

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh inklusi kelompok kerja terhadap kreativitas karyawan persepsian, dengan fleksibilitas berpikir persepsian sebagai pemediasi. Responden pada penelitian ini merupakan karyawan perusahaan rintisan di Yogyakarta. Jumlah responden yang berhasil dihimpun sebesar 193 orang. Penelitian ini menggunakan analisis metode *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS) dengan menggunakan alat bantuan aplikasi *SmartPLS 3.0*, serta pengujian mediasi menggunakan pendekatan Hair (2010) dan VAF dari Preacher dan Hayes (2008). Hasil penelitian ini menemukan bahwa inklusi kelompok kerja berpengaruh positif dan signifikan terhadap kreativitas karyawan persepsian. Selain itu, penelitian ini juga menemukan bahwa fleksibilitas berpikir memediasi secara parsial pengaruh positif inklusi kelompok kerja terhadap kreativitas karyawan persepsian pada karyawan perusahaan rintisan di Yogyakarta.

Kata Kunci: Inklusi Kelompok Kerja, Kreativitas Karyawan, Fleksibilitas Berpikir

ABSTRACT

This study aims to analyze the effect of work group inclusion on perceived employee creativity, with perceived flexibility of thinking as a mediator. Respondents in this study were employees of start-up companies in Yogyakarta. The number of respondents who were collected was 193 people. This study uses an analysis of the method Structural Equation Model (SEM) based on Partial Least Square (PLS) using the application SmartPLS 3.0, as well as mediation testing using the Hair (2010) and VAF approach from Preacher and Hayes (2008). The results of this study found that work group inclusion had a positive and significant effect on perceived employee creativity. In addition, this study also found that flexibility of thinking partially mediates the positive effect of work group inclusion on employee creativity perceived by startup employees in Yogyakarta.

Keywords: Work Group Inclusion, Employee Creativity, Flexibility of Thinking