

**PENGARUH KARAKTERISTIK KEPEMIMPINAN TRANSFORMASIONAL
TERHADAP KREATIVITAS KARYAWAN
STUDI PADA PT.FORE COFFEE INDONESIA**

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Penelitian ini bertujuan untuk menguji: (1) pengaruh positif karakteristik pengaruh ideal pada kreativitas karyawan, (2) pengaruh positif karakteristik pertimbangan individual pada kreativitas karyawan, (3) pengaruh positif karakteristik stimulasi intelektual pada kreativitas karyawan, dan (4) pengaruh karakteristik motivasi inspirasional pada kreativitas karyawan.

Penelitian ini dikategorikan menjadi penelitian *cross sectional*. Populasi dalam penelitian ini adalah Sampel karyawan barista baik di kantor maupun di Fore Coffee yang berada di wilayah Jabodetabek. Teknik pengambilan sampel yang menggunakan *purposive sampling* diperoleh sampel sebanyak 123 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa semua hipotesis terdukung bahwa terdapat pengaruh positif dan signifikan gaya kepemimpinan transformasional yang meliputi: karakteristik pengaruh ideal, karakteristik motivasi inspirasional, karakteristik pertimbangan individual dan karakteristik stimulasi intelektual terhadap kreativitas karyawan di PT.Fore Coffee Indonesia.

Kata Kunci: Kepemimpinan Transformasional, Kreativitas Karyawan

ABSTRACT

***THE EFFECT ON TRANSFORMATIONAL LEADERSHIP CHARACTERISTICS OF
EMPLOYEE CREATIVITY
STUDY AT PT.FORE COFFEE INDONESIA***

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This study aims to examine: (1) the positive influence of idealized influence on employee creativity, (2) the positive effect of individualized consideration on employee creativity, (3) the positive effect of intellectual stimulation on employee creativity, and (4) the effect of inspirational motivation on employee creativity.

This research is categorized into a cross sectional study. The population in this study was a sample of employees at the office Fore Coffee in the Greater Jakarta area. The sampling technique using purposive sampling obtained a sample of 123 people. Data collection techniques using a questionnaire that has been tested for validity and reliability. Data analysis techniques using multiple regression.

The results showed that all hypotheses were supported. The conclusion that can be drawn from this study is that there is a positive and significant influence on transformational leadership styles which include: idealized influence, inspirational motivation, individualized consideration and intellectual stimulation on employee creativity at PT.Fore Coffee Indonesia.

Keywords: Transformational Leadership, Employee Creativity