

ABSTRAK

Gultom, Sponza Christy. 2025. Hubungan Kepemimpinan diri dengan Perilaku kerja inovatif Pada Pekerja Industri Kreatif Di Indonesia. Skripsi. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara kepemimpinan diri dan perilaku kerja inovatif pada pekerja industri kreatif. Hipotesis yang diajukan adalah terdapat hubungan positif antara kepemimpinan diri dengan perilaku kerja inovatif. Partisipan penelitian berjumlah 303 orang pekerja dari 17 bidang sub sektor industri kreatif. Pendekatan penelitian yang digunakan adalah kuantitatif, dengan penyebaran skala dilakukan secara daring dan luring. Penelitian ini menggunakan adaptasi Skala Perilaku Kerja Inovatif milik Janssen, (2000) ($\alpha = 0,900$) dan *Abbreviated Self-Leadership Questionnaire* milik Houghton dkk. (2012) ($\alpha = 0,726$). Hasil analisis menunjukkan bahwa terdapat hubungan positif dan signifikan antara kepemimpinan diri dengan perilaku kerja inovatif ($r_s = .557$; $p = <.001$).

Kata kunci: Kepemimpinan diri, Perilaku kerja inovatif, industri kreatif, pekerja industri kreatif.

ABSTRACT

Gultom, Sponza Christy. 2025. The Relationship Between Self-Leadership and Perilaku kerja inovatif Among Creative Industry Workers. Thesis. Yogyakarta: Psychology Faculty, Sanata Dharma University.

This research aimed to investigate the relationship between self-leadership and Innovative Work Behavior among creative industry workers. The proposed hypothesis was that there is a positive relationship between Self-Leadership and Innovative Work Behavior. The study participants consisted of 303 workers from 17 sub-sectors of the creative industry. A quantitative research approach was employed, with scales distributed both online and offline. This study utilized an adaptation of Janssen's (2000) Innovative Work Behavior Scale ($\alpha = 0.900$) and Houghton et al.'s (2012) Abbreviated Self-Leadership Questionnaire ($\alpha = 0.726$). The analysis results indicated a positive and significant relationship between Self-Leadership and Innovative Work Behavior ($r_s = 0.557$; $p = <.001$).

Keywords: Self-leadership, Innovative work behavior, creative industries, creative industries workers.