

## ABSTRAK

Usaha Mikro, Kecil, dan Menengah merupakan salah satu hal yang dapat menunjang perekonomian pada suatu daerah. Penelitian ini memfokuskan pada hubungan *authentic leadership*, *employess psychological capital*, *affective commitment*, *employees creativity* pada UMKM *Handycraft* di Jawa Timur. Dalam meningkatkan perkembangan UMKM terdapat beberapa hal yang perlu diperhatikan untuk dapat bersaing dalam dunia bisnis seperti kreativitas. Kreativitas merupakan salah satu kunci penting didalam bisnis UMKM. Kreativitas adalah sebuah proses kognitif dalam menghasilkan ide, pemecahan masalah, dan realisasi ide pada pemberian solusi suatu masalah. Kreativitas yang dimiliki setiap karyawan menjadi poin penting dalam menghasilkan suatu produk yang memiliki nilai jual. Dalam hal ini menjadi tugas seorang pemimpin dalam meningkatkan tingkat kreativitas karyawan pada bidang UMKM. Kepemimpinan otentik adalah salah satu pemimpin yang dapat memberikan pengaruh dalam peningkatan kreativitas karyawan dengan penerapan dimensi yang ada didalam pemimpin otentik. Terdapat sejumlah faktor yang dapat mempengaruhi *employees creativity* yakni *authentic leadership*, *employess psychological capital*, dan *affective commitment*.

Penelitian ini bertujuan untuk mengetahui pengaruh *authentic leadership* terhadap *employees creativity* di UMKM *Handycraft* Jawa Timur yang dimediasi oleh variabel *employess psychological capital*, dan *affective commitment*. Responden berjumlah 200 karyawan yang berasal dari 19 kota di UMKM *Handycraft* Jawa Timur. Teknik pengujian data yang digunakan dalam penelitian ini spss 20.0 dan secara keseluruhan hasilnya mendukung hipotesis. Berdasarkan hasil penelitian, *authentic leadership*, berpengaruh positif signifikan terhadap *employess psychological capital*, *affective commitment* dan *employees creativity*, pengaruh *employess psychological capital* terhadap *employees creativity* positif signifikan, , pengaruh *affective commitment* terhadap *employees creativity* positif signifikan, *employess psychological capital* memediasi parsial pengaruh antara *authentic leadership* terhadap *employees creativity*, dan *affective commitment* memediasi parsial pengaruh antara *authentic leadership* terhadap *employees creativity*.

**Kata Kunci:** *Authentic Leadership, Employess Psychological Capital, Affective Commitment, Employees Creativity, UMKM Handycraft di Jawa Timur.*

**ABSTRACT**

*Micro, Small and Medium Enterprises is one of the things that can support the economy in a region. This study focuses on the relationship of authentic leadership, employess psychological capital, affective commitment, employees creativity in UMKM Handycrafts in East Java. In increasing the development of UMKM there are several things that need to be considered to be able to compete in the business world such as creativity. Creativity is one of the important keys in the UMKM business. Creativity is a cognitive process in generating ideas, problem solving, and the realization of ideas in providing solutions to a problem. The creativity possessed by each employee becomes an important point in producing a product that has selling value. In this case it becomes the duty of a leader to increase the level of creativity of employees in the field of UMKM. Authentic leadership is one of the leaders who can give influence in increasing employee creativity with the application of dimensions that are in authentic leadership. There are a number of factors that can influence employees creativity, namely authentic leadership, employess psychological capital, and affective commitment.*

*This study aims to determine the effect of authentic leadership on employees creativity in UMKM Handycraft in East Java by employess psychological capital, and affective commitment variables. Respondents numbered 200 employees from 19 cities in UMKM Handycraft in East Java. The data testing technique used in this study is SPSS 20.0 and overall the results support the hypothesis. Based on the results of research, authentic leadership, it has a significant positive effect on employess psychological capital, affective commitment and employees creativity, the influence of employess psychological capital on positive employees creativity is significant, the effect of affective commitment on positive employees creativity is significant, employess psychological capital mediates partially between authentic leadership towards employees creativity, and affective commitment mediating partially the influence between authentic leadership on employees creativity.*

**Keywords: Authentic Leadership, Employess Psychological Capital, Affective Commitment, Employees Creativity, UMKM Handycraft in East Java.**