

ABSTRAKSI

Studi ini menguji pengaruh *psychological empowerment* terhadap *creative process engagement* dan *intrinsic motivation* serta dampak terhadap *employee creativity* dengan *leader encouragement of creativity* sebagai pemoderasi pada PT. Bank BTN Indonesia. Pendekatan yang digunakan pada penelitian ini adalah pendekatan kuantitatif dengan menggunakan sampel sebanyak 153 responden dari beberapa bank BTN di Indonesia. Hubungan antar variabel yang memediasi *psychological empowerment* dan *employee creativity* dianalisis dengan menggunakan metode VAF, untuk mengetahui apakah di dalam variabel *creative process engagement* dan *intrinsic motivation* termasuk dalam kategori *full mediation*, *partial mediation*, atau *no mediation*. Serta menguji efek variabel *leader encouragement of creativity* sebagai moderasi menggunakan SmartPLS.

Hasil penelitian ini menunjukkan bahwa terdapat mediasi sebagian atau *partial mediation* antara *intrinsic motivation* dengan *psychological empowerment* dan *employee creativity*. Tetapi tidak adanya pengaruh mediasi *creative process engagement* antara *psychological empowerment* dan *employee creativity*. Serta tidak ada pengaruh variabel moderasi *leader encouragement of creativity* antara *psychological empowerment* dan *creative process engagement* dikarenakan adanya hubungan yang tidak signifikan pada variabel tersebut.

Kata kunci: *Psychological empowerment, creative process engagement, intrinsic motivation, leader encouragement of creativity, employee creativity.*

ABSTRACT

This study examines the influence of psychological empowerment towards creative process engagement and intrinsic motivation and impact on employee creativity with leader encouragement of creativity as moderator at PT. Bank BTN Indonesia. Approach yang used in this research is quantitative approach by using sample counted 153 responden from some bank BTN in Indonesia. The relationships between variables that mediate psychological empowerment and employee creativity are analyzed by using the VAF method, to find out whether the creative process engagement and intrinsic motivation variables belong to the category of full mediation, partial mediation, or no mediation. And test the effect of leader encouragement of creativity as moderation variable using SmartPLS.

The results of this study indicate that there is partial mediation or partial mediation between intrinsic motivation with psychological empowerment and employee creativity. But there is no effect of creative mediation process engagement between psychological empowerment and employee creativity. And there is no influence of moderator variable leader encouragement of creativity between psychological empowerment and creative process engagement due to the non-significant relationship in the variable.

Keywords: *Psychological empowerment, creative process engagement, intrinsic motivation, leader encouragement of creativity, employee creativity.*