

ABSTRAK

Kreativitas karyawan perlu ditingkatkan kembali agar mampu menghasilkan konten program yang sesuai dengan visi yang telah ditetapkan dan mampu bersaing dengan kompetitor. Penelitian ini dapat mendukung organisasi dalam melakukan langkah-langkah yang sesuai untuk membantu menciptakan *trust in leader* dan meningkatkan *employee creativity*. Melalui gaya kepemimpinan *servant leadership* yang mampu melayani, memotivasi dan mendorong *creativity* dalam setiap kinerja karyawan sehingga mampu memberikan hasil yang positif bagi perusahaan

Penelitian ini bertujuan untuk mengetahui *pengaruh servant leadership* di tingkat perusahaan terhadap *employee creativity* karyawan PT. Media Nusantara Citra Tbk yang dimediasi oleh variabel *creative self-efficacy* dan *trust in leader*. Responden berjumlah 40 karyawan yang termasuk dalam *crew* pada program *family 100* yang memberikan data tentang persepsi *servant leadership* dan *trust in leader* di tempat kerja. *Creative self-efficacy* dan *employee creativity* didapatkan dari atasan di masing-masing lini yang turut berpartisipasi. Metode yang digunakan dalam penelitian ini adalah kuantitatif menggunakan analisis regresi dengan software SPSS 20.0 dan secara keseluruhan hasilnya mendukung hipotesis. Berdasarkan hasil penelitian menyatakan *servant leadership* secara positif berkaitan dengan perilaku *employee creativity*, *servant leadership* secara positif berkaitan dengan perilaku *creative self-efficacy*, *servant leadership* secara positif berkaitan dengan *trust in leader*, *creative self-efficacy* secara positif berkaitan dengan *employee creativity*, *trust in leader* secara positif berkaitan dengan perilaku *employee creativity*, *servant leadership* memiliki pengaruh terhadap *employee creativity* melalui *creative self-efficacy* dan *servant leadership* memiliki pengaruh terhadap *employee creativity* melalui *trust in leader*.

Kata kunci: *servant leadership, creative self-efficacy, trust in leader, employee creativity.*

ABSTRACT

Employee creativity needs to be improved again in order to be able to produce program content that is in accordance with the predetermined vision and able to compete with competitors. This research can support organizations in carrying out appropriate steps to help create trust in leaders and increase employee creativity. Through servant leadership leadership style that is able to serve, motivate and encourage creativity in every employee's performance so as to provide positive results for the company

This study aims to determine the effect of servant leadership at the company level on employee creativity of PT. Media Nusantara Citra Tbk which is mediated by creative self-efficacy and trust in leader variables. Respondents numbered 40 employees who were included in the crew on the family 100 program which provided data on the perception of servant leadership and trust in leader in the workplace. Creative self-efficacy and employee creativity were obtained from superiors in each of the participating lines. The method used in this study is quantitative using regression analysis with SPSS 20.0 software and overall the results support the hypothesis. Based on the results of the study stating that servant leadership is positively related to employee creativity, servant leadership is positively related to creative self-efficacy behavior, servant leadership is positively related to trust in leader, creative self-efficacy is positively related to employee creativity, trust in leader positively related to the behavior of employee creativity, servant leadership has an influence on employee creativity through creative self-efficacy and servant leadership has an influence on employee creativity through trust in leader.

Keywords: servant leadership, creative self-efficacy, trust in leader, employee creativity.