

## **ABSTRACT**

This research examined the effect of transformational leadership and learning orientation to employee creativity and their effects on employee creativity through employee creative self-efficacy. The subjects of the study were 126 employees that worked in creative industry at radio companies in Daerah Istimewa Yogyakarta (DIY), Indonesia

A quantitative research design and methodology were adopted for the research. The analytical methods used were hierarchical regression and Sobel Test (1992). The results showed that transformational leadership and employee learning orientation positively and significantly influence to employee creativity. In addition, creative self-efficacy mediated the effect of employee learning orientation on employee creativity, while creative self-efficacy did not mediate the effect of transformational leadership on employee creativity.

Key Word: Transformational Leadership, Learning Orientation, Creative Self-Efficacy, and Employee Creativity.

## INTISARI

Penelitian ini dilakukan untuk menguji pengaruh kepemimpinan transformasional dan orientasi pembelajaran karyawan pada kreativitas karyawan dengan menggunakan *creative self-efficacy* sebagai variabel pemediasi. Penelitian ini dilakukan melibatkan 126 karyawan yang bekerja di industri kreatif pada perusahaan radio di wilayah Daerah Istimewa Yogyakarta (DIY), Indonesia.

Penelitian ini mengadopsi desain dan metode penelitian kuantitatif. Metode analisis data yang digunakan adalah analisa regresi hirarkis dan uji Sobel (1992) untuk menguji hubungan pemediasi. Hasil pengujian menunjukkan bahwa kepemimpinan transformasional dan orientasi pembelajaran karyawan berpengaruh secara signifikan pada kreativitas karyawan. Selain itu, *creative self-efficacy* memediasi pengaruh orientasi pembelajaran karyawan pada kreativitas karyawan, sementara *creative self-efficacy* tidak memediasi pengaruh kepemimpinan transformasional pada kreativitas karyawan.

Kata Kunci: Kepemimpinan Transformasional, Orientasi Pembelajaran Karyawan, *Creative Self-Efficacy*, dan Kreativitas karyawan.