

# Pengaruh transformational leadership dan organizational culture terhadap kreativitas dan inovasi karyawan di PT PJB UP Muara Tawar = The effect of transformational leadership and organizational culture on employee creativity and innovation at PT PJB UP Muara Tawar

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## Abstrak

Pasar global abad ke-21 menuntut tenaga kerja terampil yang aktif secara intelektual, kreatif, inovatif dan mampu berpikir kritis. Oleh karena itu, penelitian ini menguji faktor-faktor yang menentukan usaha kreatif dan inovatif karyawan di tempat kerja di perusahaan pembangkit listrik dengan fokus pada kepemimpinan transformasional dan budaya organisasi. Studi ini mengadopsi desain survei dan analisis regresi sederhana dan berganda untuk menguji tiga hipotesis. Data dikumpulkan dari 158 (143 laki-laki dan 15 perempuan) staf yang dipilih secara acak di PT PJB UP Muara Tawar berusia antara 25 dan 50 tahun. Dalam penelitian ini karyawan menyelesaikan kuesioner berskala yang telah tervalidasi tentang kreativitas dan inovasi karyawan, *transformational leadership* dan *organizational culture*. Disimpulkan bahwa *transformational leadership* ( $t:7,768$  dan  $\text{sig}: 0,00$ ) dan *organizational culture* ( $t:3,635$  dan  $\text{sig}:0,00$ ) merupakan faktor penting dalam memfasilitasi kreativitas dan inovasi karyawan di PT PJB UP Muara Tawar. Disarankan agar perusahaan dapat mempercepat peningkatan kreativitas dan inovasi karyawan dengan mempromosikan dan berinvestasi dalam pelatihan *transformational leadership* staf dan manajerial mereka serta terus mempromosikan *organizational culture* yang berasaskan kreativitas dan inovasi.

Global market at 21st century demands highly skilled workforce who are intellectually active, creative, innovative and capable of critical thinking. This study examines the factors determining employee creative and innovative undertakings at work in power generation company with a focus on transformational leadership and organizational culture. The study adopted survey design and simple and moderated regression analyses to test three hypotheses. Data were collected from 158 (143 males and 15 females) sample randomly selected staff at PT PJB UP Muara Tawar aged between 25 and 50 years. Employees completed questionnaires consisting of validated scales of employee creativity and innovation, transformational leadership and organizational culture in the study. It was concluded that transformational leadership ( $t:7,768$  dan  $\text{sig}: 0,00$ ) and appropriate organizational culture ( $t:3,635$  dan  $\text{sig}:0,00$ ) are important factors in facilitating employee creativity and innovation in the PT PJB UP Muara Tawar. It was recommended that companies can rapidly increase employee creativity and innovation by promoting and investing in transformational leadership training of their managerial structure, spread the transformational leadership way to work as well as keep promoting creative and innovative organizational culture.