

Intisari

Penelitian ini bertujuan untuk menganalisis hubungan antara orientasi pembelajaran karyawan pada kreativitas karyawan dengan *creative self-efficacy* sebagai variabel pemediasi. Studi dilakukan pada PT. Aseli Dagadu Djokdja dengan melibatkan 95 karyawan. Dalam penelitian ini, metode pengumpulan data menggunakan kuesioner dan dilakukan uji hipotesis dengan *SPSS for windows* v.23.0. Pengujian hipotesis dilakukan dengan menggunakan uji regresi linier sederhana. Pengujian model mediasi dilakukan dengan mengikuti prosedur Barron dan Kenny (1986). Hasil penelitian ini menunjukkan bahwa orientasi pembelajaran karyawan berpengaruh secara positif terhadap kreativitas karyawan. *Creative self-efficacy* sebagai variabel pemediasi pada penelitian ini juga mampu memediasi penuh hubungan antara orientasi pembelajaran karyawan dan kreativitas karyawan.

Kata Kunci: Orientasi Pembelajaran Karyawan, *Creative Self-efficacy*, Kreativitas Karyawan

Abstract

This research is aimed to analyze the connection between employee learning orientation in employee creativity with creative self-efficacy as the mediator variable. Research was done in PT. Aseli Dagadu Djokdja by involving 95 employee. In this research, the method of collecting data used is questionnaire and applying the hypothesis test using SPSS for windows v.23.0. The hypothesis examination was done by using the simple linear regression test. The test of mediator model was done by following the Barron and Kenny (1986) procedure. The result of this research shows that employee learning orientation is positively take effect on the employee creativity. Creative self-efficacy as mediator variable in this research is also able to mediate the connection between employee learning orientation with employee creativity.

Keywords: Employee Learning Orientation, Creative Self-efficacy, Employee Creativity