Individual Citizenship Pride: Is It The Consequences Of Organisational Citizenship Behaviour-Individual (OCB-I)?

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Abstract— The current study examined the pride of individual behaviour in organisations regarding the OCB-Individual concept, identity theory, and pride theory. Individual pride itself is closely related to positive emotional behaviour, which is shown in each inherent identity based on (1) professional pride, (2) professional satisfaction, and (3) team solidarity of each individual as a part of prosocial behaviour, spontaneous behaviour, in-role behaviour and contextual performance behaviour. The results of this study have got implications for the contribution to the enrichment of various literature in future studies relating to the behaviour of individuals in organisations.

Index Terms— Organisation, Organisational Citizenship; Behaviour; Individual; Identity; Pride;

I INTRODUCTION
The concept of Organisational Citizenship Behaviour (OCB) originates from the theory of organisational behaviour introduced by Barnard (1938) with the concept of "willingness to cooperate"; Roethlisberger and Dickson (1939) about "informal cooperation"; and Katz et al. (1967) about individual behaviour patterns. There are various concepts regarding the definition of organisational behaviour expressed by experts. However, organisational behaviour contains the same understanding. Organisational behaviour is a study that studies the behaviour of individuals, groups and structures in an organisation with the approach of various disciplines, Robbins and Judge (2009). The concepts of organisational behaviour became the basis for the emergence of OCB which was widely studied in the early 1980s by Organ (1988); Smith et al. (1983); William and Anderson (1991); Graham et al. (1994); Brief and Montowildo (1993) with the concept of organisational spontaneity; Borman and Motowildo (1993) with the concept of contextual performance, and VanDyne, et al. (1994) with the concept of extra / in-role behaviour. Individual behaviour is reflected in the identity inherent in the structure, groups and organisations shown through the profession and work. Identity shows the characteristics, exceptional circumstances of a person. Bosma (2008); in the perspective of social psychology, self-identity is an idea about the image of someone who distinguishes one from another. Berger and Luckmann (1996); as individuals, humans cannot be separated from the surrounding social environment, culture and inherent self-identity. Erikson (1968): Self-identity theory has two dimensions: 1) personal identity; regarding the experience that he will remain the same for many years, and 2) the identity of the ego: concerning the existential quality of the subject. Tajfel and Turner (1979): An individual's social identity is inseparable from the social environment that drives social behaviour that shapes his identity based on (2) processes, namely: 1) cognitive processes, categorising themselves and others in a group to get a label, and 2) motivational processes, namely comparing and showing between different groups. Individual behaviour, organisational structure and groups are measured by how they interact with their profession. Tracy and Robbins (2004): A person's attitude and behaviour manifest with pride when focusing on the public / private experience concerning inherent self and social identity. Bagozzi (2018); pride in the workplace by increasing fairness in the organisation. The basis of pride is a sense of responsibility for work, successful performance and work results contribute to psychological empowerment and motivation for work, Tracy and Robbins (2004). This study contributes to the enrichment of various literature on individual citizenship pride in the perspective of organisational citizenship behaviour (OCB-I).

1 LITERATURE REVIEW
2.1 Theory of Organisational Behaviour
Organisational behaviour is a theory that seeks a comprehensive understanding of how the roles of individuals, groups and organisations and causal relationships to increase the effectiveness and welfare of individuals, groups and organisations. The study in organisational behaviour is a collection of several social sciences such as psychology, sociology, politics, anthropology and management. Robbins and Judge (2009) propose that OB learns about the determinants of individual, group and structure behaviour towards organisations, intending to increase organisational effectiveness.

2.2 Concepts of Organisational Citizenship Behaviour
Katz et al. (1967) in Farh et al. (2003) state that OCB is a cooperative behaviour, such as 1) the willingness to join and survive in an organisation, 2) behaviour that can be relied upon to meet and even exceed the minimum criteria both qualitatively, 3) innovative and spontaneous behaviour as a form of behaviour outside the role required by a job so that the
person concerned completes his task. Next, Robbins and Judge (2009) argue that OCB is voluntary behaviour that does not form part of an employee’s formal obligations, but effectively supports the functioning of the organisation. Furthermore, Brief and Montowidlo (1986) state that pro-social organisational behaviour is the behaviour displayed by members of the organisation intended to interact with other members, groups and organisations or anyone while doing their work to improve the welfare of individuals, groups or organisations. Next, George and Brief (1992) state that organisational spontaneity is an extra role behaviour that is voluntary and that contributes to organisational effectiveness. Individuals who behave in organisational spontaneity, have characteristics including; likes to help colleagues, protect the interests of the organisation, provide constructive advice, take the initiative to develop themselves, spread good things. Related to the statement, Borman and Motowidlo (1993) state that contextual performance as work activities that do not technically directly support the core of the work itself, but rather support the organisation’s social and psychological environment. Borman and Motowidlo (1993) argue that this contextual activity generally occurs in all types of work with two (2) dimensions, namely: 1) Interpersonal facilitation, and 2) Job dedication. Van Dyne et al. (1994); there are differences in in-role behaviour and extra-role behaviour. In-role behaviour is the behaviour displayed by employees in carrying out work under the tasks in the job description, while employee contributions "above and beyond" formal job descriptions are what are called extra-roles. Organ and Mackenzie et al., (1993) state that the following characteristics characterise extra-role behaviour: 1) goes beyond the prescribed formal role, 2) is based on individual initiative, 3) is not included in the formal reward system applicable in the organisation, and 4) has an essential function for organisational effectiveness.

2.3 Dimensions of Organisational Citizenship Behaviour

Smith et al. (1983) stated that there are 2 (two) dimensions in OCB, namely: 1) Altruism, and 2) general compliance. In contrast to this view, Organ (1988) states that OCB has five dimensions, including:

- 1). Altruism Voluntary behaviour helps members of other organisations in tasks.
- 2). Courtesy. Individual behaviour that maintains good relations with coworkers to avoid disputes.
- 3). Conscientiousness. Devotion or dedication to work and a desire to exceed the standard of achievement in every aspect.
- 4). Civic virtue. Individual behaviour to participate and care voluntarily and responsibly in various activities organised by the organisation.
- 5). Sportsmanship. The behaviour of individuals who are willing to accept whatever is set by the organisation, although not ideal.

A different view was expressed by William and Anderson (1991) regarding the OCB dimension which separates the five dimensions of Organ (1988) into two dimensions namely, first, Directed toward the Individual OCB (OCB-I). Behaviour that leads to individuals in the organisation which is then included in the dimensions of altruism and courtesy. Second, directed toward the organisation (OCB-O). Behaviour that leads to increased organisational effectiveness. William and Organ included the dimensions of conscientiousness, civic virtue and sportsmanship as part of OCB-O.

Next, Graham (1991) divides OCB into three dimensions, including: 1) Obedience, 2) Loyalty, and 3) Participation. Furthermore, Podsakof et al. (2000) put forward seven dimensions of OCB, including 1) Helping behaviour, voluntary behaviour of employees to encourage colleagues or prevent problems related to work; 2) Sportsmanship, willingness or willingness to tolerate the inconvenience and determination of work without complaint; 3) Organisational loyalty, employee loyalty behaviour towards the company, such as displaying a positive image about the company, defending the company from external threats and supporting and defending the goals of the organization; 4) Organisational compliance, individual behaviour that complies with all organisational rules, procedures and regulations even though no party is watching; 5) Individual initiative, individual behaviour because there is an encouragement from within the individual to carry out the task better or exceed the set standards; 6) Civic virtue, a form of employee commitment to the organisation as a whole; and 7) Self-development, individual behaviour voluntarily to improve their knowledge, skills and abilities. In the other side, Gonzales and Gorazo (2006) argue that there are three construct categories in OCB employees, including 1) participation, 2) loyalty, and 3) delivery services. Chiang and Hsieh (2012), five dimensions of OCB Organ (1988) can be shown proactively by each individual by emphasising the proactive aspects of the hotel employees themselves. Jain et al. (2013) state that there are 11 OCB indicators in the hotel industry in India, including 1) Emotional Support, 2) Attention to Organisational Resources, 3) Conservation of time, 4) Organisational pride, 5) Mind work, 6) Civic virtues, 7) Function and social participation, 8) Helping members of other organisations, 9) Team togetherness, 10) Individual initiatives, and 11) General compliance. Finally, Chou (2018) shows that the role of extra immigrants who are challenge-oriented and affiliated in the organisation. Livi et al. (2018) propose that OCB-I (individuals), emphasised by William and Anderson, directing behaviour to help members of the organisation (altruism) and maintain good relations with colleagues (courtesy).

2.4 Theory of Social Identity

The theory of social comparison put forward by Leon Festinger (1954) which emphasises the importance of others in forming one’s opinion that extends from the theory of informal social communication, whereas in the realm of social comparison process theory, it emphasises how the ability of individuals to use others to meet their own needs. The purpose of social comparison theory is to evaluate themselves accurately, while its functions are: 1) Presenting information for self-evaluation, 2) helping individuals to improve themselves, 3) helping individuals improve themselves (self-enhancement), 4) helps individuals affiliated with many individuals. Festinger divides this social comparison theory into 2 (two) directions, namely: 1) Upward social comparison; where individuals compare themselves with individuals who are better than themselves or more superior, this direction is used when used to evaluate and improve themselves with the hope of an increase, and 2) Downward social comparison, the tendency to survive to evaluate themselves. This technique is used when individuals see individuals worse than others. In contrast to Festinger (1954), Tajfel and Turner (1979) put forward a view of social
identity theory that explains the impetus of social behaviour because of 2 essential processes, namely: 1) Cognitive processes, this process categorises oneself and others in a group to get label, 2) Motivational process, this process compares and shows between our group and other groups. Tajfel and Turner (1979) describe the process of forming the occurrence of social identity, the process includes 1) social identification, 2) social categories, and 3) social comparisons. Jenkins (1996) suggests a different view of social identity theory. Jenkins believes that there are 2 (two) subjects that are subject to social identity, namely: 1) Individual social identity, which emphasises personal factors (self-concept), and 2) collective identity that emphasises the image of people in the group. Furthermore, Hogg and Abrams (2017); Social identity is the knowledge that it belongs to a social group with some emotional meaning and value from the membership.

2.5 Theory of Pride
Pride occurs when a person focuses on personal experience or re-concentrates on the public/private space regarding self-identity and the attributes attached to him displayed, pride at work by increasing fairness to the organisation. The basis of pride is the sense of responsibility for work, the success of the performance, the results received that contribute to psychological empowerment as well as motivation for work, (Tracy and Robins (2004, 2007). Hu and Kaplan (2014) explain that pride is triggered by events relating to responsibility for work outcomes which are then valued socially. Tracy and Robins (2007); Authentic normal pride has seven types that are included in the concept of Authentic and Hubristic Pride (AHP) including 1) achievement, 2) satisfaction, 3) productive, 4) arrogant, 5) arrogant. 6) arrogant, and 7) complacent. Bagozzi, et al. (2018); the consequence of pride and self-esteem is based on moral awareness in responsible decision making in organisations. Cohen and Huppert (2018) state that Social anxiety is correlated with a reduced global positive influence. Pride is the cause of social anxiety. Rogoza et al. (2018), explained that narcissism is entirely related to authentic pride and weak to hubristic pride. Narcissism, represented by admiration and competition has an impact on hubristic pride. Doren et al. (2018), authentic pride and pride in power are critical to reducing the symptoms of depression experienced by individuals.

3 Methodology
The method used in this research was literature review using various sources such as reference books, journals of reputable international journals from EBSCO databases, Scopus (Schimago Journal Rank), Science Direct, Proquest, Google Scholar, and Microsoft Academic regarding topics which is relevant to organisational citizenship behaviour, identity theory and pride theory.

4 Result
Based on the development of OCB concepts, identity theory and pride theory that have been described, then a new concept synthesis model can be derived called (Pride of Individual Citizenship) in Figure 1. below.

Figure 1. Mapping State of Art Conceptual Individual Citizenship Pride

Based on Figure 1. above, it is obtained the proposition of individual citizenship pride that can be described as follows. The pride of individual citizenship is the behaviour of pride shown by each individual who shows his identity as a member of the organisation. The pride of individual citizenship is part of individual behaviour theory in organisations (organisational behaviour) which refers to theories of organisational citizenship behaviour both (OCB-I) and (OCB-O) put forward by William and Anderson (1991), Organ (1988), and social identity theory (Erikson, 1968), (Tajfel and Turner, 1979), and theories about pride (Tracy and Robins, 2004; 2007). An individual's pride in an organisation is related to several things, including; professional pride, job satisfaction, and team solidarity. Tracy and Robins (2007); Pride refers to 2 (two) dimensions, namely authentic; refers to feelings of self-esteem, furthermore is hubristic (hubristic pride). Pride is a psychological state that is not biologically conditioned but becomes one of the emotional nature of an individual consciously. Individual pride is manifested in a variety of different attitudes such as domination and prestige. Authentic pride can be formed from sources inherent in a person such as job specifications, attitudes at work, ethics and morals at work, people's admiration for the work undertaken, selfless attitude, welfare obtained, rewards achieved, or pride as part from conscious emotions that reflect self-satisfaction with self-achievement achieved in organisations (Tracy and Robins 2004; 2007). Another indicator of individual pride is job satisfaction. Robins (2007), argues that job satisfaction refers to an individual's general attitude towards his job. Job satisfaction is part of the pride of the work carried out by emphasising on four (4) factors; including 1) Mentally challenged work, 2) Equitable rewards, 3) Supporting working conditions, 4) Supporting partners. Team solidarity is also part of individual pride in the organisation. Team solidarity is reflected in the spirit of unity which can be interpreted as group loyalty which should show a sense of unity (corps) that affects the sense of individual solidarity within the organisation that gives rise to teamwork. West (2012) in Isaac (2018); Team solidarity is very useful for improving work results in organisations so that work individually / independently is no longer considered in an organisation.

5 Discussion
This study represents individual behaviours in organisations that are strictly related to the behaviour of pro-social organisations (Brief and Motowidlo, 1986); spontaneous behaviour (George and Brief, 1992), contextual performance behaviour (Borman and Motowidlo, 1993) and extra-role and in-role behaviour (VanDyne et al., 1994). Individual behaviour is closely related to the identity that is owned by individual pride over social status and individual identity. Individual pride is closely related to prosocial behaviour manifested in authentic pride. Authentic pride leads one more to positive
emotional attitudes related to achievement, success and prosperity and self-esteem in public/privacy spaces that represent the goals of the organisation is achieved. The behaviour of caring for others (Tracy and Robins, 2004; 2007). Williams and DeSteno (2008) state that authentic pride is prosocial behaviour that results in the form of perseverance in the face of difficulties and achievement of skills. Thus authentic pride is more directed at expressions in social situations and workplaces (Daus et al. 2014). In social and organisational status, an individual shows his authentic pride through the skills, expertise, knowledge and achievements of the past to obtain and maintain his social status. Individual pride will show emotional expression in achieving organisational goals so that it will stimulate the proud behaviours of other organisational members to act (Wubben et al., 2012). Authentic pride is very closely related to OCBs and has a positive influence on organisational commitment, organisational identification, organisational involvement, leadership quality and motivation (Bodolica and Spraggon, 2011; Tyler and Blader, 2013). Randal, et al. (1999), Weis, et al. (1999); the importance of support from management and organisations to form authentic pride. Michie (2009): pride in organisations motivates positive prosocial behaviour aimed at social justice and altruism. Authentic pride also has a close relationship with prosocial behaviour as a social act in achieving well-being and integrity towards others (Brief and Motowidlo, 1986). This is in line with Tangney et al. (2007), who argue that emotions as individual differences play a role in adherence to moral standards and behaviour.

6 Limitation of the Current Study and Conclusion

Some limitations in this study are; 1) this study examines authentic pride that comes from the positive emotional side that every individual has in organising. Tracy and Robins (2004; 2007), argues that pride not only refers to authentic pride but also refers to hubristic behaviour. 2) measurement of limited individual pride from various sources (Tracy and Robins, 2004; 2007). Thus, limitations in studying individual behaviour, identity and pride can be examined in the future to be able to explain individual pride behaviours in various behavioural sciences. The conceptual model that was born in this study can provide literature enrichment on OCB-individual theory, identity theory and pride theory that are authentic. The concept of individual citizenship pride gives birth to several dimensions and supports Tracy and Robins (2004; 2007) including 1) professional pride, interpreted as proud behaviour shown by individuals for the profession they live in the organisation, 2) professional satisfaction, namely professional attitudes and behaviours that are satisfied shown every individual for his profession and, 3) team solidarity, namely individual behaviour that is formed due to the soul of caring, sympathy and empathy for colleagues in the organisation. This finding concludes that the pride of individual citizenship is a consequence of positive emotional behaviour possessed by each individual in prosocial behaviour, other role / in-role behaviour, spontaneous behaviour, behaviour in the context of performance that is reflected in professional pride, professional satisfaction and team solidarity that is built-in organisation. Pride is a positive emotion that plays a vital role in many psychological functions. Pride reinforces prosocial altruism and adaptive behaviours such as achievement (Hart and Matsubam 1985). Viewed from a limitation, this research can contribute to the enrichment of literature on the development of OCB (individual) concepts, identity theory and pride theory, especially authentic pride. This finding contributes explicitly to the behaviour of individuals in the organisation of the identity they have. This study provides input on the implications for the development of literature in the future.

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