

Research Trend on Organizational Citizenship Behavior (OCB) through Bibliometric Analysis

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Abstract

Purpose - This article aims to provide an overview and synthesis of the existing body of knowledge about Organizational Citizenship Behavior (OCB). Through bibliometric analysis from 2018 to 2023, special attention is paid to articles directly related to OCB and to Indonesia's contribution to their publications.

Design/methodology/approach - A bibliographic analysis was carried out on 500 articles from the Google Scholar database using Publish or Perish software version 8, followed by VOSViewer.

Originality - Previous studies have provided a systematic review of the literature using different approaches, but the intellectual structure and evolution of research on OCB need to be described. This article presents an overview, synthesis, and analysis of the extent of research related to OCB worldwide.

Findings and Discussion - This research provides a comprehensive picture of the development of OCB literature, documenting the output of publications related to OCB, identifying research trends on OCB globally, and examining Indonesia's contribution during the 2018-2023 period.

Conclusion - This research describes the growth of OCB research, identifies significant research trends, and highlights Indonesia's important contributions to that literature. These findings provide an in-depth view of the importance of understanding organizational behavior in the context of various organizations and Indonesia's important role in the development of global knowledge in the field of OCB.

Keywords – Research Trend, Bibliometrik, Organizational Citizenship Behavior, OCB

Introduction

Human Resources is an important element in an organization. Apart from being responsible for managing aspects such as career development, recruitment, training, and welfare, they are also involved in developing organizational culture, conflict management, and various other aspects that impact an organization's productivity and success. An employee with social skills in interacting and collaborating with others will have the ability to

survive in various situations in the organization and have the moral and mental stability to achieve individual and organizational goals without anyone being harmed or biased. One another, this will help organizations face a competitive era. This kind of employee behavior and standards is called Organizational Citizenship Behavior (Sya'bania & Churiyah, 2022).

According to Naway (2017), Organizational Citizenship Behavior, or OCB, has attracted considerable attention in organizational contexts worldwide. OCB refers to the behavior of employees who work beyond their basic duties and contribute more or more to the organization where they work. A successful organization has employees who give all their time, energy, and thoughts to work that exceeds formal job responsibilities according to their main duties for the work's success (Mardjuni, 2014).

In the last few years, OCB research has continued to develop in line with modern organizations' changing dynamics and challenges. Based on this, this research aims to examine the latest research trends on OCB through bibliometric analysis in 2018-2023 and see Indonesia's contribution to them. Bibliometrics is an approach used to explore developments and trends in scientific research by analyzing scientific publications, citations, and researcher collaborations (Kunto, 2023). It is important to understand current trends in OCB research and track the extent of Indonesia's contribution to it to provide valuable insights to researchers, practitioners, and policymakers. As the business and social environment continues to change, a deep understanding of OCB can help organizations develop effective and sustainable management practices.

Literature Review

Human resources are the only resources that have creativity, taste, and initiative. The aim. Technological progress, information development, availability of capital, and adequate materials, but with human resources, it is easier for organizations to achieve their goals (Mardjuni, 2014). Organizational Citizenship Behavior (OCB) is a concept that refers to the behavior of employees who voluntarily carry out work that exceeds the standard tasks assigned to them in order to support the organization's sustainability in achieving its goals. This is an employee's voluntary effort to contribute positively to coworkers and the organization (Naway, 2017). OCB is often called extra roles or behavior that exceeds task demands. This concept was first introduced by Organ in 1983 and has become a major topic in management and organizational psychology literature. Intensive research on OCB has been carried out since this concept was first introduced, and the majority of research is focused on the influence of OCB on individual and organizational performance (Mardjuni, 2014).

The main indicators of OCB, according to Organ (2003), Mahayana & Suartina (2019), Purjani & Riana (2019), and Saputro et al. (2018), are as follows. (1) Altruism, namely the willingness to help colleagues who need help, (2) Conscientiousness, namely dedication to work, a strong desire to provide more than the formal requirements of the organization, (3)

Sportsmanship, namely the behavior of tolerating work disturbances or being able to accept situations that are not by ideal conditions, (4) Courtesy, namely the behavior of employees who always consider whether their work decisions affect other employees, and (5) Civic Virtue, namely employee behavior that involves themselves in organizational activities that are not related to their work. So OCB behavior can be said to be voluntary behavior, which is an individual choice and initiative, not formally ordered, and not related to the organization's formal reward system, but indirectly, slowly but surely increases organizational effectiveness (Mardjuni, 2014; Purba & Seniati, 2004).

When referring to various literature, many factors influence OCB. Some of them are career development, perceptions related to organizational justice, job satisfaction, work motivation, organizational culture, reward system, personality, organizational climate, organizational commitment, job characteristics, and leadership style (Ernawan & Amruloh, 2023; Lestari et al., 2018; Naway, 2018).

OCB behavior has become a significant subject in organizational research and organizational behavior. Several previous studies have explored diverse aspects of OCB, including the definition and dimensions of OB, its influence on organizational performance, its influencing factors, and its impact on the work environment. Several studies emphasize that OCB can increase organizational productivity and effectiveness by improving team performance, employee satisfaction, and organizational image (Mahayasa & Suartina, 2019; Hadi et al., 2023; Hadi, Faridiana et al., 2024; Hadi, Kirana et al., 2024). However, research on OCB shows differences in approaches and findings in various contexts and countries, which can be caused by various factors such as cultural, legal, economic, and social that influence employee behavior. For example, research has shown that OCB in countries with individualistic and collectivistic cultures can differ in orientation and focus, so it is important to understand the latest OCB research trends, especially in the global context (Purba & Seniati, 2004). Then, the extent of Indonesia's contribution was identified.

According to Sidiq (2019), the bibliometric method measures literature using a statistical approach that includes applying quantitative analysis. Bibliometrics is an effective tool for exploring the latest research trends and identifying key literature and influential researchers in the field under study (Kurdi & Kurdi, 2021). The latest developments in the literature in certain fields, dominant research themes, and potential for international collaboration can be identified through a bibliometric approach. So, this research will fill the knowledge gap in the OCB literature by providing insight into the latest research trends and Indonesia's contribution.

Based on the description above, the author is interested in researching "Trend Research on Organizational Citizenship Behavior (OCB) through Bibliometric Analysis (2018-2023) and The Contribution of Indonesia" with the main problems in this research being: (1). What is the output of publications related to OCB in the 2018-2023 period?, (2). What are the

research trends on OCB globally from 2018 to 2023? and (3). To what extent does Indonesia contribute?

Methods, Data, and Analysis

The method used in this research is a literature review with a bibliometric approach. This research uses the Google Scholar database. This research began by conducting an online search on October 18, 2023. The complete steps are illustrated in the image below.



Figure 1. Five steps in Bibliometric analysis

The bibliometric analysis method in this research uses five steps introduced by Najih and Mansyur (2022). These five steps include:

1. Defining Search Keywords

The first step is to define the keywords used in the literature search. In this case, the main keyword is "Organizational Citizenship Behavior" (OCB). In defining search keywords, you will find many directly and indirectly related terms, whether connected or not, all of which are variables that are still related to OCB. Researchers may also consider synonyms or variations of related terms such as "OCB in organizations," "Citizenship behavior at work," or "Employee extra-role behavior" (Guiling et al., 2022).

2. Initial Search Results

An initial search was carried out using the keyword "Organizational Citizenship Behavior" or its variations in the Google Scholar database using Publish or Perish version 8 software. The results produced many articles, journals, and bibliometric sources relevant to OCB, which were then grouped according to the purpose of this article.

3. Refinement of the search results

After getting the initial search results, narrow the search results according to the research objectives, namely the 2018-2023 time period. There were 500 publication results to be processed. Of the 500 publications, many were found in the form of citations, books, journals, and journals in HTML form.

4. Compiling Statistics On The Initial

After refinement, The resulting search data is downloaded, saved in the Zotero application, and exported. RIS format includes all important information related to the paper, including title, author name, abstract, keywords, and journal specifications (journal of publication, year of publication, volume, publications, and pages

processed with Ms. Excel). Data that is already in. The RIS form is entered into VOSViewer, which will present the necessary information.

5. Data Analysis

Bibliometric analysis in the form of OCB research trend analysis during the 2018-2023 period includes publication growth and dominant topics, evaluating Indonesia's contribution to OCB literature, and keyword analysis to understand the relationship between concepts that appear in the literature.

The data processing results using Microsoft Excel will be displayed as graphs and tables, while the data processing results using VOSviewer will be displayed as a network visualization.

Results and Discussion

Publication Output Related to OCB in the Period 2018-2023

The first output is the trend of publications related to OCB, as seen from the number of publications over five years (2018-2023). The results show that in 2018, there were 194 publications; in 2019, there were 137 publications; in 2020, there were 105 publications; and in 2021, there were 42 publications; in 2022, there were 10 publications; and in 2023, there were 12 publications

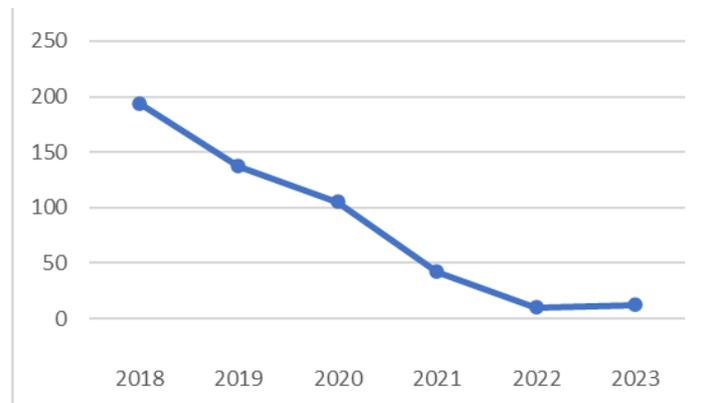


Figure 2. OCB publication trends 2018-2023

From the image above, it can be seen that the publication trend of Publish or Perish version 8 with the Google Scholar database related to OCB has decreased from 2018 to 2019 by 57 publications, 2022, from 2019 to 2020 decreased by 32 publications, and from 2020 to 2021 decreased by 63 publications, from 2021 to 2022 decreased by 32 publications and from 2022 to 2023 there was an increase of 2 publications. The second output is the type of publication form. Of the 500 publications related to OCB in the 2018-2023 period, it can be seen in the image below.

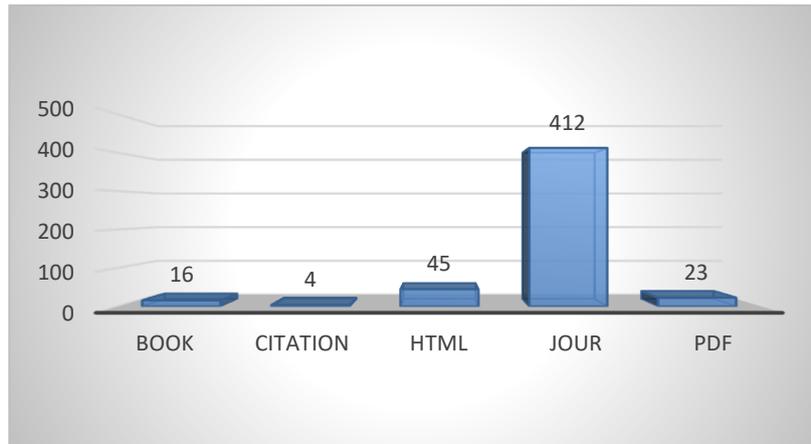


Figure 3. Types of OCB publications from 2018-2023

From the picture above, it can be seen that the 500 publications can be divided into five types of publication forms. These publications include books, citations, HTML, journals, and PDFs of written works. The 500 publications are grouped into five books, four citations, 45 HTML, 412 journals, and 23 PDFs of written works. The third output is the Top 10 Publications with the Most Cited related to OCB publications for 2018-2023.

Table 1. Top 10 Publications with the most citations

No	Author	Title	Cited by
1	Luthans, F., Luthans, BC., Luthans, KW	<i>Organizational behavior: An evidence-based approach fourteenth edition</i>	15.235
2	Hobfoll, S.E., Halbesleben, J., Neveu, J.P	<i>Conservation of resources in the organizational context: The reality of resources and their consequences</i>	3.027
3	Spector, P.E	<i>Industrial and organizational psychology: Research and practice</i>	2.833
4	Griffin, R.W, Philips, J.M, Gully, S.M	<i>Organizational behavior: Managing people and organizations</i>	2.360
5	Eva, N., Robin, M., Sendjaya, S., Dierendonck, D Va	<i>Servant leadership: A systematic review and call for future research</i>	1,448
6	III, J.A Wagner, Hollenbeck, JR	<i>Organizational behavior: Securing competitive advantage</i>	1.022
7	Spector, P.E	<i>Do not cross me: Optimizing the use of cross-sectional designs</i>	953
8	Buil, I., Martinez, E., Matute, J	<i>Transformational leadership and employee performance: The role of identification, engagement and proactive personality</i>	934
9	Kim, YJ, Kim, WG, Choi, HM., Phetvaroon, K	<i>The Effect of Green Human Resource Management on Hotel Employees' eco-friendly Behavior and Environmental Performance</i>	925

counterproductive work behavior, COVID, employee performance, engagement, environment, example, implication, knowledge, meta-analysis, organizational culture, review, and task performance. Cluster 2 is displayed with a green symbol and contains 11 items: affective commitment, corporate social response, CSR, ethical leadership, form, leader, moderating role, organizational citizenship, organizational citizenship behavior, supervisor, and trust. Cluster 3 is displayed with a blue symbol containing six items: antecedent, consequence, mediating effect, moderated mediation model, organizational behavior, organizational support, paper, and perception. Cluster 4 is displayed with a yellow symbol containing six items: attitude, evidence, job satisfaction, organizational commitment, organizational justice, and turnover intention. Each cluster contains a different number of variables; this shows that research on the topic of OCB is varied.

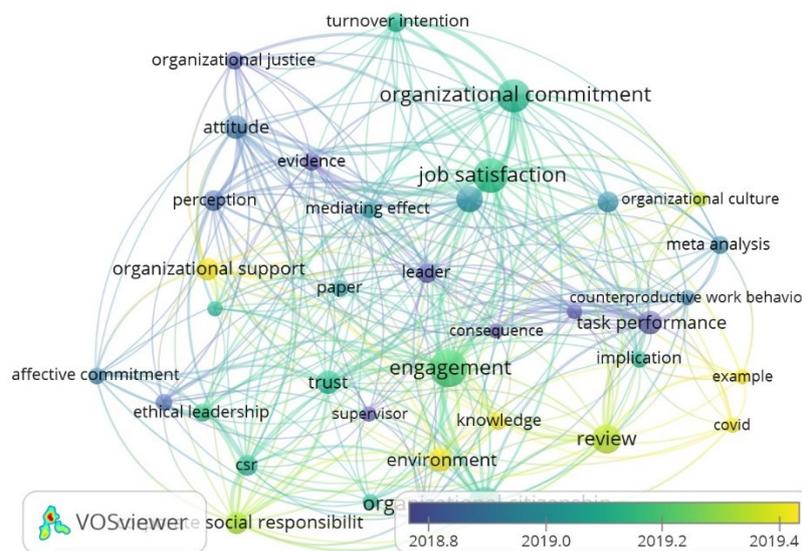


Figure 5. Overlay Visualization using VOSviewer

Overlay Visualization displays an overview of research development to analyze the distribution of publication years for various existing research keywords. In the image above, you can see the keyword distribution based on the publication year. The items available are divided into several colors, ranging from the lightest to the darkest. The lightest color is yellow, which indicates the year of the latest research publication, 2019. Meanwhile, the dark color (dark purple) is interpreted as the oldest year of publication. OCB research mapping uses research VOSviewer, namely 2019.0. As another example, you can see the keywords "Covid," "Organizational Support," and "And environment," symbolized in yellow, which means the year of publication is 2019.4. Meanwhile, the keywords "Supervisor," "Leader," "Evidence," etc. are symbolized in purple, which means the year of publication is in the period 2018.

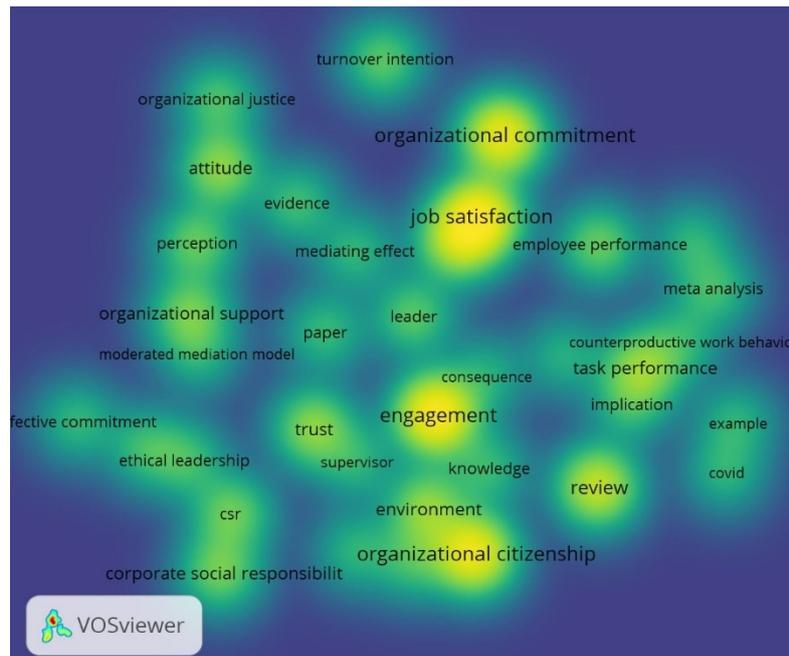


Figure 6. Density Visualization using VOSViewer

Density Visualization displays a pattern of scattered items related to each other, symbolized by different colors. This color is used as analysis material, providing that the color of the mapping visualization point illustrates the number of items related to other items in the surroundings. Through density visualization, you can determine which keywords are most often used in a study (Kahfi et al., 2022). From the image above, you can see the different colors for each keyword or item, representing the level of saturation, which means that the darker the color, the less frequently the topic is researched. Meanwhile, the brighter the color, the more frequently the topic is researched. For example, several keywords symbolized by bright colors, namely organizational citizenship, engagement, job satisfaction, and organizational commitment, are keywords or topics that have been widely researched. Meanwhile, keywords symbolized in dark colors, such as meta-analysis, leader, CSR, corporate social responsibility, and turnover intention, have yet to be widely researched. Through this analysis, it can be seen which topics have yet to be widely researched so that they have the opportunity to become new research topics.

Indonesia's contribution to OCB research during the 2018-2023 period

Over five years, namely 2018-2023, Indonesia has contributed to the world of research on OCB. In this decade, Indonesian researchers and academics have actively participated in studies related to OCB. The following are the results of the ten countries with the most OCB publications from 2018-2023 based on existing data processing.

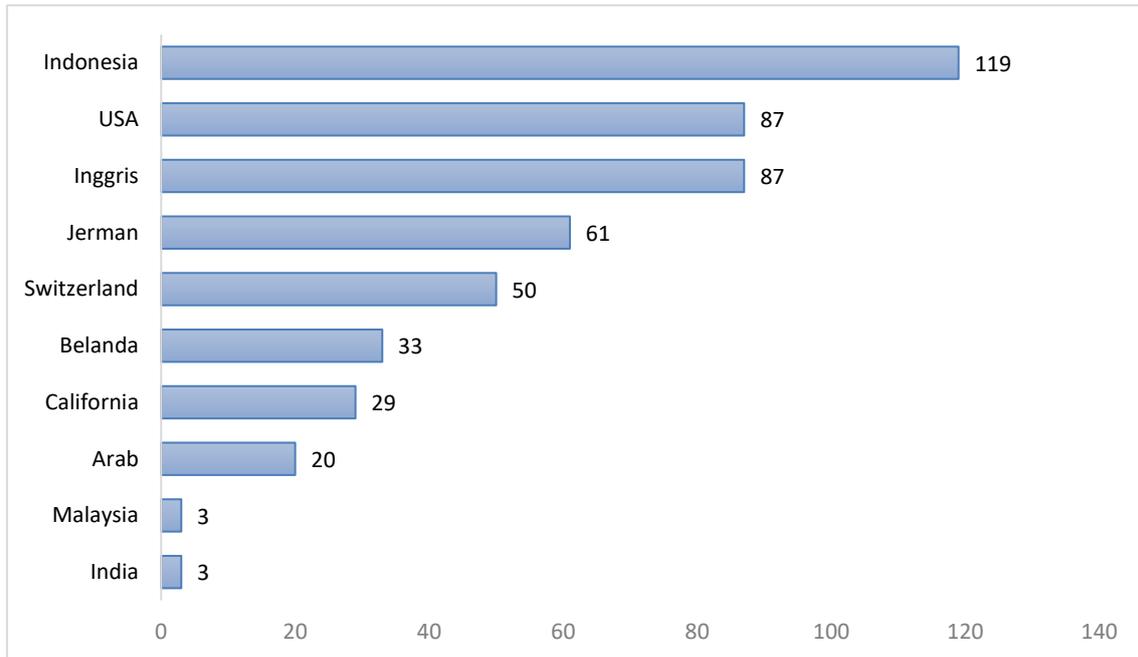


Figure 7. Top 10 countries with the most publications related to OCB in 2018-2023

From Figure 7 above, Indonesia is ranked 1st with 119 publications. Followed by the USA and England with 87 publications, then Germany with 61 publications, Switzerland, the Netherlands, California, Arabia, Malaysia and India.

Discussion

The development of an increasingly modern world aligns with technological developments that facilitate human activities in various aspects, including obtaining important information for decision-making. The rapid development of technology can open the door to easy access to the latest research, including research that is currently being carried out. In preparing this article, several applications were used, including Publish or Perish Version 8, VOSViewer, and Zotero.

This research aims to answer three main problems by collecting data from 500 publications related to Organizational Citizenship Behavior (OCB) from 2018 to 2023. First, it will examine the development of publications related to OCB in the 2018-2023 period. Second, it will examine the trend of OCB research globally during that period. Third, it will determine the extent of Indonesia's contribution to research on OCB in the same period.

Bibliometric analysis can identify research trends and the extent of Indonesia's contribution to OCB research. By identifying research trends and detailing Indonesia's contribution, this research can provide an overview for researchers, practitioners, and policymakers to understand the influence of OCB and its development efforts. Apart from that, this research can be a basis for further development in the field of OCB and open up opportunities for international collaboration. By identifying trends, it can be understood which

areas have been covered well and which areas still have room for further exploration. This information can guide future researchers in identifying other variables that can be included in this OCB research. For example, this research has shown that certain aspects of OCB have received sufficient attention in the literature while others have remained untouched. This can be a basis for further research development by including additional variables relevant to researching OCB in aspects that have yet to receive much attention.

Search results for research publications using Publish or Perish Version 8 are then processed using Zotero and VOSViewer, showing a large amount of data using the keyword OCB, making it possible for other variables or keywords that can be used in certain times or circumstances, then visualizing the analysis related to the research carried out. From these three applications, important points can be highlighted that will answer the problem formulation in this research, including Co-occurrence, Bibliographic Coupling, and Co-Citation.

Co-Occurance visualizes the network between keywords connected with other documents being tested if they cite other equally tested articles. So, in this research, the keyword OCB is widely used, as seen from the results of 500 publications. Keywords in Bibliometric analysis can be similar and appear on similar topics. However, the different appearances of various keywords are used to see research mapping points from that scientific discipline (Putri et al., 2023).

Bibliographic Coupling is done by visualizing the articles being tested and then creating a network to determine the closeness of studies between connected documents if the articles have the same references. Based on the analysis results, the same reference will have much closeness between variables. This is shown by the existence of networks that are diverse but still mutually sustainable with each other. Co-Citation visualizes the references used by the documents under test based on the cited references, journal name, or each author's name. References will be automatically linked if they are used in the article simultaneously. These three methods are used in bibliometric analysis to understand the structure and relationship between publications, keywords, or concepts in a research field (Putri et al., 2023). The three help researchers analyze research trends, topics, and scientific networks in the literature and understand how these works are related.

From data processed with Publish or Perish Version 8, Zotero, and Excel regarding publication output related to OCB, it can be seen that the trend of publications related to OCB research (figure 2) decreased from 2018 to 2022. Then, from 2022 to 2023, the number of publications increased even though there were only two. The decreasing number of publications in the first four years, namely 2018-2022, reflects changes in research interests or focus.

Conclusion

Dalam penelitian ini, peneliti menjelajahi tren penelitian mengenai *Organizational Citizenship Behavior* (OCB) melalui analisis Bibliometrik

dalam kurun waktu tahun 2018-2023 dan mendapatkan gambaran komprehensif tentang perkembangan literatur OCB, yang dihadirkan dalam tiga pertanyaan penelitian utama yang tersebut pada *Literature Review*. Pertama, penelitian ini berhasil mendokumentasikan *output* publikasi terkait OCB selama periode tersebut. Hasilnya menunjukkan dinamika penelitian OCB yang ditandai dengan penurunan yang kemudian terjadi kenaikan jumlah publikasi, serta menyoroti pentingnya penelitian yang berkualitas dalam bentuk artikel jurnal dalam memahami dan mengembangkan pemahaman terkait OCB. Kedua, memvisualisasikan tren penelitian tentang OCB secara global selama periode yang telah ditentukan. Dari analisis yang telah dilakukan, dapat dilihat perkembangan tema-tema utama yang mendominasi literatur serta perubahan fokus penelitian dari waktu ke waktu. Ketiga, Indonesia menduduki peringkat pertama dalam jumlah publikasi. Kontribusi Indonesia dalam penelitian OCB tidak hanya terbatas pada jumlah publikasi, tetapi juga mencerminkan komitmen, ketertarikan, dan proaktif Indonesia untuk turut mengembangkan pengetahuan dan pemahaman terkait OCB.

Secara keseluruhan, penelitian ini menggambarkan perkembangan penelitian OCB, mengidentifikasi tren penelitian yang signifikan, dan menyoroti kontribusi penting Indonesia dalam literatur tersebut. Temuan ini memberikan pandangan mendalam tentang pentingnya pemahaman perilaku organisasi dalam konteks berbagai organisasi, serta peran penting Indonesia dalam perkembangan pengetahuan global di bidang OCB.

Limitation

In this research, researchers explored trends regarding Organizational Citizenship Behavior (OCB) through bibliometric analysis from 2018-2023. They obtained a comprehensive picture of the development of OCB literature, which is presented in the three main research questions mentioned in the Literature Review. First, this research succeeded in documenting publication output related to OCB during that period. The results show the dynamics of OCB research, which is characterized by a decline and then an increase in the number of publications, and highlight the importance of quality research in the form of journal articles in understanding and developing understanding related to OCB. Second, visualize research trends on OCB globally during the specified period. From the analysis that has been carried out, the development of the main themes that dominate the literature and changes in research focus over time can be seen. Third, Indonesia is ranked first in the number of publications. Indonesia's contribution to OCB research is not limited to the number of publications but reflects Indonesia's commitment, interest, and proactiveness in developing knowledge and understanding regarding OCB.

Overall, this study describes the development of OCB research, identifies significant research trends, and highlights Indonesia's important contributions to the literature. These findings provide an in-depth view of the importance of understanding organizational behavior in the context of

various organizations, as well as Indonesia's important role in the development of global knowledge in the field of OCB.

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