

ABSTRAK

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PENGARUH ENTREPRENEURIAL LEADERSHIP TERHADAP INNOVATION WORK BEHAVIOUR MELALUI INDIVIDUAL CREATIVITY SELF EFFICACY DAN TEAM CREATIVITY SELF EFFICACY (STUDI KASUS UMKM MAKANAN DAN MINUMAN)

(xi + 92 halaman ; 4 gambar 28 tabel)

Penelitian ini bertujuan mengetahui pengaruh *entrepreneurial leadership* terhadap *innovation work behaviour* melalui *individual creativity self efficacy* dan *team creativity self efficacy*. Jenis penelitian yang digunakan adalah kuantitatif. Teknik pengukuran variabel dengan menggunakan skala Likert dengan nilai 1-5. Penelitian ini menggunakan metode purposive sampling. Responden dalam studi pendahuluan berjumlah 30 orang dengan studi aktual berjumlah 160 orang. Pengolahan data dengan menggunakan *Partial Least Square – Structural Equation Modelling* (PLS-SEM) dan diolah dengan menggunakan *software* SmartPLS. Teknik pengumpulan data menggunakan kuesioner dan disebar melalui google form. Hasil penelitian menyatakan semua hipotesis didukung. *Entrepreneurial leadership* berpengaruh positif terhadap *innovation work behaviour*. *Entrepreneurial leadership* berpengaruh positif terhadap *individual creativity self-efficacy*. *Individual creativity self-efficacy* berpengaruh positif terhadap *innovation work behaviour*. *Entrepreneurial leadership* berpengaruh positif terhadap *team creativity self-efficacy*. *Team creativity self-efficacy* berpengaruh positif terhadap *innovation work behaviour*. *Individual creativity self-efficacy* memediasi hubungan antara *entrepreneurial leadership* dengan *innovation work behaviour*. *Team creativity self-efficacy* memediasi hubungan antara *entrepreneurial leadership* dengan *innovation work behaviour*.

Kata Kunci : *entrepreneurial leadership*, *innovation work behaviour*, *individual creativity self efficacy*, *team creativity self efficacy*

Referensi: 54 (2015-2025)

ABSTRACT

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THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP ON INNOVATION WORK BEHAVIOUR THROUGH INDIVIDUAL CREATIVITY SELF EFFICACY AND TEAM CREATIVITY SELF EFFICACY (CASE STUDY OF FOOD AND BEVERAGE UMKM)

(xi + 92 pages; 4 figures 28 tables)

This study aims to determine the effect of entrepreneurial leadership on innovation work behavior through individual creativity self-efficacy and team creativity self-efficacy. . The type of research used is quantitative. The variable measurement technique uses a Likert scale with a value of 1-5. This study uses a purposive sampling method. Respondents in the preliminary study numbered 30 people with an actual study of 160 people. Data processing using Partial Least Square - Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. Data collection techniques using questionnaires and distributed via google form. The results of the study stated that all hypotheses were supported. Entrepreneurial leadership has a positive effect on innovation work behavior. Entrepreneurial leadership has a positive effect on individual creativity self-efficacy. Individual creativity self-efficacy has a positive effect on innovation work behavior. Entrepreneurial leadership has a positive effect on team creativity self-efficacy. Team creativity self-efficacy has a positive effect on innovation work behavior. Individual creativity self-efficacy mediates the relationship between entrepreneurial leadership and innovation work behavior. Team creativity self-efficacy mediates the relationship between entrepreneurial leadership and innovation work behavior.

Keywords: entrepreneurial leadership, innovation work behavior, individual creativity self-efficacy, team creativity self-efficacy.

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