



ABSTRAK

Perubahan ekonomi dan sosial diakibatkan COVID-19 yang menimpa perusahaan startup mendorong adanya perubahan dalam strategi bisnis supaya bisa mempertahankan usaha di tengah pandemi. Di tengah keadaan yang serba tidak menentu, workforce agility dibutuhkan agar startup bisa menghadapi perubahan-perubahan yang terjadi. Adapun karakteristik workforce atau karyawan yang agile diharapkan memiliki kemampuan berpikir inovatif dan kreatif serta memiliki keyakinan terhadap diri yang tinggi. Oleh sebab itulah *creative thinking* dan *self-efficacy* dipertimbangkan menjadi faktor yang mampu meningkatkan *workforce agility* karyawan startup di situasi pandemi. Penelitian ini dilaksanakan menggunakan metode kuantitatif non-eksperimen dengan partisipan karyawan startup yang bertempat di Daerah Istimewa Yogyakarta. Hasil uji regresi berganda menyebutkan bahwa *creative thinking* tidak berperan terhadap *workforce agility*, sedangkan *self-efficacy* berperan terhadap *workforce agility* karyawan *startup*. Selanjutnya, analisis tambahan juga menunjukkan terdapat pula perbedaan *creative thinking* dan *self-efficacy* pada karyawan *startup* dari jabatan berbasis IT dan non IT.

Kata kunci: workforce agility, creative thinking, self-efficacy, startup



ABSTRACT

The economic and social changes caused by COVID-19 that befell startup companies have prompted changes in business strategies so that they can sustain businesses in the midst of pandemic. In the midst of uncertain circumstances, workforce agility is needed so that startups can deal with the changes occurred. The characteristics of the workforce or agile employees are expected to have the ability to think innovatively and creatively and have high self-confidence. That is why creative thinking and self-efficacy are considered to be factors that can increase the workforce agility of startup employees in a pandemic situation. This research was conducted using non-experimental quantitative methods with startup employee participants located in the Special Region of Yogyakarta. The data from this study were analyzed using multiple regression methods to find out the role and extent of the effective contribution of creative thinking and self-efficacy to workforce agility. The results of the multiple regression test state that creative thinking does not play a role in workforce agility, while self-efficacy plays a role in the workforce agility of startup employees. Furthermore, additional analysis also shows that there are differences in creative thinking and self-efficacy in startup employees from IT-based and non-IT-based positions.

Keywords: workforce agility, creative thinking, self-efficacy, startup