

ABSTRACT

This study aims to examine the influence of Organizational Citizenship Behavior (OCB) and Employee Engagement on company performance at PT PLN (Persero) Unit Induk Distribution Sulawesi Selatan Tenggara dan Barat (Sulselrabar). Company performance heavily depends on the active involvement and contributions of human resources. As observed, in 2024, the company experienced a decline in sales performance and innovation outcomes.

The research method used is quantitative with a descriptive causal approach. The sampling technique used in this study was non-probability sampling with a convenience sampling method, and the sample size was calculated using the Slovin formula with a 10% error rate, resulting in 93 respondents. Data collection was carried out through distributing questionnaires, and data analysis used multiple linear regression with the help of SPSS 27.

The results reveal that both OCB and employee engagement individually have a significant positive effect on employee performance. Furthermore, these variables also significantly influence company performance when tested simultaneously. The findings underscore the importance of fostering a work culture that encourages proactive behavior and strong emotional involvement to support the achievement of organizational goals in a sustainable manner.

Keywords: *Organizational Citizenship Behavior, Employee Engagement, Performance, Human Resources, Organizational Behavior,*