

# Building Organizational Citizenship Behavior Through College Alumni Relationship Management

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**Abstract**— This study aims to (1) determine what factors influence alumni to carry out Organizational Citizenship Behavior in organizations they have participated in. (2) To find out how alumni relationship management at universities can stay competitive. This study uses a specific qualitative approach and uses a qualitative descriptive method. This research was conducted in the area of one of the universities in Surabaya, because the university is a campus known as a warehouse campus for activists. Data collection techniques using in-depth interviews (in-depth interviews) and observation. The subjects in this study were 4 people, 3 student alumni who had joined the organization and still contributed to the organization and the academic community at the University and 1 university leader. The results of the study said that the factor that influenced alumni who did OCB, namely Altruism IU intended to help students become confident and fluent in public speaking. Conscientiousness providing training never asks for anything in return, even though the subject is one of the national level trainers, because the subject wants to make the generations below him better. Sportsmanship Subject has a very tight schedule, once a week the subject goes out of the island to provide training, but still prioritizes students and for the sake of maintaining the name of the alumni association at the college. Courtesy at that time IU also served as chairman of the BEM and old seniors also often helped IU during her time. Civic Virtue hopes that the subject will always invite and provide training to the younger brothers of their own organization so that the next generation will follow in the footsteps of the subject. Proving the quality of yourself as an alumni of college graduates in Surabaya, so that there is bargaining value for outsiders who see the alumni of the college and there is bargaining value for outsiders who see it, the campus itself will also look for and see individuals if they have high capability.

**Keywords**—Organizational Citizenship Behavior; Customer Relationship Management

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## **I. INTRODUCTION**

In order to form good human resources is a responsibility that never ends, starting at the age of toddlers, entering elementary school, junior high school, high school and up to the highest education at the University level starting from S1, S2 and up to S3. Education entering the undergraduate level is also lacking to create human resources so that Indonesia can compete in the era of globalization (Sudirno & Si, 2014). Universities have a very large role and contribution in improving the quality of human resources (HR) in a country. Thus, it is very clear that higher education is an educational institution that organizes education levels with clear and firm goals, both in the academic and professional spheres that can work or work at the local, regional, national and international levels.

Educators or who are often referred to as lecturers at universities have important and very large main tasks and functions and are also regulated in laws and regulations. The definition of a lecturer according to Law no. 5 of 2005 interprets that lecturers are not only professional educators and scientists who have the main task of channeling, developing, and also disseminating science, technology, arts and culture through community service and research in the realm of education, the real role of lecturers is to be able to apply the tri dharma. higher education institutions which include education, research, and community service as regulated in the National Education System Law (Sisdiknas), number 20, 2003 (Sudirno & Si, 2014).

The role of lecturers and students basically determines the learning procession during lectures in higher education, if the lecturer conveys material to students seriously it will determine the level of success in the lecture forum, or vice versa, the student's task is to follow the learning process given by the lecturers, so many benefits that will be obtained by students. sometimes there are also many students who feel they are lacking in receiving the materials provided by the lecturers in the lecture bench, so these students try to find experiences that are outside of lectures, implement the theories gained in class to an intra or extra organization that is often found in universities, such as BEM, which in fact are intra organizations and are usually wrapped with extra organizations such as PMII or others. They are trained for event management, leadership, SWOT analysis, problem solving, loyalty and many more, of course very rarely found in lectures. Many alumni have forged and improved their potential in an organization so that many become people who can be proud of this country, it is not uncommon for alumni who are successful in their fields to be invited to universities that have been made to study, even alumni voluntarily take the time to come and attend the invitation even though there are still many tasks he carries, because the level of totality and loyalty that has been learned in the organization is still attached

to the alumni, all for the sake of the organization and the good name of the university, because the alumni feel indebted Budi, they can't forget the processes they went through during their lectures.

OCB is an individual who functions to carry out a job that exceeds his authority, with the social community directly to a group or organization (Schnake, 1991). OCB has two important components, including compliance, where individuals have the intention to follow the rules that exist in the organization, and altruism, individuals who are willing to help or help other individuals without asking for anything in return (Sudirno & Si, 2014).

Alumni Relationship Management (ARM) is an approach which means that alumni are partners of the University and the progress of a University is also supported by the role of alumni, so that both parties manage their relationship effectively. Alumni Relationship Management (AMR), which aims to increase the long-term growth of the University's profitability. Relations with alumni (Alumni relations), where this includes activities carried out by the University such as providing information to alumni, explaining procedures, procedures, and timing of events. So that the University maintains good ties with alumni.

In achieving the goals of universities and organizations, the role of human resources is no less important. The role of alumni who are loyal to the organization will make the organization continue to grow, so that it is reflected in the work environment occupied by the alumni. The positive behavior of alumni or members of the organization can support individual performance and also organizational performance for better organizational development. Organizational Citizenship Behavior (OCB) is a form of individual voluntary behavior that does not expect a form of reward, but sees how effective the performance is for the organization. OCB is very effective for an organization, because it includes a form of doing things that are not in accordance with their work without asking for anything in return or doing something sincerely. Organizational Citizenship Behavior is very important to help support the effectiveness of the organization in the long term. Here the role of alumni is as old customers who have proven the quality of education in an organization or at a university, so that the organization or university makes partners and maintains good communication and relationships then has been released and socialized in the community, indirectly the community will see the quality of the alumni who have studied in an organization or college, so that the alumni are marketing and become sample materials that are seen by others.

Based on the description that has been put forward in the background of the research above, the focus of this research is:

- a. What factors influence alumni to carry out Organizational Citizenship Behavior in the organizations they have participated in?

b. What is the role of alumni to help management at universities to remain competitive?

#### 1.4 Research Objectives

Based on the formulation of the problem above, the research objectives are:

a. To find out what factors influence alumni to carry out Organizational Citizenship Behavior in organizations they have participated in.

b. To find out how alumni relationship management at universities can stay competitive.

#### 1.5 Research Benefits

By doing this research, the authors hope that the results of existing research can bring many benefits, both from a theoretical and practical point of view for the development of community science.

##### a. Theoretical Benefits

The results of this study can provide new information, insight and knowledge that can enrich scientific treasures, especially in the field of industrial and organizational psychology regarding the organizational model of citizenship behavior through customer relationship management in universities.

##### b. Practical benefits

1. For researchers, this research can increase the knowledge of researchers, especially in the field of social psychology, more specifically the theory of Organizational Citizenship Behavior (OCB).

2. For students, it is hoped that they will be able to provide a wider discourse and additional knowledge about the organizational model of citizenship behavior through customer relationship management in higher education.

3. For further researchers, the results of this study are expected to reveal things that researchers want to know.

## **II. RESEARCH METHOD**

The approach used in this research is a qualitative descriptive study. Qualitative research is a research and understanding process based on a methodology that investigates a social phenomenon, the reason the researcher uses a qualitative descriptive approach is because the researcher wants to describe the situation to be studied more specifically, more deeply and more transparently so that it can provide an overview of the role of alumni to the University that has been a place of study. (John W. Creswell., 1998). The approach applied in this research is to use a qualitative approach with in-depth interviews. Qualitative itself is a form of process based on a methodology that discusses existing social phenomena.

The stages carried out by researchers are:

1. Develop research design
2. Select research field
3. Manage permits
4. Explore and assess the field
5. Select and use informants
6. Prepare Research Equipment
7. Research Ethics Issues

Qualitative data analysis said that the process runs as follows (Moleong, j, 2006):

- a) Taking notes that produce field notes, with it being coded so that the data source can still be traced,
  - b) Collecting, sorting, classifying, synthesizing, making an overview, and create an index,
  - c) Think, by making the categories of data meaningful, searching for and discovering patterns and relationships, and making general findings.
- 3.4 Data collection techniques Researchers used in-depth interviews and observations on the intended subject.
- a) Student alumni who have been active in organizations and still care and help the academic community of higher education
  - b) Chair of the Student Executive Board/Bem
  - c) University Leaders

Table 1 Subject Criteria

SUBJECT	GENDER	AGE	WORK
IU	Male	30 years	Trainer
LH	Male	30 years old	Lecturer
F	Male	23 years old	Student
MH	Male	47 years old	Lecturer

### **III. RESULT AND DISCUSSION**

The current condition is that the University still cannot focus on hegemony all alumni who have graduated, only alumni only those who have emotional closeness to the academic community who still play a role and communicate well, for example BEM members who are still actively communicating with their seniors, so that students can ask for help from alumni who feel they have basics needed to provide studies. studies for students and alumni often refuse the rewards given by students who have been given education.

Research Results argues that there are several factors that influence alumni to carry out Organizational Citizenship Behavior in organizations they have participated in, namely: 1. First Subject

#### a) Altruism

IU is one of the seniors from one of the campuses in Surabaya who is still often invited to events seminar held by BEM, IU is a public speaking speaker trainer who still pays attention to younger students to be trained in public speaking, IU intends to help students become confident and fluent in public speaking IU also helps one of the BEM work programs, namely in the PSDM area . "My hope is that when I help younger students to practice speaking in public without hesitation and more confident, at least I will be present in the middle of the BEM agenda at least I will be a role model for them".

#### b) Conscientiousness

IU every time invited by the faculty bureaucracy or from the BEM to provide training never asks for anything in return, even though the subject is one of the national level trainers who are often invited everywhere even outside Java. But the subject never wanted to bother the organization's younger siblings regarding finances. Because the subject wants to make the generations below him better. In fact, many students offer sponsorships to help with events. "I never asked for anything in return when I was asked for help by my younger students, because when I was the head of the BEM I felt how difficult it was to organize, so I felt the same way back then. can be successful in carrying out its work program.

#### c) Sportsmanship

Almost once a week, BEM members invite discussion over coffee with IU to discuss BEM's scheduled events. Even though the subject can be said to have a very tight schedule, once a week the subject goes out of the island to provide training, but in order to maintain the alma mater and the names of the BEM members, the subject does not care about his tiredness and still wants to accompany his friendly brothers and sisters to IU, and maintain the name of the bond. alumni of

the college. “Very often, my student friends come to me to discuss nearby events, even though my work schedule is tight, I still make time for them.

d) Courtesy

IU is an alumni who really appreciates the organization she has participated in, because IU is indebted to the people in the organization, at that time IU also served as chairman of the BEM and old seniors also often helped IU during her time. So that UI also did the same thing when IU's position was already a successful senior. “The reason I help my younger siblings is because when I was the chairman of the BEM I was also often assisted by seniors, when I was confused and in trouble, I would definitely look for seniors to ask for opinions and discuss at a coffee shop. So I know what it's like to run a work program and feel the difficulties.”

e) Civic Virtue

When the subject becomes a student of his time, the subject often attends training and seminars on public speaking, so that when he has graduated from college the subject can become a trainer on behalf of the campus that is called to be a presenter, the hope is that the subject always invites and provides training to the younger members of the organization itself so that the next generation will follow in the footsteps of the subject so that the welfare of the alumni can be better and build networks so that when the juniors who have graduated do not feel confused looking for relationships and jobs. “When I was in college in semester 6, I had attended training to become a trainer, so my title is Ch,Cht. I often fill in trainings and proud to introduce myself, I am an alumni of one of the campuses in Surabaya, so I hope there is a special value for the alma mater in the eyes of outsiders. I hope for the younger siblings, at least there will be a next generation like me so that there is a regeneration process, at least one generation has one student who follows in my footsteps”.

2. The second subject

The role of alumni to help management at universities to remain competitive according to LH is to prove the quality of yourself as an alumni who graduated from one of the campuses in Surabaya, so that there is bargaining value for outsiders who see it, the campus itself will also seek and see individuals if they have high capabilities. One of them was a subject named LH who received a bachelor's-master's scholarship and became the best graduate of S1 and S2 at a university in his time, and was immediately recruited by the East Java Kominfo because LH loved the world of the press and not long after, LH passed the cpns selection and is now a lecturer at one of the a well-known university in kediri. LH is very often a speaker at Talk Shows by bringing the name of the campus that has forged him and the organization he has participated in, namely PMII, is proud to show that LH is a product that is printed by the campus where he studies. Indirectly, LH helps market products from the campus that he once occupied in the learning

process to the general public to create a positive stigma to the community, this is a positive value that will be accepted by the campus. "When I was filling out a seminar outside, I proudly introduced my campus alma mater and the student organizations that I participated in, thank God I also got academic achievements from S1-S2 even though I was busy organizing, after I graduated college I immediately worked at the Communications and Information Technology then I tried to register Thank God CPNS passed the selection, this indicates that my campus product is not trivial and can compete on the national level, my younger students from the same campus as me should be able and able to prove like I am today".

### 3. The third subject

F is the chairman of BEM currently serving in the 2019 period, he really feels the role of alumni and is greatly helped by alumni, because there are many activities that invite alumni to collaborate with BEM for the advancement of human resources in campus or faculty lines, for example activities seminars invite alumni themselves, conduct training also utilize alumni, and much more, ideally the work programs organized by BEM also affect the progress of the University or Faculty, because the driving role in the academic community must be well established. "Indirectly, alumni also act as external pillars for this campus," said F as the head of BEM.

### 4. The fourth subject of

MH as the university leader feels grateful to the alumni who have contributed to building PSDM for students who are studying in lectures, because the role of alumni is to form hard skills and soft skills for their younger siblings to prepare themselves early to have direction after graduating college tomorrow. The hope in the future is that alumni will not forget where they studied first, even though they have been successful, they can still be hegemonized in an alumni association organization at the university. Basically, alumni are also influential in terms of motivation for students to want to learn and students see alumni as public figures so that later students will also be like their seniors .

"I am grateful when alumni still pay attention to their younger siblings, so that there is a good emotional relationship between students and alumni from here. relations for the benefit of post-graduate graduation".

## IV. CONCLUSION

The research results say that there are several factors that influence alumni to carry out Organizational Citizenship Behavior in organizations:

Altruism IU intends to help students become confident and fluent in public speaking. Conscientiousness providing training never asks for anything in return, even though the subject

is one of the national level trainers, because the subject wants to make the generations below him better. Sportsmanship Subject has a very tight schedule, once a week the subject goes out of the island to provide training, but still prioritizes younger students and for the sake of maintaining the name of the alumni association at the university. Courtesy at that time IU also served as chairman of the BEM and old seniors also often helped IU during her time. Civic Virtue hopes that the subject will always invite and provide training to the younger siblings of their own organization so that the next generation will follow in the footsteps of the subject.

LH said the role of alumni to help management at universities to remain competitive is to prove the quality of oneself as an alumni of one of the campuses in Surabaya, so that there is bargaining value for outsiders who see alumni of the state university, for example being a speaker at the event. Talk Show by bringing the name of the campus and the organization.

According to F, as the chairman of BEM for the 2019 period, he really felt the role of alumni and was greatly helped by the existence of alumni, because there were many activities that invited alumni to collaborate with BEM for the advancement of human resources within the campus or faculty. outside of campus.

MH as the leader of the University feels grateful to the alumni who have contributed to building PSDM for students who are studying in lectures, because the role of alumni is to form hard skills and soft skills for their younger siblings.

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