

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kepribadian proaktif terhadap kepuasan karir dengan kreativitas sebagai variabel pemediasi. Penelitian dilakukan pada dosen di Institut Teknik Negeri Yogyakarta. Dalam penelitian ini, pengumpulan data dilakukan dengan cara responden mengisi kuesioner yang telah dibagikan melalui media *Google Form*. Data yang terkumpul dan dapat diolah sebanyak 70 dari total dosen sebanyak 108. Data tersebut kemudian dianalisis menggunakan metode regresi sederhana dan berganda. Hasil penelitian menunjukkan bahwa kepribadian proaktif berpengaruh secara positif terhadap kepuasan karir. Variabel kreativitas sebagai pemediasi juga terbukti mampu memediasi penuh pengaruh kepribadian proaktif terhadap kepuasan karir.

Kata Kunci: Kepribadian Proaktif, Kepuasan Karir, Kreativitas.

ABSTRACT

This research aims to explore the influence of individual proactive efforts in the achievement of career satisfaction with creativity as the mediating variable. The subjects of the research were lecturers in the Yogyakarta National Institute of Technology. The collection of data was performed through questionnaires filled out by the respondents, distributed through the *Google Form* media. The accumulated data comprised 70 forms from a total of 108 lecturers. The data was analysed through the simple and multiple regression methods. The research concluded that individual proactivity had a positive influence on career satisfaction. The variable of creativity as a mediator is also proven to be able to fully mediate the influence of a proactive personality on career satisfaction.

Key words: Proactive Personality, Career Satisfaction, Creativity