

ABSTRAK

Peranan Sumber Daya Manusia yang kreatif dalam menunjang keberlangsungan bisnis Event Organizer (EO) sangat penting karena dengan SDM yang kreatif dapat membantu peningkatan kualitas dan eksistensi dalam jasa penyelenggaraan acara dimata relasi dan konsumen. Seiring perkembangan yang terjadi di setiap aspek kehidupan saat ini memberikan dampak pula terhadap perspektif orang dalam mengartikan kreativitas. Hal tersebut menantang EO untuk dapat bertahan di industri kreatif saat ini. Secara tidak langsung tantangan tersebut berpengaruh terhadap bagaimana cara pemimpin untuk menggerakkan karyawannya. Selain itu perusahaan tidak hanya mengandalkan gaya kepemimpinan saja, di EO juga mengutamakan kemampuan dan keterampilan karyawannya dalam kreativitas. Menanggapi hal tersebut maka penelitian ini diajukan untuk mengkaji apakah *transformational leadership* memiliki dampak pada *creativity*, dan apakah pengaruh *transformational leadership* tersebut mampu mempengaruhi *creative self-efficacy*.

Penelitian ini bertujuan untuk mengetahui pengaruh *transformational leadership* terhadap *creativity* pada karyawan Event Organizer di Surabaya yang dimediasi oleh *creative self-efficacy*. Responden berjumlah 63 karyawan yang berasal dari enam Event Organizer di Surabaya yang memberikan data tentang persepsi karyawan mengenai *transformational leadership* di tempat kerja, *creative self-efficacy* masing-masing individu karyawan, dan *creativity* karyawan secara keberlanjutan. Metode yang digunakan dalam penelitian ini adalah kuantitatif menggunakan analisis regresi dengan variabel mediasi atau analisis jalur dengan software SPSS 23.0. berdasarkan hasil penelitian, *transformational leadership* berpengaruh positif signifikan terhadap *creative self-efficacy*, *creative self-efficacy* berpengaruh positif signifikan terhadap *creativity*, *transformational leadership* berpengaruh positif tidak signifikan terhadap *creativity*, dan *creative self-efficacy* memediasi pengaruh antara *transformational leadership* terhadap *creativity*.

Kata Kunci: *Transformational leadership*, *creative self-efficacy*, *creativity*, Event Organizer Surabaya.

ABSTRACT

The role of creative human resources in supporting the business continuity of the Event Organizer (EO) is very important because with creative human resources can help improve the quality and existence of the event organizing services in the eyes of relations and consumers. Along with developments that occur in every aspect of life today, it also affects people's perspectives in interpreting creativity. This challenges the EO to survive in the creative industry today. Indirectly, these challenges affect how leaders lead their employees. In addition, the company does not only rely on leadership style, the EO also prioritizes the ability and skills of its employees in creativity. Responding to this, this study was proposed to examine whether transformational leadership has an impact on creativity, and whether the influence of transformational leadership can influence creative self-efficacy.

This study aims to determine the effect of transformational leadership on creativity in employees Event Organizer in Surabaya, which is mediated by creative self-efficacy. Respondents of 63 employees from six Event Organizers in Surabaya provided data on employee perceptions of transformational leadership at work, creative self-efficacy of each individual employee, and employee creativity in a sustainable manner. The method used in this study is quantitative using regression analysis with mediating variables or path analysis with SPSS 23.0 software. Based on research results, transformational leadership has a significant positive effect on creative self-efficacy, creative self-efficacy has a significant positive effect on creativity, transformational leadership has no significant positive effect on creativity, and creative self-efficacy mediates the influence of transformational leadership on creativity.

Keywords: *Transformational leadership, creative self-efficacy, creativity, Surabaya Event Organizer.*