

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif pada tenaga kerja usaha-usaha sektor industri kreatif di wilayah kota Yogyakarta dan sekitarnya. Penelitian ini berjudul “Peran *Perceived Supervisor Support* dan *Uncertainty Avoidance* pada Pengaruh Kreativitas terhadap Perilaku Inovatif: Studi pada Tenaga Kerja Sektor Industri Kreatif di Yogyakarta”. Tujuan penelitian ini yaitu untuk mengetahui peran kreativitas terhadap perilaku inovatif SDM industri kreatif, serta untuk mengetahui peran *perceived supervisor support* dan *uncertainty avoidance* sebagai moderator pengaruh kreativitas terhadap perilaku inovatif SDM industri kreatif di tempat kerja. Populasi penelitian merupakan seluruh tenaga kerja industri kreatif di wilayah kota Yogyakarta dan sekitarnya, sedangkan jumlah responden valid penelitian adalah 111 responden yang berasal dari sejumlah bidang usaha yang berbeda-beda yang diambil berdasarkan metode *accidental sampling*.

Hasil penelitian dan analisis data melalui aplikasi SmartPLS 2.0.M3 menunjukkan bahwa: (1) Kreativitas berpengaruh positif dan signifikan terhadap perilaku inovatif, (2) *Perceived supervisor support* memoderasi pengaruh kreativitas terhadap perilaku inovatif secara negatif, dan (3) *Uncertainty avoidance* tidak memoderasi pengaruh kreativitas terhadap perilaku inovatif. Kesimpulan tersebut memberikan implikasi bahwa dalam rangka mempertahankan dan meningkatkan perilaku inovatif tenaga kerja di usaha-usaha industri kreatif, para pelaku usaha dan jajaran manajemen perlu untuk meningkatkan kreativitas para karyawannya terlebih dahulu di tempat kerja. Peningkatan kreativitas dapat diraih melalui pemberian motivasi bagi karyawan untuk terus mengusulkan cara, ide, pendekatan baru untuk meningkatkan performa, kualitas, mencapai tujuan dan mengatasi permasalahan; memotivasi karyawan agar senantiasa mencari teknologi, teknik, dan ide produk kekinian; serta memfasilitasi karyawan agar mampu menunjukkan kreativitasnya dalam pekerjaan. Seperti yang ditunjukkan pada hasil penelitian ini, para pelaku bisnis dan manajemen perlu meninjau ulang dalam memberikan dukungan kepada karyawan agar sesuai dengan kebutuhan dan harapan mereka sesungguhnya dan memberikan prioritas tinggi kepada karyawan yang mengusulkan ide-ide kreatif. Pelaku bisnis dan manajemen juga harus mampu beradaptasi dengan Generasi Milenial yang segera meramaikan populasi tenaga kerja, melalui pemberian dukungan yang sesuai dengan karakteristik dan kebutuhan mereka. Terakhir, studi tentang perilaku inovatif, kreativitas, *perceived supervisor support*, *uncertainty avoidance*, dan topik-topik lain yang relevan masih sangat bisa dan sangat perlu untuk dikembangkan ke depannya.

SUMMARY

This quantitative research was conducted at various workers of several companies and SMEs in the creative industry sector around Yogyakarta and surrounding areas. The title of this research is “The Role of Perceived Supervisor Support and Uncertainty Avoidance on the Effect of Creativity towards Innovative Behavior: A Study on Workforce of Creative Industry in Yogyakarta”. This research aims on finding out the effect of creativity on innovative behavior, and the moderating effect of perceived supervisor support and uncertainty avoidance on the causal link between creativity towards innovative behavior in various creative industry workers in Yogyakarta. The population of the research is the whole creative industry workers in Yogyakarta, while the valid sample for this research is 111 workers from various subsectors and is collected by accidental sampling.

The data were processed by SmartPLS 2.0.M3 application. The results show that: (1) Creativity has positive and significant effect on innovative behavior, (2) Perceived supervisor support has negative and significant moderating effect on the causal link between creativity towards innovative behavior, and (3) Uncertainty avoidance does not moderate the effect of creativity towards innovative behavior. The aforementioned results give us implication that in order to build innovative behavior on creative industry workers, SME owners and management must at first improve the workers' creativity. This can be done by motivating workers to keep actively suggesting new and creative ideas for increase on job performance, quality, to reach the goal and to solve problems; to constantly searching for new technologies, techniques, and product concepts; as well as facilitating them to show their creativity when doing work tasks. SME owners and management must also reconsider supports that have been given to their employees, as this research findings suggest that they actually demand supports that are also fit with their wishes and needs. SME owners and management must also prioritize creative employees when they suggest creative ideas related to workplace. As more Millennials start to enter nation's workforce, SME owners and management must adapt to leadership and supervision style that are favorable to them. After all, more researches about innovative behavior, creativity, perceived supervisor support, uncertainty avoidance, and related topics still should be done in order to broaden the field and fill the gap.