

ABSTRAK

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PENGARUH *PSYCHOLOGICAL CAPITAL*, *LEADERSHIP AUTONOMY SUPPORT* DAN *INTERNAL MARKET ORIENTED CULTURE* TERHADAP *INDIVIDUAL INNOVATIVE BEHAVIOR* (STUDI PADA PERAWAT RS XYZ JAKARTA)

(xvi + 199 halaman; 9 gambar; 17 tabel; 7 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *psychological capital*, *leadership autonomy support*, dan *internal market oriented culture* terhadap *individual innovative behavior*. Model yang digunakan dalam penelitian ini diadopsi dari penelitian terdahulu yang kemudian diuji secara empiris pada populasi perawat yang bekerja di unit rawat inap Rumah Sakit XYZ. Pengumpulan data dilakukan dengan *convenience sampling* dengan jumlah responden sebanyak 178 responden. Data kemudian dianalisis dengan metode PLS-SEM. Hasil penelitian ini menunjukkan bahwa *psychological capital*, *leadership autonomy support*, dan *internal market oriented culture* berpengaruh positif terhadap *individual innovative behavior*. *Leadership autonomy support* dan *internal market oriented culture* juga berpengaruh positif terhadap *individual innovative behavior*. *Psychological capital* dapat menjadi variabel pemediasi hubungan *leadership autonomy support* dan *internal market oriented culture* terhadap *individual innovative behavior*. Model struktural penelitian ini dapat memprediksikan dengan adekuat variabel *individual innovative behavior*. Berdasarkan penelitian ini, memiliki budaya yang memperlakukan perawat sebagai pelanggan internal, modal psikologis perawat yang baik, dan dukungan otonom dari atasan memicu berkembangnya perilaku inovatif perawat.

Referensi : 188 (1991 - 2022)

Kata Kunci : modal psikologis, dukungan otonom pimpinan, budaya berorientasi pasar internal, perilaku inovatif individu, perilaku kreatif, perilaku perawat, organisasi kesehatan, manajemen rumah sakit

ABSTRACT

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PENGARUH *PSYCHOLOGICAL CAPITAL, LEADERSHIP AUTONOMY SUPPORT* DAN *INTERNAL MARKET ORIENTED CULTURE* TERHADAP *INDIVIDUAL INNOVATIVE BEHAVIOR* (STUDI PADA PERAWAT RS XYZ JAKARTA)

(xviii + 199 pages; 9 pictures; 17 tables; 7 appendices)

This study was conducted to determine the effect of psychological capital, leadership autonomy support, and internal market oriented culture on individual innovative behavior. The model used in this study was adopted from previous research which was then tested empirically on a population of nurses working in the inpatient unit of XYZ Hospital. Data was collected by convenience sampling with a total of 178 respondents. The data were then analyzed using the PLS-SEM method. The results of this study indicate that psychological capital, leadership autonomy support, and internal market oriented culture have a positive effect on individual innovative behavior. Leadership autonomy support and internal market oriented culture also have a positive effect on individual innovative behavior. Psychological capital can be a mediating variable for the relationship between leadership autonomy support and internal market oriented culture on individual innovative behavior. The structural model of this study can adequately predict the individual variables of innovative behavior. Based on this research, having a culture that treats nurses as internal customers, good psychological capital of the nurses, and autonomy support from superiors triggers the development of innovative nurses' behavior.

Reference : 188 (1991 - 2022)

Key Words : *psychological capital, leadership autonomy support, internal market oriented culture, individual innovative behavior, creative behavior, nurses' behavior, healthcare organization, hospital management*