

Faktor-faktor yang memengaruhi kreativitas dan orientasi inovasi di tempat bekerja: studi kasus di Perum Bulog = Factors affecting creativity and orientation of innovation in workplaces: case study in Perum Bulog / Budi Sultika

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh self leadership, creative self efficacy, creativity climate terhadap employee creativity dan workplace innovation orientation. Teknik pengambilan sampel menggunakan convenience sampling, dengan 259 responden dari karyawan kantor pusat Perum BULOG yang dianalisis menggunakan metode SEM dengan program smartPLS. Hasil dari penelitian ini membuktikan bahwa faktor self leadership, creative self efficacy, creativity climate berpengaruh signifikan positif terhadap employee creativity dan workplace innovation orientation.

ABSTRACT

This study aims to examine the influence of self-leadership, creative self efficacy, creativity climate towards employee creativity and workplace innovation orientation. The sampling technique was using convenience sampling, with 259 respondents from headquarter employees of Perum BULOG analyzed using SEM method with smartPLS program. The results of this study proves that the factors of self-leadership, creative self-efficacy, creativity climate have a significant effect on employee creativity and workplace innovation orientation.