

**PERAN GAYA KEPEMIMPINAN TRANSFORMASIONAL ATASAN  
DAN TIPE KEPRIBADIAN *OPENNESS TO EXPERIENCE* TERHADAP  
PERILAKU INOVATIF KARYAWAN PERUSAHAAN *E-COMMERCE***

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**ABSTRAK**

Era digital memiliki banyak implikasi bagi perkembangan bisnis yang pesat. Salah satunya adalah persaingan bisnis yang semakin ketat di antara perusahaan *e-commerce*. Kondisi ini menantang mereka untuk berpikir dan mencoba membuat adaptasi yang sukses melalui inovasi yang dapat dilakukan oleh karyawan mereka. Studi ini berfokus pada peran gaya kepemimpinan transformasional atasan dan tipe kepribadian *openness to experience* terhadap perilaku inovatif karyawan perusahaan *e-commerce*, dengan hipotesis bahwa gaya kepemimpinan transformasional atasan dan tipe kepribadian *openness to experience* memiliki peran positif terhadap perilaku inovatif karyawan. Menggunakan subjek dari 74 karyawan perusahaan *e-commerce* di Indonesia, penelitian ini melakukan uji hipotesis dengan teknik analisis regresi berganda dan mengidentifikasi adanya peran positif dari gaya kepemimpinan transformasional atasan dan tipe kepribadian *openness to experience* terhadap perilaku inovatif karyawan. Hasil itu dibuktikan dengan diperoleh nilai R 0,695, R *square* 0,483, dan nilai F 33,314 ( $p < 0,01$ ). Perilaku inovatif dapat dijelaskan oleh 14,9% gaya kepemimpinan transformasional atasan dan 33,4% tipe kepribadian *openness to experience*, sehingga total kontribusi efektif yang dapat diberikan oleh gaya kepemimpinan transformasional atasan dan tipe kepribadian *openness to experience* terhadap perilaku inovatif adalah 48,3%. Studi ini memberikan wawasan baru dalam penelitian tentang perilaku inovatif yang menggabungkan gaya kepemimpinan transformasional atasan (faktor eksternal) dan tipe kepribadian *openness to experience* (faktor internal).

**Kata kunci:** perilaku inovatif, gaya kepemimpinan, kepemimpinan transformasional, kepribadian, kepribadian *openness to experience*

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**ABSTRACT**

*The digital era has many implications for the rapid development of business. One of which is the business competition is becoming increasingly tight among e-commerce companies. This condition challenges them to think and try to make successful adaptations through innovations that can be done by their employees. This study focused on the role of supervisor's transformational leadership style and openness to experience personality type on innovative behavior of e-commerce employees, with the hypothesis that supervisor's transformational leadership style and openness to experience personality type have role towards employees' innovative behavior. Using subjects of 74 employees by the various of e-commerce companies in Indonesia, this study conducted a hypothesis test using multiple regression analysis technique and identified that there was positive role of supervisor's transformational leadership style and openness to experience personality type on employee's innovative behavior. That result was proven by obtaining R value of 0,695, R square 0,483, and F value of 33,314 ( $p < 0,01$ ). Innovative behavior can be explained by 14,9% of transformational leadership and 33,4% of openness to experience personality, so the total effective contribution that transformational leadership style and openness to experience personality can provide towards innovative behavior is 48,3%. This study provided new insight into the research about innovative behavior that combining transformational leadership style (external factor) and openness to experience personality (internal factor).*

**Key Words:** *innovative behavior, leadership style, transformational leadership, personality, openness to experience personality*