

RINGKASAN

Penelitian ini merupakan penelitian survei pada karyawan UMKM Konveksi di Kabupaten Kebumen. Penelitian ini mengambil judul: “**Pengaruh *Person Organization Fit* dan Kepribadian Proaktif terhadap *Innovative Work Behavior* dengan *Knowledge Sharing* sebagai Pemediasi (Studi Pada UMKM Konveksi di Kebumen)**”.

Tujuan penelitian ini adalah untuk menguji pengaruh *person organization fit* dan kepribadian proaktif (*proactive personality*) dengan perilaku kerja inovatif (*innovatif work behaviour*) yang dimediasi oleh (*Knowledge Sharing*).

Populasi dalam penelitian ini ialah karyawan yang bekerja pada UMKM Konveksi di Kabupaten Kebumen sebanyak 156 orang. Jumlah responden yang mengembalikan kuesioner dan terisi lengkap sebanyak 117 responden. Teknik penarikan sampling menggunakan *purposive sampling*.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (*Structural Equation Modelling*) menunjukkan bahwa: (1) *Person Organization Fit* berpengaruh positif dan signifikan terhadap perilaku kerja inovatif, (2) *Person Organization Fit* berpengaruh positif dan signifikan terhadap *knowledge sharing*, (3) Kepribadian proaktif berpengaruh positif dan signifikan terhadap *innovative work behavior*, (4) Kepribadian proaktif berpengaruh positif dan signifikan terhadap *knowledge sharing*, (5) *Knowledge sharing* berpengaruh positif dan signifikan terhadap *innovative work behavior*, (6) *Knowledge sharing* memediasi hubungan *person organization fit* terhadap *innovative work behavior*, (7) *Knowledge sharing* memediasi hubungan kepribadian proaktif terhadap *innovative work behavior*.

Implikasi manajerial dari kesimpulan tersebut di atas ialah pemilik usaha dalam merekrut karyawan sebaiknya memperhatikan kecocokan individu terhadap lingkungan kerja, pemilik usaha bisa menjelaskan kondisi lingkungan kerja seperti rekan kerja, kondisi pekerjaan, jam kerja, sistem upah gaji dan jenjang karir. Selain itu pemilik usaha juga dapat mendorong karyawan untuk berkontribusi terhadap perusahaan dengan nilai-nilai dan budaya perusahaan yang telah ada. Selain itu karyawan juga diberikan pelatihan atau *training* secara rutin dan berkala. Pemilik usaha juga dapat mencoba mengubah budaya kerja agar muncul perilaku kerja inovatif karyawan. Upaya yang dilakukan dengan adanya pertukaran pengetahuan atau keahlian sesama karyawan agar membantu karyawan meningkatkan kemampuan dalam melakukan inovasi.

Kata Kunci : person organization fit, kepribadian proaktif, knowledge sharing, innovative work behavior

SUMMARY

This research is a survey research on employees of SMEs Convection in Kebumen Regency. This research takes the title: "The Effect of Person Organization Fit and Proactive Personality on Innovative Work Behavior with Knowledge Sharing as Mediator (Study on Convection SMEs in Kebumen)". The aims of research is to examine the effect of person organization fit and proactive personality with innovative work behavior mediated by (Knowledge Sharing). The research population are 156 employees who worked at Convection SMEs in Kebumen Regency. The number of respondents who returned the questionnaire and completely filled out as many as 117 respondents. Then Purposive sampling methspondeod was used to determine the respondents.

Based on the results of research and data analysis using SEM (Structural Equation Modeling) shows that: (1) Person Organization Fit has a positive and significant effect on innovative work behavior, (2) Person Organization Fit has a positive and significant effect on knowledge sharing, (3) Personality proactive has a positive and significant effect on innovative work behavior, (4) proactive personality has a positive and significant effect on knowledge sharing, (5) knowledge sharing has a positive and significant effect on innovative work behavior, (6) knowledge sharing mediates the relationship between person organization fit and innovative work behavior, (7) Knowledge sharing mediates the relationship between proactive personality and innovative work behavior.

The managerial implication of the conclusion above is that business owners in recruiting employees should pay attention to individual compatibility with the work environment, business owners can explain the conditions of the work environment such as co-workers, working conditions, working hours, salary wage system and career paths. In addition, business owners can also encourage employees to contribute to the company with existing corporate values and culture. In addition, employees are also given training or training regularly and periodically. Business owners can also try to change the work culture so that employees' innovative work behavior emerges. Efforts are made by exchanging knowledge or expertise among employees in order to help employees improve their ability to innovate.

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