

# Hubungan antara identitas organisasi dan perilaku kerja inovatif di industri kreatif studi pada karyawan perusahaan X = The relationship between organizational identity and innovative work behavior study among employees of X company

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## Abstrak

### [<B>ABSTRAK</B>]

Penelitian ini dilakukan dengan tujuan untuk melihat hubungan antara identitas organisasi dan perilaku kerja inovatif pada perusahaan X. Penelitian ini didasarkan pada pesatnya perkembangan dari industri kreatif. Pendekatan yang sesuai dalam menghadapi hal tersebut adalah pendekatan inovatif yang dapat memicu diterapkannya perilaku kerja inovatif dalam organisasi. Salah satu hal yang dapat memiliki hubungan dengan perilaku kerja inovatif adalah identitas organisasi. Identitas organisasi sendiri memiliki peranan penting dalam memandu perilaku karyawan yang diharapkan muncul. Terdapat total 401 karyawan perusahaan X yang berpartisipasi dalam penelitian ini. Perusahaan X merupakan perusahaan yang memiliki nilai inovatif dan bergerak dalam bidang industri kreatif dengan sub-kelompok penerbitan dan percetakan. Terdapat dua alat ukur yang digunakan dalam penelitian ini adalah Innovative Work Behavior Scale (Janssen, 2000) dan Organizational Identity Scale (Etikariena, 2015). Dengan menggunakan teknik analisis pearson product moment correlation, hasil penelitian menunjukkan bahwa tidak ditemukan adanya hubungan yang signifikan antara identitas organisasi dan perilaku kerja inovatif ( $r = .063$ ,  $p > .05$ ).

;This research was conducted to see the relationship between organizational identity and innovative work behavior in X Company. It was based on the rapid development of creative industry. One of the approaches to deal with that condition is innovation, which can leads innovative work behavior in organization. One of the factors that can have a correlation with innovative work behavior is organizational identity.

Organizational identity itself has a significant role to guide employee's behaviors. There were 401 employees of X Company that has participated in this research. X Company is an organization that has innovative value and runs in creative industry area, specifically printing and publishing sub-sector. There were two instruments used in this research, innovative work behavior scale (Janssen, 2000) and organizational identity scale (Etikariena, 2015). Using pearson product moment correlation to analyze the data, the result shows us that there were no significant correlation found among organizational identity and innovative work behavior ( $r = .063$ ,  $p > .05$ ).

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