

Peran Proactive Personality terhadap Innovative Work Behavior pada Karyawan *Start-up*: Moderasi *Perceived Supervisor Support*

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Abstrak

Start-up berkontribusi terhadap pertumbuhan ekonomi di Indonesia, namun sekitar 90% *start-up* gagal dalam 3–5 tahun pertama akibat ketidaksesuaian produk dengan pasar, tim tidak tepat, persaingan, produk tidak ramah pengguna, pemasaran buruk, kurangnya jaringan dan kemampuan pivot, sehingga inovasi karyawan menjadi salah satu elemen krusial bagi keberlanjutan dan daya saing *start-up*. Penelitian ini bertujuan untuk melihat peran *proactive personality* terhadap *innovative work behavior* pada karyawan *start-up* dengan dimoderasi oleh *perceived supervisor support*. Partisipan penelitian terdiri dari 209 karyawan *start-up* yang telah bekerja minimal 1 tahun di perusahaan saat ini, dan *start-up* baru beroperasi selama 1-5 tahun. Uji hipotesis menggunakan Jamovi versi 2.7 dengan modul *MedMod* dan dilakukan *bootstrapping* 5000. Hasil penelitian menunjukkan bahwa *perceived supervisor support* tidak berperan sebagai moderator antara *proactive personality* terhadap *innovative work behavior* pada karyawan *start-up*. Karyawan *start-up* yang memiliki *proactive personality* akan mampu menunjukkan *innovative work behavior*, terlepas dari keberadaan *perceived supervisor support*.

Kata Kunci: *start-up, proactive personality, innovative work behavior*

Abstract

Start-ups contribute to the growth of Indonesia's economy; however, around 90% of startups fail within the first 3–5 years due to a product–market mismatch, an inapt team, competition, non-user-friendly products, poor marketing, limited networks, and a lack of pivoting ability. As a result, employee innovation becomes a crucial element for the sustainability and competitiveness of start-ups. This study aims to examine the role of *proactive personality* on *innovative work behavior* among start-up employees, moderated by *perceived supervisor support*. The participants consisted of 209 startup employees who had worked at their current company for at least 1 year, with start-ups in operation for 1–5 years. Hypothesis testing was conducted using Jamovi version 2.7 with the *MedMod* module and *bootstrapping* with 5000 iterations. The results indicate that *perceived supervisor support* does not act as a moderator between *proactive personality* and *innovative work behavior* among startup employees. A startup employee who has a *proactive personality* will be able to demonstrate *innovative work behavior*, regardless of the presence of *perceived supervisor support*.

Keywords: *start-up, proactive personality, innovative work behavior*