



THE INFLUENCING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT AND  
KNOWLEDGE SHARING ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR

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## ABSTRACT

Every organization needs the good citizenship behaviour for survive or prosper for sustainability in industry. When organization have good citizenship behavior will make organization retain their key employees, increase productivity and consequently lead to higher profitability. The main aim of this study to investigate the most important presence factor that lead to organizational citizenship behaviour which consist of perceived organizational support and knowledge sharing at Urban Transformation Centre (UTC). Another objective of this study was determine the influencing role of perceived organizational support and knowledge sharing towards organizational citizenship behaviour.

Thus, the researcher used correlation research to interpret and determine the relationship between identified variables and look for a relationship between them. The population for this research was 150 populations and the sample size involve 110 respondents as referred to **Roscoe (1975)** in Uma Sekaran book. Besides that, the researcher used non probability sampling is a convenient sampling technique to complete this research. A set of questionnaires were used to collect the data, and the researcher used SPSS 2.0 DATA software analysis to compute the correlation of the variables. Furthermore, the data were analysed by using descriptive analysis, Pearson Correlation Analysis and Regression Analysis.

Based on the result, perceived organizational support and knowledge sharing were significant elements in nurturing the sense of belongingness and citizenship behaviour in Urban Transformation Centre (UTC) Malacca. The implication of this research hopefully will make contribution to the all industries, employees and employers in attempted to understand the relationship between the factors that lead to organizational citizenship behaviour and achieving the goals in future.

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