature study as a whole can provide references and an overview of OCB in the right company for future research. The results of research using bibliometric analysis are important for academics, researchers, company organizations, and company owners, especially for employees who do OCB. This has the intention that company leaders can find out things related to OCB so that they can provide support to employees who have done OCB, because with good OCB an employee will have a high level of loyalty, for example, individuals will remain loyal even to their organization even though the organization is experiencing difficult conditions.
Keywords: Organizational Citizenship Behavior; OCB; OCB Implication; Benefits of OCB; Bibliometric Analysis	

Introduction

In an increasingly competitive business world due to economic globalization and the AEC (ASEAN Economic Community) encourages business people to do everything they can to face the business competition (Suzana, 2017). To be able to face competition in the business world, corporate organizations need qualified human resources (HR) who can carry out the company's vision and mission as well as the targets set by the company. Organizations need to improve themselves to be able to survive in the competition and make changes to become a more effective organizations. Today many organizations are assessment with new ways to improve their HR practices. Several

innovations have been made regarding new HR practices which are then incorporated into organizational policies (Athar, 2020). This increasingly competitive situation has also resulted in the emergence of increasingly fierce competition in companies, thus requiring companies to have quality HR.

HR is one of the important elements of the company. This makes the company always pay interest on the welfare of its personnel. Standards of the behavior of potential workers can support the effectiveness of the company's organization. An employee who has social skills in cooperating with others, and has a sturdy person to live on in keeping his workgroup and continue to exist in any scenario way

having. Furthermore, he has the choice to participate in joint efforts to comprehend the business enterprise's higher organizational desires and a moral and mental balance to achieve man or woman and company desires without harming each other and capable of helping the business enterprise deal with the aggressive commercial enterprise world. these worker behaviors and standards are frequently referred to as OCB (Suzana, 2017).

OCB is an important factor used to promote and improve an organization's competitiveness. OCB is a form of "additional" or "exceeding" behavior in the workplace. If workers are willing to support and help each other in solving problems in a job, then problems and ta (Supriyanto et al., 2020). Moestain et al., (2020) stated that OCB is a form of nice, positive social behavior and has the means of helping each other to relieve the tasks that have been given by superiors so that work becomes lighter the effect of this is to increase productivity. OCB is one of the main topics that attract the attention and interest of practitioners and researchers. Many studies have been conducted to identify the factors that influence OCB such as organizational culture, personality, job satisfaction, and other variables (Laihadand & Suharyati, n.d.). OCB is also often seen as a different thing according to the views of researchers. For this reason, it is necessary to understand the study of research on OCB.

This study aims to provide a broad overview of the topic of OCB in an organization so that company employees can apply these behaviors so that their productivity in the organization is maximized. The data in this study were taken in the period 2018-2021 using bibliometric analysis techniques. The specific purpose of research on the study of OCB topics in an organization is to find out such as the influence of research; related popular keywords; keyword developments over the last four years, and the

most productive researchers who publish scientific articles, from which affiliation and country the researcher comes from, which articles have had the greatest impact on OCB research topics as well as on the main research themes related to OCB in the last four years

The results of research using bibliometric analysis are important for academics, researchers, company organizations, and company owners, especially for employees who do OCB. This has the intention that company leaders can find out things related to OCB so that they can provide support to employees who have done OCB, because with good OCB an employee will have a high level of loyalty, for example, individuals will remain loyal even to their organization even though the organization is experiencing difficult conditions (Moestain et al., 2020). This article can also answer the need to examine aspects related to OCB research as an important asset for organizations. however, researchers can use those findings to conduct further research. To fulfill the purpose of this research, a bibliometric analysis technique was used with the help of a VOSviewer. VOSviewer is a freely available computer program that has been developed and has the functionality to create and view bibliometric maps. By using VOSviewer, you may present a visualization of the outcomes of statistics evaluation from the articles determined in this literature review and look at the process (Eck & Waltman, 2014).

Method

This study uses data from international publications between 2018-and 2021. The analysis in this study uses bibliometric analysis, this study accesses the bibliometric data using a database on Scopus (Jim bun et al., 2021). Bibliometric analysis is a bibliographic analysis study of scientific activities, which is based totally on the idea

that a researcher carries out his research (Tupan et al., 2018). In this research, bibliometric analysis is used to offer a broad overview of worldwide research trends on OCB in all fields of economics, education, hospitality, services, health, and psychology based on the first co-authorship consisting of the researcher's name, country of origin, researchers and organizations, secondly about co-occurrence which consists of research keywords and the development of research keywords, the last one is citation which consists of 10 documents that have received

many citations. In the meantime, trends in the development of international publications within the instrumentation area were analyzed using the VosViewer software. VOSviewer is capable of displaying maps created using appropriate mapping techniques (Eck & Waltman, 2014). This study uses a five-step method that researchers adopted from (Tranfield et al., 2003), (Setyaningsih et al., 2018), (Churiyah et al., 2022), and (Fahimnia et al., 2015) as presented in Figure 1 below.

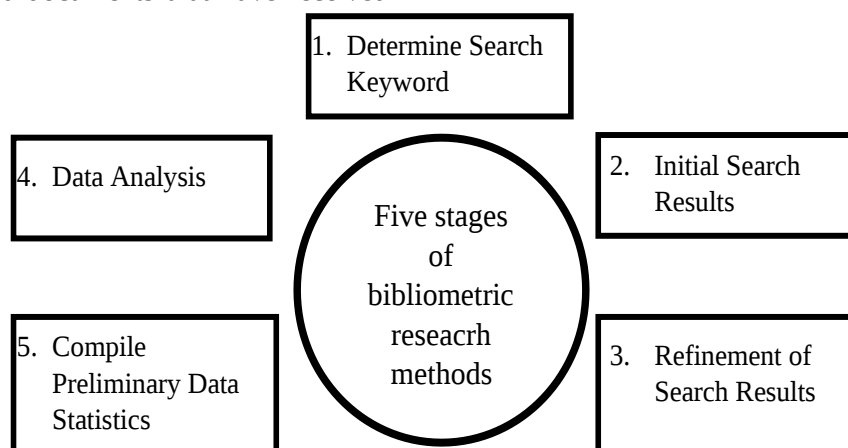


Figure 1
Stages of the Bibliometric Method

1. **Determine Search Keywords** The keywords that the researcher uses in searching and collecting articles are "organizational citizenship behavior" OR "OCB" OR "OCB implication" OR "benefits of OCB". The search for article data was carried out on March 15, 2022, on the Scopus database. Scopus can help researchers effectively in analyzing, tracking, and visualizing a study (Tupan et al., 2018).
2. **Initial Search Results** The search for articles that the researcher did specifically for "journal" and "proceedings", only "title words" and the year "2018-2021". The first search attempt resulted in approximately 400 articles found in this data search. The

- results are then combined in a CSV layout to consist of all critical article data including creator name, identify, association, key phrases, abstract, and references.
3. **Refinement of Search Results** The best articles listed on the Scopus database are sorted, this is to pick articles handiest from "journals" and "proceedings". Moreover, to make appropriate improvements, every article metadata is in addition processed in an excel file that's then again saved as in a CSV file to be used for additional analysis.
4. **Compile Preliminary Data Statistics** The records that have been gathered are saved in the form of CSV. in the preliminary period, the additives of mag articles and complete proceedings are

tested and analyzed, then the researcher adds the necessary information if incomplete records are located. facts evaluation is finished so that articles can be categorized in line with the yr and origin of guide and writer facts.

5. Data Analysis In studying and visualizing the bibliometric network in this observation, VOSviewer software became used. VOSviewer can be used to create writer or journal maps based on co-citation information or to create keyword maps based totally on co-incidence information. VOSviewer can show maps in numerous exclusive ways, every emphasizing a specific element of the map. VOSviewer's viewing abilities are mainly beneficial for maps containing as a minimum a huge quantity of objects (Eck & Waltman, 2014).

Result And Discussion

This research aims to analyze the source of data articles related to the keywords

"organization citizenship behavior" OR "OCB" OR "OCB implication" OR "benefits of OCB". Sources of literature are obtained from journal publications and proceedings indexed using Scopus all through the period 2018-2021 that are in English. There are three aspects analyzed, namely: co-authorship, co-occurrence, and citation. For every presentation of the consequences of the evaluation on co-authorship, co-incidence, and citation, the researcher uses the minimal limit of occurrence of 1, so that the consequences of the evaluation that appear at the VOSviewer may be more varied. VOSviewer can display maps created using appropriate mapping techniques. Therefore, the software program software may be used now not simplest to show maps built on VOS mapping strategies but also to show maps constructed on the usage of strategies together with multidimensional scaling (Eck & Waltman, 2014).

1. Research result

Co-Authorship

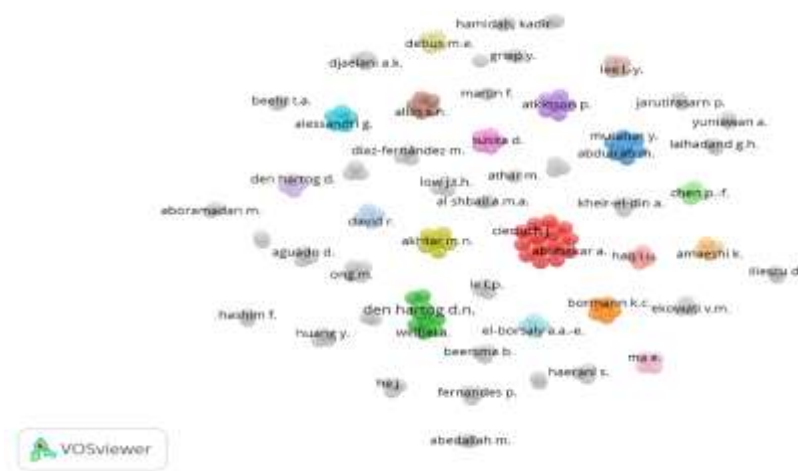


Figure 2
Topic area Visualization Using VOS-Viewer Using Network Visualization Co-authorship

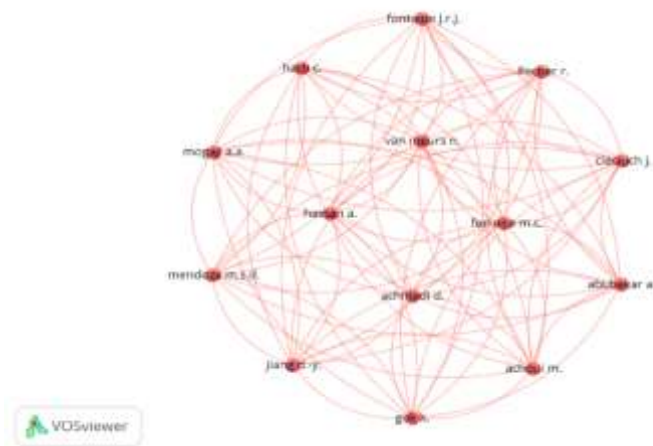


Figure 3

Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship

In Figure 2, it can be seen that in the VOSviewer analysis there are 176 names of authors, whose clusters are not connected, which means that the authors when researching OCB do not have any relationship with each other. So according to the

provisions of VOSviewer, if something like that happens, the author cluster with the strongest total network will be selected automatically. Figure 3 is the largest connected cluster consisting of 14 authors.



Figure 4

Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship Co-Authorship (Author Country)

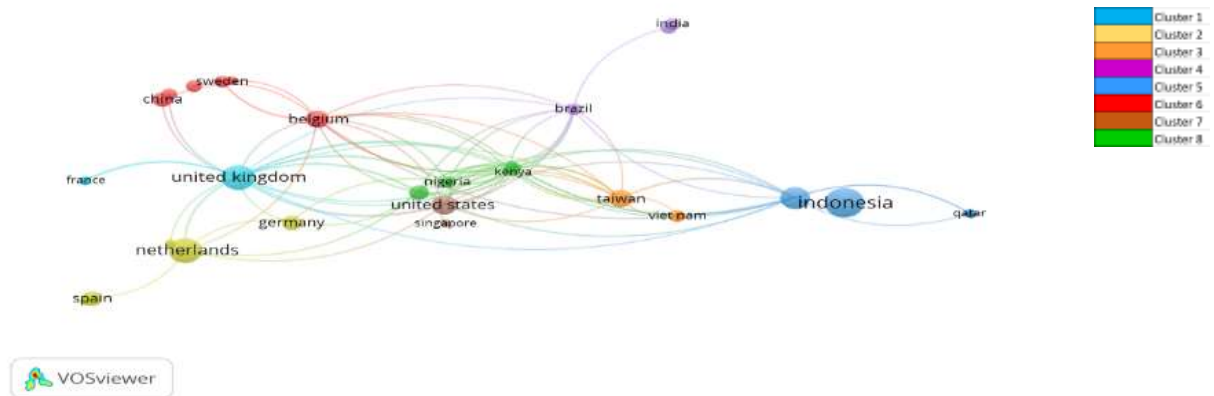


Figure 5
Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship Co-Authorship (Author Country)

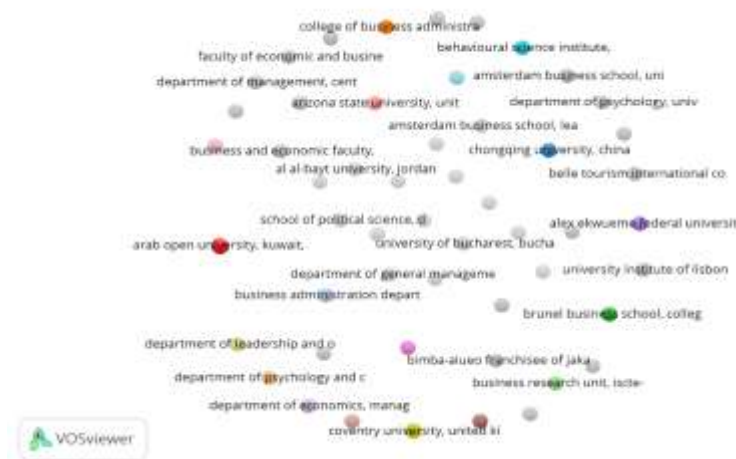


Figure 6
Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship (Author Organization)

Figure 4 is a visualization map for the author network in terms of the items (Taiwan, Asian countries there are Malaysia, and Indonesia. If you look at the size of the circle, Indonesia is a country that has researched a lot on the topic of OCB, followed by other countries.

Then **Figure 5** is a visualization of the country cluster network that examines OCB. Cluster 1 consists of two country items (France and England); cluster 2 consists of four country items (Spain, Netherlands, Ireland, and Germany); the third cluster

(Vietnam); cluster 4 consists of two country items (Brazil and India); cluster 5 consists of three country items (Malaysia, Indonesia, and Qatar); cluster 6 consists of five country items (China, Pakistan, Norway, Sweden, and Canada), cluster 7 consists of two country items (America and Singapore), cluster 8 consists of five country items (Switzerland, Nigeria, Kenya, Kuwait, and Lebanon).

While in **Figure 6** is a visualization of the research organization network. In the

organizational visualization section, organizational network researchers are not interrelated with one another, which means that each organization has its field. The

largest network is in the red circle cluster consisting of 14 universities.

a. Co-Occurrence

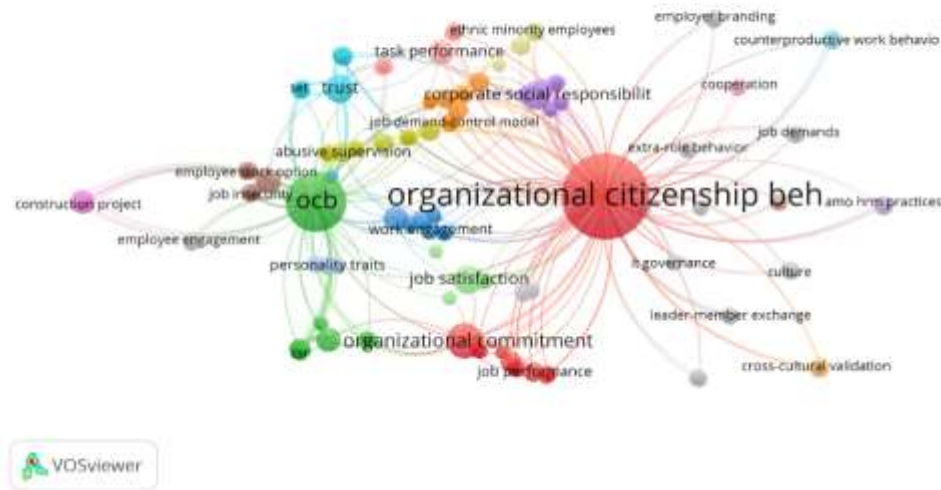


Figure 7
Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship Co-Occurrence (Keywords)

Keywords on the topic of OCB research are very diverse, as we can see in Figure 4. In this analysis, it can be seen that there are many clusters and it is very possible to develop,

meaning that future researchers can connect OCB research so that they can produce new keywords on OCB research topics.

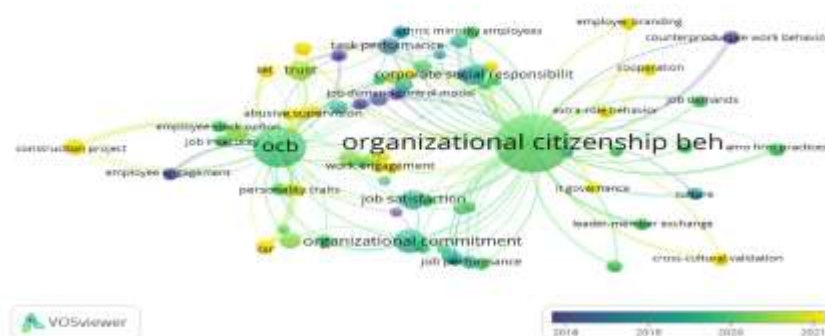


Figure 8
Topic area Visualization Using VOS-Viewer Using Network Visualization co-authorship Co-Occurrence (Year Keywords)

Through Figure 8 it can be seen that every year in the period 2018 to 2021 there is a development of keywords, the most

keyword developments range from 2019 to 2020. However, the development of keywords in 2021 is also quite good, there are several

keywords related to OCB that appear such as *CSR, cross-cultural validation, work engagement, governance, extra-role behavior, abusive supervision, employer branding construction project, school, target gossip, death anxiety, academic, independent hotel, abusive supervision, organizational justice, human resources practices, meta-analysis, and leader Machiavellianism*. The keywords that were found were very diverse because the researchers did not limit the sector to researching OCB, besides that many factors supported the topic of OCB. Key phrases will be greater bright yellow if new keyword clusters are determined in new year research. And vice versa, if the cluster is getting darker blue, it means that the keywords found are from old research.

b. Citation

In the analysis of the most citations in the research topic on OCB, the aim is to find out which articles can influence the development of knowledge on this theme in various fields. In the analysis of the co-authorship country, it can be seen that researchers from Indonesia are researchers who research a lot on the OCB theme. Only one researcher from Indonesia contributed to research in the 10 *cited articles*. This can be used as a guideline and encouragement for Indonesian state researchers to produce experiment articles that have the opportunity to make contributions to the development of knowledge with the OCB theme. Detailed explanations for the top 10 *cited articles* can be seen in Table 1 below.

Table 1
Top 10 Cited Articles

No	Publication Year	Author	Title	Journal	Cite	Publisher
1	2018	Madeline Onga, David M. Mayer, Leigh P. Tostc, Ned Wellman	When corporate social responsibility motivates employee citizenship behavior: The sensitizing role of task significance	Organizational Behavior and Human Decision Processes	49	Elsevier Inc
2	2019	Hey, Jie; Zhang, Hao; Morrison, Alastair M.	The impacts of corporate social responsibility on organization citizenship behavior and task performance in hospitality A sequential mediation model	International Journal of Contemporary Hospitality Management	42	Emerald Insight
3	2018	Yannick Griep & Team Vantilborgh	Reciprocal Effects of Psychological Contract Breach on Counterproductive and Organizational Citizenship Behaviors: The Role of Time	Journal of Vocational Behavior	38	Elsevier Inc
4	2018	D. D. Clercq, I. Ul Haq, M.U. Azeem, U. Raja	Family incivility, emotional exhaustion at work, and being a good soldier: The buffering roles of way power and willpower	Journal of Business Research	32	Elsevier Inc

5	2019	MN Akhtar, J. Zhang P. Matthijs Bal, L Long, Y. Zhang, Z. Ma	High-Performance Work System and Employee Performance: The Mediating Roles of Social Exchange and Thriving and the Moderating Effect of Employee Proactive Personality	Asia Pacific Journal of Human Resources	27	Wiley- Blackwell
6	2020	Haerani S, Sumardi, Hakim W, Hartini, Son of AHPK	Structural model of developing human resources performance: Empirical study of Indonesia States Owned Enterprises	Journal of Asian Finance, Economics and Business	19	JAFEB
7	2019	R. Fischer, M.C. Ferreira, N. V. Meurs, K. Gok, D. Jiang, J. RJ Fontaine, C. Harb, Jan Cieciuch, M. Achoui, Ma Socorro D Mendoza, A. Hassan, D. Achmadi, A.A Mogaji and A. Abubakar	Does organizational formalization facilitate voice and helping organizational citizenship behaviors? It depends on (national) uncertainty norms	Journal of International Business Studies	19	Academy of International Business
8	2020	Tufan P. & Wendt H	Organizational identification as a mediator for the effects of psychological contract breaches on organizational citizenship behavior	European Management Journal	17	Elsevier Inc
9	2018	Robert M. Verburg, Ann-Marie Nienaber, Rosalind H. Searle, Antoinette Weibel, Deanne N. Den Hartog, and Deborah E. Rupp	The Role of Organizational Control Systems in Employees' Organizational Trust and Performance Outcomes	Group & Organization Management	14	Sage Publications Inc
10	2020	Duc-Thuan Tran, Li- Yueh Lee, Phuoc- Thien Nguyen, Wethima Srisittiratkul	How Leader Characteristics and Leader Member Exchange Lead to Social Capital and Job Performance	Journal of Asian Finance, Economics and Business	14	Korea Distribution Science Association (KODISA)

Based on Table 1, it can be seen that in the top 10 cited articles, the first position is (Ong et al., 2018). This article, which has received 49 citations, discusses research on CSR that affects OCB. His research on

developing a CSR sensitivity framework can strengthen CSR and OCB bonds and provide knowledge about the relationship between the two variables. The second article that has the highest number of citations is 42. Articles

studied by (He et al., 2019) This study explores the impact of corporate social responsibility (CSR) on employee OCB and job performance in hospitality. The results of his studies show that OCB is also able to moderate CSR and task performance in hospitality. This research strengthens the understanding of CSR and OCB theory.

Next is the study which has the third-highest number of citations. 38 articles written by (Griep & Vantilborgh, 2018) have been cited. This study discusses the dynamic relationship between psychological breach of

contract, feelings of violation, counterproductive actions, and OCB. The three studies above are the most influential, it can be seen from the highest number of citations. In addition, seven other studies also contributed to OCB research through the many citations obtained. The results of the analysis in this article can be used as a basis for reference on the topic of OCB. As seen in Table 1, the fields in this OCB research are varied, making this topic of OCB interesting to discuss.

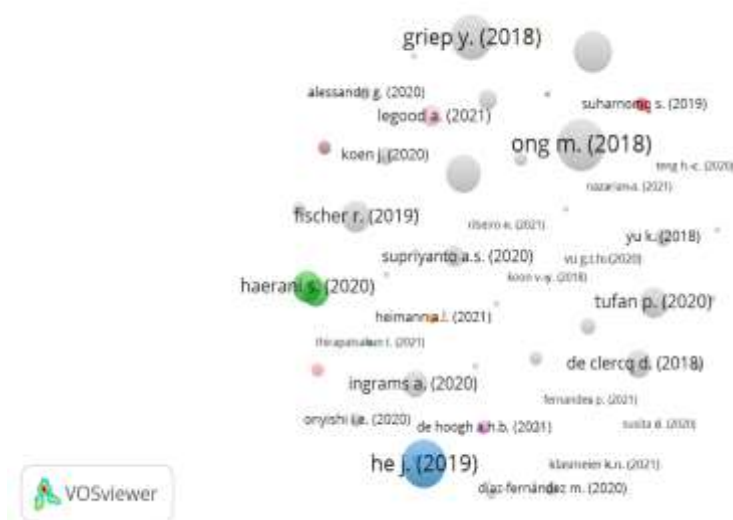


Figure 9
Topic area Visualization Using VOS-Viewer Using Network Visualization Citation

In Figure 9 it can be seen that there are three names with the largest clusters, namely (Ong et al., 2018), (He et al., 2019), and (Griep & Vantilborgh, 2018) which are then followed by other names. The name of this researcher is a researcher who has a high interest in researching the topic of OCB. The results of these findings can be used as a reference as an expert in giving public lectures or others on related topics.

2. Research Discussion

This study examines studies on OCB between 2018 - 2021. The year taken in this study includes a new year to determine the condition of OCB for four

years. The data in this research article are taken entirely from Scopus. Research on the topic of OCB is quite a lot found in various continents, both in the Asian continent, especially in Malaysia and Indonesia, America, especially the United States, Europe, especially the Netherlands and England, the African continent, especially Nigeria, this is by the results of the VOSviewer analysis on co-authorship. authorship country. Research on the topic of OCB is widely carried out because OCB behavior carried out by employees is considered to be beneficial for the organization as a

whole (Susita et al., 2020). that is added to a number of the consequences of preceding studies belonging to (Hoffman et al., 2007), (Nazarian et al., 2021), (Indarti et al., 2017), (Ong et al., 2018), and other OCB studies that stated that OCB has a positive role in organizations in various sectors. However, although OCB research has been carried out quite a lot, OCB research using bibliometric analysis methods is still very rarely found, so this research is feasible to do.

This bibliometric analysis provides an illustration that keywords on OCB research topics are growing from year to year even though the number of keywords is different every year, this can be seen from the results of the VOSviewer co-keyword which shows the results where every year there are always new related keywords. with OCB. The keywords found in OCB research are very diverse, this is due to the many different fields of work that conduct research on OCB and the existence of determinants of OCB in the organization. There are three determinants of behavior in an organization: groups, individuals, and the OCB structure (Suzana, 2017). This is also by research (Ingrams, 2020) which states that scientific knowledge about OCB has developed notably inside the private and public sectors. Then by the fact in previous research that OCB can be carried out in various sector fields and there are good developments related to the keywords of OCB, this OCB topic is indeed worthy of further research. So it is hoped that in the future there will be a lot of research on OCB that links all existing keyword findings to produce research with more diverse OCB topics.

Bibliometric analysis of citations shows that there are top ten studies that have the highest number of citations

which were the biggest contributors to research on the topic of OCB. Of the ten studies, there are three studies with the largest number, namely proprietary research (Ong et al., 2018) with 49 citations, followed by (He et al., 2019) with 42 citations, and the last one is (Griep & Vantilborgh, 2018) with several 38 citations. The bibliometric analysis also shows that Indonesia is a country that has conducted a lot of research related to OCB, but in fact, in the 10 cited articles there is only one researcher included in it. It is hoped that in the future researchers from Indonesia will be able to produce research articles that have the opportunity to make contributions to the development of knowledge with the OCB theme. The article with the highest number of citations is also the biggest contributor to this research, which can be used as a reference source by researchers and academics in studying and making new findings on the topic of OCB. In addition, the findings in this study provide knowledge about OCB so that it can be used as a reference in the activities of the lecture process. This is to the statement (Ehrhart et al., 2006) which states that there are many opportunities for future studies on the topic of OCB. So it is hoped that more countries can research the topic of OCB.

Conclusions

This research study provides a broad overview of OCB topics in various scientific fields to add references to future research. This study uses bibliometric analysis techniques on 53 articles published in Scopus indexed journals and proceedings during the period 2018-2021. This research is the first research on the OCB topic that uses bibliometric analysis. The data in this study were processed using VOSviewer to provide

an overview of the research map on the topic of OCB co-authorship, co-occurrence, and citation. The analysis in this study uses the keywords "organizational citizenship behavior" OR "OCB" OR "OCB implication" OR "benefits of OCB".

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