

Peran Efikasi Diri Kreatif terhadap Perilaku Kerja Inovatif pada Karyawan Gen Z di Perusahaan Rintisan = The Role of Creative Self-Efficacy on Innovative Work Behavior of Gen Z Employees in Startup Companies

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Abstrak

Perusahaan rintisan yang identik dengan inovasi memerlukan keberlanjutan inovasi agar tetap bertahan di tengah tantangan dan ketidakpastian. Salah satu upaya mencapainya adalah melalui penerapan perilaku kerja inovatif, terutama oleh karyawan Gen Z yang mulai mendominasi dunia kerja. Penelitian ini bertujuan untuk mengetahui peran efikasi diri kreatif dalam mendorong perilaku kerja inovatif pada karyawan Gen Z di perusahaan rintisan, yang dijelaskan melalui Teori Kognitif Sosial. Penelitian kuantitatif cross-sectional ini melibatkan 180 karyawan Gen Z berusia 18–30 tahun yang telah bekerja di perusahaan rintisan selama minimal enam bulan. Partisipan diperoleh melalui teknik convenience sampling. Instrumen yang digunakan adalah skala perilaku kerja inovatif dan efikasi diri kreatif yang telah disesuaikan ke dalam Bahasa Indonesia. Hasil penelitian menunjukkan bahwa efikasi diri kreatif berperan secara positif dan signifikan dalam mendorong perilaku kerja inovatif. Temuan ini menunjukkan pentingnya bagi perusahaan rintisan untuk mendukung pengembangan efikasi diri kreatif karyawan Gen Z agar mereka tetap termotivasi dan percaya diri dalam menciptakan serta menerapkan ide-ide inovatif, sekaligus menyarankan agar karyawan Gen Z mengupayakan penguatan keyakinan atas kemampuan kreatif mereka dalam mendorong inovasi.

.....Startup companies, which are closely related to innovation, need to sustain innovation to survive in a dynamic and uncertain business environment. One way to achieve this is through the implementation of innovative work behavior, especially by Gen Z employees who are starting to dominate the workforce. This study aims to examine the role of creative self-efficacy in fostering innovative work behavior among Gen Z employees in startup companies, as explained through Social Cognitive Theory. This quantitative cross-sectional study involved 180 Gen Z employees aged 18-30 years who had been working in startup companies for at least six months. Participants were recruited using convenience sampling, and data were collected using the innovative work behavior and creative self-efficacy scales, which were adapted into Indonesian. The results showed that creative self-efficacy played a positive and significant role in promoting innovative work behavior. This study suggests that startup companies should maintain and support the creative self-efficacy of Gen Z employees to keep them motivated and confident in generating and applying innovative ideas, while also suggesting that Gen Z employees make efforts to strengthen their belief in their creative abilities to drive innovation.