

## ABSTRAK

Dalam rangka menciptakan organisasi pemerintahan yang lebih efektif dan responsif kepada pengguna layanan, perilaku kerja inovatif pegawai pada organisasi pemerintahan menjadi semakin penting. Pemahaman tujuan organisasi yang tertuang dalam visi, misi, dan strategi utama perlu dipahami oleh pegawai sehingga dapat mendorong perilaku kerja inovatif. Selain itu, budaya organisasional yang selaras dengan tujuan organisasi juga perlu dipersepsikan oleh pegawai sehingga tercipta perilaku kerja inovatif. Meskipun tujuan organisasi dan budaya organisasional telah dirancang untuk mendukung perilaku kerja inovatif, namun tren indeks kepuasan pengguna layanan Tahun 2018-2023 menunjukkan adanya ketidaksesuaian antara peran strategis Sekretariat Jenderal dan kepuasan pengguna layanannya. Tren indeks kepuasan pengguna layanan Sekretariat Jenderal berada di bawah indeks rerata Kementerian Keuangan dan unit-unit kelompok satu klasternya. Penelitian ini bertujuan untuk menguji pengaruh positif pemahaman tujuan terhadap perilaku kerja inovatif, serta peran pemoderasi positif budaya organisasional persepsian pada pegawai Sekretariat Jenderal Kementerian Keuangan.

Penelitian ini menggunakan metode kuantitatif dan menyebarkan kuesioner melalui *purposive sampling* terhadap pegawai Sekretariat Jenderal dengan masa kerja minimal 1 tahun. Kuesioner yang terisi sebanyak 273 dan semuanya dapat dianalisis. Selanjutnya, profil demografi pegawai menjadi variabel kontrol pada penelitian ini yaitu jenis kelamin, tingkat pendidikan, usia, masa kerja, dan jabatan. Kuesioner diuji dan dianalisis menggunakan bantuan perangkat lunak *Analysis of Moment Structures* (AMOS) melalui metode analisis pemodelan *Structural Equation Modeling* (SEM).

Hasil penelitian ini menunjukkan bahwa pemahaman tujuan berpengaruh positif terhadap perilaku kerja inovatif menunjukkan hasil “terdukung” dan budaya organisasional persepsian memoderasi secara positif menunjukkan hasil “terdukung”. Hasil penelitian ini memberikan implikasi praktis bagi pengelolaan sumber daya manusia di Sekretariat Jenderal untuk meningkatkan perilaku kerja inovatif pegawai sehingga tercipta kepuasan pengguna layanan. Selain itu, hasil penelitian ini memberikan implikasi bagi pengembangan teori mengenai perilaku kerja inovatif pada organisasi pemerintahan.

Kata kunci: perilaku kerja inovatif, pemahaman tujuan, budaya organisasional persepsian

## **ABSTRACT**

*To create a more effective and responsive government organization for service users, innovative work behavior among employees in government organizations is becoming increasingly important. An understanding of organizational goals, as outlined in the vision, mission, and key strategies, needs to be comprehended by employees in order to foster innovative work behavior. In addition, organizational culture aligned with these goals must also be perceived by employees, thus creating innovative work behavior. Although organizational goals and culture have been designed to support innovative work behavior, the trend in service user satisfaction index from 2018-2023 indicates a discrepancy between the strategic role of the Secretariat General and user satisfaction levels. The user satisfaction index trend for the Secretariat General remains below the average index of the Ministry of Finance and other first-tier cluster units. This study aims to examine the positive influence of goal understanding on innovative work behavior, as well as the positive moderating role of perceived organizational culture among employees of the Secretariat General of the Ministry of Finance.*

*This research employs a quantitative method and distributes questionnaires through purposive sampling to employees of the Secretariat General with a minimum tenure of one year. A total of 273 questionnaires were completed, and all were eligible for analysis. Furthermore, the employees' demographic profiles serve as control variables in this study, including gender, education level, age, tenure, and position. The questionnaires were tested and analyzed using the Analysis of Moment Structures (AMOS) software through the Structural Equation Modeling (SEM) analysis method.*

*This study results show that goal understanding has a positive influence on innovative work behavior, with the hypothesis being "supported," and perceived organizational culture positively moderates this relationship, with the hypothesis also "supported." This study provide practical implications for human resource management at the Secretariat General to enhance employees' innovative work behavior, ultimately leading to improved service user satisfaction. Additionally, the results of this study provide implications to the development of theory regarding innovative work behavior in governmental organizations.*

**Keywords:** *innovative work behavior, goal understanding, perceived organizational culture*