

## ABSTRAK

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### **PENELITIAN TENTANG HUBUNGAN ANTARA *HAPPINESS AT WORK* DENGAN *INNOVATIVE WORK BEHAVIOUR* MELALUI EFEK MEDIASI DARI *ORGANIZATION CITIZENSHIP BEHAVIOUR* DAN EFEK MODERASI DARI *ORGANISATIONAL INNOVATIVE CULTURE* DI PERUSAHAAN XYZ.**

Penelitian tentang Hubungan antara *Happiness at Workplace* (HAW) dengan *Innovative Work Behaviour* (IWB) melalui efek mediasi dari *Organization Citizenship Behaviour* (OCB) dan efek moderasi dari *Organisational Innovative Culture* (OIC) di Perusahaan XYZ. Studi ini dilaksanakan di PT Alia Digital Printex, sebuah perusahaan percetakan digital di Indonesia, yang telah berkembang pesat sejak didirikan pada tahun 2019

Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang disebarluaskan kepada 100 karyawan perusahaan. Data yang terkumpul diolah dengan metode statistik untuk menguji hubungan antara variabel-variabel utama. Hasil dari penelitian ini diharapkan dapat memberikan kontribusi bagi literatur akademik di bidang manajemen sumber daya manusia serta menawarkan implikasi praktis bagi perusahaan dalam meningkatkan kesejahteraan karyawan dan mendorong perilaku kerja inovatif. Adapun hasil penelitian menunjukkan bahwa *Happiness at work* tidak berpengaruh positif terhadap *Innovative Work Behaviour*, *Happiness at work* berpengaruh positif terhadap *Organization Citizenship Behaviour*, *Organization Citizenship Behaviour* berpengaruh positif terhadap *Innovative Work Behaviour*, *Organization Citizenship Behaviour* memediasi hubungan *Happiness at work* dan *Innovative Work Behaviour*, *Organizational Innovative Culture* memoderasi hubungan *Happiness at work* dan *Innovative Work Behaviour*, *Organizational Innovative Culture* memoderasi hubungan *Organization Citizenship Behaviour* dan *Innovative Work Behaviour*

Kata Kunci: *Happiness at work*, *Innovative Work Behaviour*, *Organization Citizenship Behaviour*, *Organizational Innovative Culture*

## **ABSTRACT**

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### ***RESEARCH ON THE RELATIONSHIP BETWEEN HAPPINESS AT WORK AND INNOVATIVE WORK BEHAVIOUR THROUGH THE MEDIATION EFFECT OF ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AND THE MODERATION EFFECT OF ORGANIZATIONAL INNOVATIVE CULTURE IN XYZ COMPANY***

*Research on the Relationship between Happiness at Workplace (HAW) and Innovative Work Behaviour (IWB) through the mediating effect of Organization Citizenship Behaviour (OCB) and the moderating effect of Organisational Innovative Culture (OIC) in XYZ Company. This study was conducted at PT Alia Digital Printex, a digital printing company in Indonesia, which has grown rapidly since its establishment in 2019.*

*This study uses a quantitative approach with data collection through questionnaires distributed to 100 company employees. The collected data are processed using statistical methods to test the relationship between the main variables. The results of this study are expected to contribute to the academic literature in the field of human resource management and offer practical implications for companies in improving employee welfare and encouraging innovative work behavior. The results of the study indicate that Happiness at work does not have a positive effect on Innovative Work Behavior, Happiness at work has a positive effect on Organization Citizenship Behavior, Organization Citizenship Behavior has a positive effect on Innovative Work Behavior, Organization Citizenship Behavior mediates the relationship between Happiness at work and Innovative Work Behavior, Organizational Innovative Culture Moderates the relationship between Happiness at work and Innovative Work Behavior, Organizational Innovative Culture Moderates the relationship between Organization Citizenship Behavior and Innovative Work Behavior*

*Keywords: Happiness at work, Innovative Work Behaviour, Organization Citizenship Behaviour, Organizational Innovative Culture*