

ABSTRACT

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THE EFFECT OF DIGITAL TRANSFORMATIONAL LEADERSHIP, PERSON ORGANIZATION FIT ON INNOVATIVE WORK BEHAVIOR MEDIATED BY LEARNING AGILITY AND KNOWLEDGE SHARING BEHAVIOR AT STARTUP COMPANY XYZ

(xv + 138 pages: 36 figures; 20 tables; 10 appendices)

COVID-19 pandemic has raised awareness of a rapidly changing world marked by uncertainty and rapid changes. This poses a significant challenge for startups, making them vulnerable to organizational sustainability issues due to various factors such as limited funding, a lack of innovation or challenges in human resource management. This phenomenon urges all stakeholders to continuously adapt and strengthen transformative leadership to foster innovation that supports sustainability. Amidst this phenomenon, startup company XYZ has demonstrated ongoing growth and resilience despite the challenges faced by many startups. Therefore, the aim of this research is to measure the influence of digital transformational leadership and person-organization fit on innovative work behavior, mediated by learning agility and knowledge-sharing behavior within company XYZ. The company employs 220 individuals, with 150 of them as respondents to the research questionnaire. Data were processed and analyzed using the PLS-SEM method. The research findings indicate that digital transformational leadership and person-organization fit positively influence innovative work behavior. Additionally, learning agility and knowledge-sharing behavior, as mediating variables between digital transformational leadership and innovative work behavior, have a positive impact. However, knowledge-sharing behavior as a mediation between person-organization fit and innovative work behavior does not have a positive influence.

Key Work: Innovation, Digital Transformational Leadership, Person Organization Fit, Learning Agility, Knowledge Sharing Behaviour, Innovative Work Behaviour

Reference: 69 (2004 – 2023)

ABSTRAK

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PENGARUH *DIGITAL TRANSFORMATIONAL LEADERSHIP*, *PERSON ORGANIZATION FIT* TERHADAP *INNOVATIVE WORK BEHAVIOUR* YANG DIMEDIASI OLEH *LEARNING AGILITY* DAN *KNOWLEDGE SHARING BEHAVIOUR* DI PERUSAHAAN STARTUP XYZ

(xv + 138 halaman: 36 gambar; 20 tabel; 10 lampiran)

Pandemi COVID-19 telah meningkatkan kesadaran akan dunia yang berubah dengan cepat, ditandai oleh situasi ketidakpastian dan perubahan yang pesat. Hal ini tentu ini menjadi tantangan bagi perusahaan *startup* yang rentan untuk gagal mempertahankan keberlangsungan organisasinya akibat berbagai faktor seperti tidak adanya akses pendanaan, kurangnya inovasi hingga kemampuan pengelolaan SDM di dalam organisasi. Fenomena ini mendorong semua stakeholder untuk terus beradaptasi serta memperkuat kepemimpinan transformasional dalam perkembangan dan perubahan untuk melahirkan inovasi yang mendukung keberlangsungan. Ditengah fenomena ini, perusahaan startup XYZ justru terus berkembang dan mampu bertahan di tengah badai kegagalan perusahaan startup. Maka itu, tujuan dari penelitian ini adalah untuk mengukur pengaruh *digital transformational leadership* dan *person organization fit* terhadap *innovative work behaviour* melalui mediasi *learning agility* dan *knowledge sharing behaviour* di perusahaan Pendidikan teknologi XYZ. Perusahaan ini memiliki 220 karyawan dan terdapat 150 diantaranya menjadi responden kuesioner penelitian. Data diolah dan dianalisis menggunakan metode PLS-SEM. Hasil penelitian menunjukkan bahwa *digital transformational leadership* dan *person organization fit* berpengaruh secara positif terhadap *innovative work behaviour*. Kemudian *learning agility* dan *knowledge sharing behaviour* sebagai variabel mediasi antara *digital transformational leadership* dengan *innovative work behaviour* berpengaruh secara positif. Namun *knowledge sharing behaviour* sebagai mediasi antara *person organization fit* dengan *innovative work behaviour* tidak berpengaruh positif.

Kata Kunci: *Inovasi, Digital Transformational Leadership, Person Organization Fit, Learning Agility, Knowledge Sharing Behaviour, Innovative Work Behaviour*

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