

Analisis faktor-faktor yang mempengaruhi employee productivity dan innovation: Studi pada remote workers industri kreatif di Indonesia = Analysis of factors affecting employee productivity and innovation: Study on remote workers in the creative industry in Indonesia

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Abstrak

Kehadiran pandemi Covid-19 telah memicu perubahan dalam berbagai aspek kehidupan di dunia, terutama sektor bisnis. Perusahaan diharuskan untuk beradaptasi dengan mengadopsi remote work demi menjaga kelangsungan bisnisnya. Seiring berjalannya waktu, penerapan remote work tetap menjadi tren yang semakin umum digunakan pasca pandemi oleh perusahaan, baik secara penuh maupun hybrid. Salah satu industri yang aktif menerapkan remote work adalah industri kreatif. Sistem kerja tersebut memberikan fleksibilitas yang tinggi bagi karyawan, namun juga menghadirkan tantangan baru yang dapat mempengaruhi employee productivity dan innovation. Dengan demikian, penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi employee productivity dan innovation dari remote workers industri kreatif di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner. Sampel penelitian diperoleh menggunakan teknik purposive sampling, dengan jumlah responden yang telah memenuhi kriteria sebanyak 179 orang. Analisis data dilakukan menggunakan perangkat lunak IBM SPSS Statistics dan SmartPLS. Hasil penelitian ini menunjukkan bahwa remote work memberikan kontribusi langsung terhadap peningkatan employee productivity, namun pengaruhnya terhadap innovation belum optimal tanpa adanya dukungan dari knowledge sharing. Selain itu, digital business intensity menunjukkan pengaruh positif dalam memoderasi hubungan antara remote work terhadap employee productivity, namun kontribusinya terhadap innovation masih memerlukan penelitian lebih lanjut. Selanjutnya, innovation juga berperan secara positif dalam meningkatkan employee productivity, namun perannya dalam memediasi hubungan antara remote work dan employee productivity juga masih membutuhkan penelitian lebih lanjut.

.....The presence of the Covid-19 pandemic has triggered changes in various aspects of life in today's world, especially the business sector. Companies are required to adapt by adopting remote work in order to maintain the continuity of their business. Over time, the implementation of remote work remains a trend that is increasingly commonly used post-pandemic by companies, both fully and hybrid. One industry that actively implements remote work is the creative industry. This work system provides high flexibility for employees, but also presents new challenges that can affect employee productivity and innovation. Thus, this study aims to analyze the factors that influence employee productivity and innovation of remote workers in the creative industry in Indonesia. This study uses a quantitative approach with a data collection method through a questionnaire. The research sample was obtained using a purposive sampling technique, with the number of respondents who met the criteria of 179 people. Data analysis was carried out using IBM SPSS Statistics and SmartPLS software. The results of this study indicate that remote work provides a direct contribution to increasing employee productivity, but its influence on innovation is not optimal without the support of knowledge sharing. In addition, digital business intensity shows a positive influence in moderating the relationship between remote work and employee productivity, but its contribution to

innovation still requires further research. Furthermore, innovation also plays a positive role in increasing employee productivity, but its role in mediating the relationship between remote work and employee productivity also still requires further research.