

# Analisis Peran Perceived Authentic Leadership dan Organizational Identification terhadap Employee Creativity dengan Work Engagement sebagai Mediator: Studi terhadap startup di Jabodetabek = Analyzing The Role of Perceived Authentic Leadership and Organizational Identification on Employee Creativity with Work Engagement as a Mediator: A Study of Startups at Jabodetabek

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## Abstrak

Perubahan besar yang dipicu oleh globalisasi dan pandemi COVID-19 telah menuntut adaptasi dan kreativitas dalam dunia kerja, khususnya di era digital. Generasi milenial dan gen Z, yang mendominasi tenaga kerja saat ini memiliki peran penting dalam menciptakan keunggulan kompetitif dan menjaga keberlanjutan organisasi khususnya startup. Penelitian ini bertujuan untuk mengukur dan menganalisis seberapa besar pengaruh perceived authentic leadership, organizational identification, dan terhadap employee creativity yang dimediasi oleh work engagement pada pekerja startup di Jabodetabek. Penelitian ini menggunakan metodologi berbasis survey menggunakan kuesioner online dengan penilaian menggunakan Skala Likert. Data 243 orang responden dianalisis menggunakan teknik partial least squares structural equation modeling (PLSSEM). Hasil penelitian menunjukkan bahwa perceived authentic leadership dan organizational identification berpengaruh positif terhadap employee creativity, baik secara langsung maupun melalui mediasi work engagement.

.....Significant changes triggered by globalization and the COVID-19 pandemic have required adaptation and creativity in the world of work, especially in the digital era. The millennial and Z generation, which dominate the workforce today, have an essential role in creating competitive advantages and maintaining the sustainability of organizations, especially startups. This research aims to measure and analyze the influence of Perceived Authentic Leadership, Organizational Identification, and Employee Creativity mediated by Work Engagement in millennial employees who work in startups (Jabodetabek). This research uses a survey-based methodology using an online questionnaire with assessments using a Likert Scale. Data from 243 respondents was analyzed using the partial least squares structural equation modeling (PLS-SEM) technique. The research results show that perceived authentic leadership and organizational identification positively affect employee creativity, both directly and through the mediation of work engagement.