

# Hubungan antara psychological capital dan perilaku kerja inovatif di industri kreatif studi pada karyawan perusahaan XYZ = The relationship between psychological capital and innovative work behavior in creative industry a study among employees at XYZ company

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## Abstrak

Penelitian ini dilakukan untuk mengetahui gambaran mengenai hubungan antara psychological capital dan perilaku kerja inovatif di industri kreatif pada karyawan perusahaan XYZ. Hal ini didasari oleh perkembangan industri kreatif yang mengalami peningkatan pada beberapa tahun belakangan, sehingga dibutuhkan inovasi. Pendekatan psychological capital digunakan untuk dapat unggul dalam berkompetisi yang didasarkan pada fakta bahwa kebanyakan organisasi saat ini tidak menyadari potensi penuh dari sumber daya manusianya. Psychological capital dapat menjadi salah satu faktor internal yang dapat berperan terhadap perilaku kerja inovatif. Pengukuran psychological capital menggunakan alat ukur Psychological Capital Questionnaire (PCQ-12) yang disusun oleh Luthans, Youssef, dan Avolio (2007). Pengukuran perilaku kerja inovatif menggunakan alat ukur Innovative Work Behavior Scale (IWB Scale) yang disusun oleh Janssen (2000) dan telah diadaptasi oleh Damayanti (2013). Partisipan penelitian berjumlah 398 karyawan perusahaan XYZ. Melalui teknik statistik Pearson Correlation, diketahui bahwa terdapat hubungan positif yang signifikan antara psychological capital dan perilaku kerja inovatif ( $r = 0.448$ ,  $n = 398$ ,  $p < 0.01$ , two tailed).

.....This research was conducted to find the correlation between psychological capital and employee's innovative work behavior in creative industry generally, XYZ company specifically. It was based on the development of creative industries which have increased in recent years, so it took innovation to deal with that condition. This new psychological capital approach to gaining competitive advantage is based on the generally accepted fact that most organizations today are not realizing the full potential of their human resources. Psychological capital can be one of internal factors that may contribute to innovative work behavior. Psychological capital was measured by using an instrument named Psychological Capital Questionnaire (PCQ-12) made by Luthans, Youssef, and Avolio (2007). Innovative work behavior was measured by using Innovative Work Behavior Scale (IWB Scale) made by Janssen (2000) and adapted by Damayanti (2013). Participants of this research were 398 employees of XYZ company. The Pearson Correlation indicates positive significant correlation between psychological capital and innovative work behavior ( $r = 0.448$ ,  $n = 398$ ,  $p < 0.01$ , two tailed).