

ABSTRAK

Perusahaan yang bergerak dibidang teknologi membutuhkan karyawan yang memiliki *employee job performance* yang tinggi dan kreatifitas di dalam dirinya. Pada penelitian ini perusahaan Google dituntut memiliki kreatifitas dalam memasarkan produk-produk Google ke masyarakat sehingga mudah diterima oleh masyarakat. Maka dari itu dibutuhkan karyawan dengan *employee job performance* yang baik dan memiliki *innovative work behaviour*. Tujuan penelitian ini adalah untuk menganalisis pengaruh *person-organization fit* dan *innovative work behaviour* terhadap *employee job performance* dengan *innovation trust* dan *creative self-efficacy* sebagai mediasi.

Structural equation modelling (SEM) *partial least square* (PLS) digunakan sebagai metode penelitian dengan pendekatan kuantitatif. 36 data terkumpul melalui kuesioner dengan teknik sampling jenuh atau *sensus* pada karyawan Google Indonesia.

Hasil dari penelitian ini adalah bahwa *person-organization fit* berpengaruh secara positif dan signifikan terhadap *innovative work behaviour*, *creative self-efficacy* dan *innovation trust*. *innovative work behaviour* juga berpengaruh secara positif dan signifikan terhadap *employee job performance*. Serta terbukti *innovation trust* dan *creative self-efficacy* memediasi hubungan *person-organization fit* terhadap *innovative work behaviour*. Tetapi *person-organization fit* tidak berpengaruh secara signifikan terhadap *employee job performance*.

Kata kunci: *Person-organization fit, Innovative work behaviour, Employee job performance, Innovation trust, Creative self-efficacy.*

ABSTRACT

Companies engaged in technology requires employees who have high employee job performance and creativity in him. In this study the Google company is required to have creativity in marketing Google products to the public so easily accepted by the public. Therefore it is required employees with employee job performance is a good and has innovative work behavior. And Google in Indonesia should always innovate in marketing Google products. The purpose of this study was to analyze the Influence of person-organization fit and innovative work behaviour on employee job performance with innovation trust and creative self-efficacy as mediation.

Structural equation modelling (SEM) partial least square (PLS) is used as a research method with quantitative approach. 36 data collected through questionnaires with the saturated sampling or census techniques on Google's employees of Indonesia.

The result of this study is that the perception of person-organization fit positively and significantly impact on innovative work behaviour, creative self-efficacy and innovation trust. And proven innovation trust and creative self-efficacy mediate the relationship of person-organization fit to innovative work behavior. But person-organization fit does not significantly impact on employee job performance.

Keywords: *Person-organization fit, Innovative work behaviour, Employee job performance, Innovation trust, Creative self-efficacy.*