

ABSTRAK

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PENGARUH *SERVANT LEADERSHIP* TERHADAP *EMPLOYEE CREATIVITY* DENGAN *SERVANT ATTITUDE* SEBAGAI VARIABEL MEDIASI DAN *INTRINSIC MOTIVATION* SEBAGAI VARIABEL MODERASI

Kreativitas karyawan dalam tempat kerja menjadi suatu hal yang sangat krusial bagi industri perhotelan di Indonesia untuk tetap dapat bertahan dalam perubahan skenario *market* baru dan keadaan pandemi Covid-19 yang terjadi. Untuk itu, penelitian ini dilaksanakan untuk mengetahui pengaruh *servant leadership* terhadap kreativitas karyawan, dengan *servant attitude* sebagai variabel mediasi dan motivasi intrinsik sebagai variabel moderasi. Populasi yang menjadi target dalam pelaksanaan penelitian ini adalah karyawan dalam industri perhotelan, khususnya hotel bintang lima di DKI Jakarta, dengan jumlah sampel sebesar 130 orang. Pengambilan sampel untuk penelitian ini didasarkan pada jenis *sampling design non-probability* dengan teknik *purposive sampling* dengan tipe *judgemental*. Dalam langkah pengumpulan data, digunakan metode survei dengan menyebarkan kuesioner, yang menggunakan skala Likert. Data yang telah dikumpulkan diolah menggunakan analisis statistik menggunakan *software SmartPLS*. Hasil dari penelitian menunjukkan bahwa *servant leadership* berpengaruh positif terhadap *employee creativity*, *servant leadership* berpengaruh positif terhadap *servant attitude*, dan *servant attitude* memediasi pengaruh *servant leadership* terhadap *employee creativity*. Selain itu, ditemukan juga bahwa *high intrinsic motivation* tidak memoderasi pengaruh *servant attitude* terhadap *employee creativity*, dan *low intrinsic motivation* tidak memoderasi pengaruh *servant leadership* terhadap *employee creativity*, melainkan *intrinsic motivation* memiliki pengaruh langsung terhadap *employee creativity*.

Kata kunci: *Servant Leadership, Servant Attitude, Intrinsic Motivation, Employee Creativity*

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ABSTRACT

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THE EFFECT OF SERVANT LEADERSHIP ON EMPLOYEES CREATIVITY WITH SERVANT ATTITUDE AS A MEDIATION VARIABLE AND INTRINSIC MOTIVATION AS A MODERATING VARIABLE

Employee creativity in the workplace is very important, especially for the hotel industry in Indonesia to survive in the new market scenarios and the ongoing Covid-19 pandemic. For this reason, this study was conducted to determine the effect of servant leadership on employee creativity, with the variable of service attitude as a mediating variable and intrinsic motivation as a moderating variable. The target population in this study were employees of five-star hotels in DKI Jakarta, with a sample of 130 people. The sampling design in this study was based on non-probability sampling, using a purposive sampling technique, with a judgmental type. In the data collection step, the researcher used a survey method by distributing questionnaires, which used a Likert scale. The data will be processed by statistical analysis using SmartPLS software. The results showed that there is positive effect between servant leadership on employee creativity, servant leadership has a positive effect on servant attitudes, and servant leadership mediates the effect of servant leadership on employee creativity. In addition, it was also found that high intrinsic motivation did not moderate the effect of servant attitudes on employee creativity, and low intrinsic motivation did not moderate the effect of servant leadership on employee creativity, but intrinsic motivation had a direct influence on employee creativity.

Keywords: Servant Leadership, Servant Attitude, Intrinsic Motivation, Employee Creativity

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