

## ABSTRAK

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### ANALISIS PENGARUH KEPEMIMPINAN TRANSFORMASIONAL TERHADAP PERILAKU KERJA INOVATIF DAN KINERJA TUGAS INDIVIDU: *THE MEDIATING ROLE OF KNOWLEDGE SHARING DI COFFEE SHOP XYZ DISTRICT 30*

(XIV + 99 halaman; 3 gambar; 19 Tabel; 11 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan transformasional terhadap perilaku kerja inovatif dan kinerja tugas individu dengan *knowledge sharing* sebagai peran mediasi di *Coffee Shop XYZ* di *District 30*. Penelitian ini dilatarbelakangi oleh fenomena ketidakkonsistenan kinerja karyawan yang tercermin dalam indikator performa layanan (*Item Per Labor Hour/IPLH*) di berbagai cabang. Selanjutnya, perilaku kerja inovatif karyawan yang sangat penting untuk keberhasilan organisasi. Penelitian ini menggunakan metode pendekatan kuantitatif, Data dikumpulkan dari 60 karyawan tetap menggunakan metode survei berbasis kuisioner yang bekerja di *Coffee Shop XYZ*.

Analisis data dilakukan menggunakan perangkat lunak *SmartPLS 4* untuk menguji model *structural* dan hubungan antar variable. Hasil penelitian menunjukkan bahwa kepemimpinan transformasional tidak berpengaruh signifikan terhadap perilaku kerja inovatif. Namun, kepemimpinan transformasional memiliki pengaruh positif signifikan terhadap kinerja tugas individu. Selain itu, *knowledge sharing* terbukti memediasi hubungan antara kepemimpinan transformasional dan perilaku kerja inovatif. Sebaliknya, *knowledge sharing* tidak memediasi hubungan antara kepemimpinan transformasional dan kinerja tugas individu.

Secara praktis, hasil ini dapat menjadi pedoman bagi manajemen *Coffee Shop XYZ* dalam meningkatkan kinerja karyawan melalui penerapan *knowledge sharing* yang efektif. Dengan demikian, peningkatan kepemimpinan transformasional dan *knowledge sharing* di lingkungan kerja dapat menjadi strategi efektif dalam mendorong inovasi dan meningkatkan produktivitas karyawan di *coffee shop XYZ*.

**Referensi** : 84 (2016-2024)

**Kata Kunci** : Kepemimpinan Transformasional, Perilaku Kinerja Inovatif, Kinerja Tugas Individu, *Knowledge Sharing*.

## ABSTRACT

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***ANALYSIS OF THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON INNOVATION WORK BEHAVIOR AND INDIVIDUAL TASK PERFORMANCE: THE MEDIATING ROLE OF KNOWLEDGE SHARING AT COFFEE SHOP XYZ DISTRICT 30***

(XIV + 99 halaman; 3 gambar; 19 Tabel; 11 lampiran)

*This study aims to analyze the influence of transformational leadership on innovative work behavior and individual task performance, with knowledge sharing as a mediating role, at Coffee Shop XYZ in District 30. The research was motivated by the phenomenon of inconsistent employee performance, as reflected in the daily service performance indicators (Item Per Labor Hour/IPLH) across various branches. Additionally, employees' innovative work behavior is considered critical for organizational success.*

*This study employed a quantitative approach, with data collected from 60 full-time employees through a survey using structured questionnaires. Data analysis was conducted using the SmartPLS 4 software to examine the structural model and the relationships among variables.*

*The results indicate that transformational leadership does not significantly influence innovative work behavior. However, transformational leadership has a significant positive effect on individual task performance. Furthermore, knowledge sharing was found to mediate the relationship between transformational leadership and innovative work behavior but did not mediate the relationship between transformational leadership and individual task performance.*

*Practically, these findings provide guidance for the management of Coffee Shop XYZ to enhance employee performance through effective knowledge sharing strategies. Thus, fostering transformational leadership and promoting knowledge sharing in the workplace can be effective strategies to drive innovation and improve employee productivity at Coffee Shop XYZ.*

**Reference : 84 (2016-2024)**

**Keywords : Transformational Leadership, Innovative Work Behavior, Individual Task Performance, Knowledge Sharing.**