

ABSTRAK

Alif Robath Safiu Surur, 111211132022, Pengaruh Tipe Kepribadian *Big Five Inventory* terhadap *Employee Creativity* di Rubrik Zetizen PT Jawa Pos Koran, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2016.

xvii + 79 halaman, 25 lampiran

Penelitian ini bertujuan untuk menguji pengaruh Tipe Kepribadian *Big Five Inventory* terhadap *Employee Creativity* di Rubrik Zetizen PT Jawa Pos Koran. Definisi Tipe Kepribadian *Big Five Inventory* dalam penelitian ini berdasarkan pada penjelasan McCrae & Costa (2003), sedangkan definisi *Employee Creativity* berdasarkan Zhou & George (2001).

Penelitian ini dilakukan pada karyawan Rubrik Zetizen PT Jawa Pos Koran dengan menggunakan subjek sebanyak 60 orang. Data diperoleh menggunakan metode kuesioner translasi alat ukur Big Five Inventory oleh John & Srivastava (1999) yang terdiri dari 44 aitem, sedangkan alat ukur *Employee Creativity* oleh Zhou & George (2001) yang terdiri dari 13 aitem. Teknik analisis regresi berganda dengan bantuan SPSS 16 for Windows.

Hasil penelitian menunjukkan bahwa terdapat pengaruh antara tipe kepribadian *Big Five Inventory* terhadap *Employee Creativity* di Rubrik Zetizen PT Jawa Pos Koran. Terdapat tiga trait yang dapat digunakan secara simultan sebagai prediktor *employee creativity*, antara lain *extraversion*, *conscientiousness*, dan *openness*. Sedangkan dua trait lain yaitu *agreeableness* dan *neuroticism* tidak dapat digunakan sebagai prediktor *employee creativity* karena keduanya tidak memiliki pengaruh yang signifikan.

Kata Kunci : tipe kepribadian *big five inventory*, *employee creativity*, rubrik zetizen jawa pos

Daftar Pustaka, 55 (1950-2016)

ABSTRACT

Alif Robath Safiu Surur, 111211132022, The Effect of Big Five Inventory Personality Types to Employee Creativity at Rubrik Zetizen PT Jawa Pos Koran, *Thesis*, Fakultas of Psychology Universitas Airlangga Surabaya, 2016.

xvii + 79 pages, 25 appendix

The aimed of this study is to find out the effects of big five inventory personality types to employee creativity at Rubrik Zetizen PT Jawa Pos Koran. This study used Big Five Inventory Personality Types theory by McCrae & Costa (2003), and Employee Creativity by Zhou & George (2001) as reference.

The participant of this research were employee at Rubrik Zetizen PT Jawa Pos Koran with a total number of 60 subject. The data obtained using survey method with the Big Five Inventory by John & Srivastava (1999), consist of 44 item, and Employee Creativity by Zhou & George (2001), consist of 13 item. Analysis of data that was performed are using multiple regression analysis with SPSS 16 program for Windows.

The result of this study show that there are significant effect of big five inventory personality types to employee creativity at Rubrik Zetizen PT Jawa Pos Koran. There are three trait can be used together to be a predictor of employee creativity, that is extraversion, conscientiousness, and openness. Meanwhile two others trait that is agreeableness and neuroticism can't be used to be a predictor of employee creativity because they have no significant effect.

Keyword : *big five inventory personality type, employee creativity, zetizen jawa pos*

References, 55 (1950-2016)