

ABSTRAK

Tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh perceived organizational support dan proactive personality berpengaruh signifikan terhadap employee creativity karyawan Departemen Zetizen PT Jawa Pos Surabaya. Penelitian dilakukan untuk mengatasi lingkungan bisnis yang kompetitif dalam dunia perusahaan terkait kemampuan sumber daya manusia dalam hal kreativitas. Untuk mengetahui meaning of work secara signifikan dapat memediasi pengaruh perceived organizational support dan proactive personality terhadap employee creativity karyawan Departemen Zetizen PT Jawa Pos Surabaya. Populasi pada penelitian ini adalah seluruh karyawan Departemen Zetizen PT Jawa Pos Surabaya sebanyak 57 responden. Teknik pengambilan sampel menggunakan teknik sensus. Teknik analisis yang digunakan adalah Partial Least Square (PLS). Hasil pengujian membuktikan bahwa perceived organizational support dan proactive personality berpengaruh signifikan terhadap employee creativity karyawan Departemen Zetizen PT Jawa Pos Surabaya. Hasil analisis terbukti meaning of work secara signifikan mampu memediasi pengaruh perceived organizational support terhadap employee creativity, sedangkan meaning of work secara signifikan belum mampu memediasi pengaruh proactive personality terhadap employee creativity.

Kata kunci: perceived organizational support, proactive personality, meaning of work dan employee creativity

ABSTRAK

The purpose of this study was to determine the effect of perceived organizational support and proactive personality significantly influence employee creativity employees of the Zetizen Department of PT Jawa Pos Surabaya. The study was conducted to address the competitive business environment in the world of companies related to the ability of human resources in terms of creativity.. To find out meaning of work can significantly mediate the effect of perceived organizational support and proactive personality on employee creativity, employees of the Zetizen Department of PT Jawa Pos Surabaya. The population in this study were 57 employees of the Zetizen Department of PT Jawa Pos Surabaya. The sampling technique uses census techniques. The analysis technique used is Partial Least Square (PLS). The test results prove that perceived organizational support and proactive personality have a significant effect on employee creativity of the employees of the Zetizen Department of PT Jawa Pos Surabaya. The results of the analysis proved that meaning of work was significantly able to mediate the effect of perceived organizational support on employee creativity, while meaning of work was significantly not able to mediate the effect of proactive personality on employee creativity.

Key word: perceived organizational support, proactive personality, meaning of work dan employee creativity