

# Pengaruh Leadership Styles terhadap Innovative Work Behavior dengan Voice Behavior dan Job Autonomy sebagai Variabel Mediasi (Studi pada Perusahaan Startup di Indonesia) = The Influence of Leadership Styles on Innovative Work Behavior with Voice Behavior and Job Autonomy as Mediation Variables (Study on Startup Companies in Indonesia)

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## Abstrak

Perkembangan teknologi yang begitu pesat memberikan tantangan baru bagi sektor bisnis khususnya pada perusahaan startup. Kondisi ini memicu perusahaan untuk meningkatkan kapabilitas inovasi melalui pembentukan Innovative Work Behavior. Beberapa penelitian terdahulu meyakini bahwa Innovative Work Behavior dapat terwujud melalui Leadership Style, antara lain Transformational Leadership dan Transactional Leadership. Walaupun Leadership telah diakui mempunyai dampak positif terhadap Innovative Work Behavior, namun hubungan kedua variabel ini harus dianalisis lebih dalam melalui peran mediasi dari Voice Behavior dan Job Autonomy. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari Leadership Styles terhadap Innovative Work Behavior dengan Voice Behavior dan Job Autonomy sebagai mediasi pada perusahaan startup di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data primer dan metode pengumpulan data berupa survei kuesioner yang disebarakan kepada karyawan perusahaan startup di Indonesia sebanyak 155 responden. Selanjutnya, teknik penarikan sampel yang digunakan dalam penelitian ini ialah non-probability sampling dengan jenis purposive sampling. Penelitian ini melakukan teknik analisis data menggunakan regresi linear sederhana dan regresi bertingkat. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh Leadership (Transformational dan Transactional) terhadap Innovative Work Behavior, dengan pengaruh yang lebih besar diberikan oleh Transactional Leadership. Kemudian, kedua variabel mediasi, baik itu Voice Behavior dan Job Autonomy tidak dapat memberikan efek mediasi pengaruh Leadership (Transformational dan Transactional) terhadap Innovative Work Behavior.

.....The rapid development of technology provides new challenges for the business sector, especially for startup companies. This condition triggers companies to increase innovation capabilities through the formation of Innovative Work Behavior. Several previous studies believe that Innovative Work Behavior can be realized through Leadership Style, including Transformational Leadership and Transactional Leadership. Although Leadership has been recognized as having a positive impact on Innovative Work Behavior, the relationship between these two variables must be analyzed more deeply through the mediating role of Voice Behavior and Job Autonomy. Therefore, the purpose of this research is to analyze the influence of Leadership Styles on Innovative Work Behavior with Voice Behavior and Job Autonomy as mediation in startup companies in Indonesia. This study uses a quantitative approach with primary data sources and data collection methods in the form of a questionnaire survey distributed to employees of startup companies in Indonesia as many as 155 respondents. Furthermore, the sampling technique used in this study is non-probability sampling with purposive sampling. This study uses data analysis techniques using simple linear regression and multilevel regression. The results of this study indicate that there is an

influence of Leadership (Transformational and Transactional) on Innovative Work Behavior, with a greater influence given by Transactional Leadership. Then, the two mediating variables, both Voice Behavior and Job Autonomy, cannot mediate the effect of Leadership (Transformational and Transactional) on Innovative Work Behavior.