

# Pengaruh Workplace Happiness dan Proactive Personality terhadap Employee Service Innovative Behavior yang Dimediasi oleh Work Engagement di BPJS Kesehatan = The Impact of Workplace Happiness and Proactive Personality on Employee Service Innovative Behavior Mediated by Work Engagement in BPJS Kesehatan

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## Abstrak

Perilaku inovatif layanan di sektor publik dibutuhkan untuk menghadapi perubahan yang semakin dinamis dan masyarakat yang semakin kritis menuntut pelayanan yang efektif dan efisien. Penelitian ini bertujuan untuk menguji pengaruh workplace happiness dan proactive personality terhadap employee service innovative behavior dan pengaruh tidak langsung melalui mediasi work engagement. Data empiris dikumpulkan dari 711 staf pegawai tetap BPJS Kesehatan dengan menggunakan metode survei online. Studi ini di analisis menggunakan Structural Equation Modeling (SEM) dan confirmatory factor analysis untuk menguji tujuh hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa workplace happiness dan proactive personality berpengaruh positif terhadap employee service innovative behavior, baik secara langsung maupun melalui mediasi work engagement. Lebih lanjut, penelitian ini diharapkan dapat memberikan kontribusi bagi pengambil kebijakan di bidang sumber daya manusia untuk mengidentifikasi kepribadian proaktif dalam rekrutmen dan seleksi talenta serta menciptakan kondisi kebahagiaan di tempat kerja untuk meningkatkan perilaku inovatif layanan karyawan, khususnya di sektor publik

.....Service Innovative Behavior in the public sector is required to deal with highly dynamic changes and more critical society insist an effective and efficient service. This study aims to examine the impact of workplace happiness and proactive personality on employee service innovative behavior and the indirect effect through the mediation of work engagement. Empirical data was collected from 711 employees of a public service organization using an online survey method. This study analyzed using Structural Equation Modeling (SEM) and confirmatory factor analysis to test the seven hypotheses proposed. The result shows that workplace happiness and proactive personality positively influenced employee service innovative behavior, both directly and through the mediation of work engagement. Furthermore, this study is expected to contribute to the policymakers in human resources to identify proactive personality in talent recruitment and selection and pay attention for creating workplace happiness to stimulate the service innovative behavior of employees, specifically in the public sector.