

RINGKASAN

Penelitian ini bertujuan menganalisis pengaruh kurvilinear otonomi kerja terhadap perilaku kerja inovatif pada gig worker Generasi Z di Indonesia, serta menguji peran moderasi *conscientiousness*. Studi ini berangkat dari asumsi bahwa hubungan otonomi kerja dan perilaku inovatif tidak selalu linear, khususnya dalam konteks gig economy yang ditandai fleksibilitas tinggi dan minim struktur formal.

Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 242 *gig worker* Gen Z di Indonesia. Analisis dilakukan melalui regresi hirarkis polinomial (linear dan kuadrat) serta analisis moderasi berbasis *split sample* menggunakan IBM SPSS.

Hasil penelitian menunjukkan bahwa otonomi kerja memiliki hubungan kurvilinear berbentuk *inverted U-shaped* terhadap perilaku kerja inovatif. Otonomi kerja pada tingkat rendah hingga moderat meningkatkan perilaku inovatif, namun pada tingkat yang sangat tinggi justru menurunkan perilaku inovatif. Titik optimal otonomi kerja berada sedikit di atas rata-rata sebelum efek negatif mulai muncul.

Conscientiousness terbukti memoderasi hubungan tersebut. Pada kelompok *conscientiousness* rendah, pola kurvilinear lebih tajam dan penurunan perilaku inovatif pada otonomi tinggi lebih jelas terlihat. Pada kelompok *conscientiousness* tinggi, hubungan non-linear tetap muncul tetapi lebih terkendali. Variabel *openness to experience* tidak dilanjutkan dalam analisis karena reliabilitasnya sangat rendah.

Secara teoretis, penelitian ini menegaskan bahwa efektivitas otonomi kerja bersifat kondisional dan memiliki batas optimal. Secara praktis, pemberian otonomi pada *gig worker* perlu diseimbangkan dengan kejelasan struktur dan disesuaikan dengan karakteristik kepribadian individu agar potensi inovasi dapat dimaksimalkan.

Kata Kunci: Otonomi kerja; Perilaku kerja inovatif; *Gig worker*; Generasi Z; *Conscientiousness*; Hubungan kurvilinear; *Inverted U-shaped*; *Gig economy*.

SUMMARY

This study aims to examine the curvilinear effect of job autonomy on innovative work behavior among Generation Z gig workers in Indonesia and to investigate the moderating role of conscientiousness. The study is grounded in the assumption that the relationship between job autonomy and innovative behavior is not strictly linear, particularly within the gig economy context characterized by high flexibility and minimal formal structure.

A quantitative approach was employed using purposive sampling, involving 242 Generation Z gig workers in Indonesia. Data were analyzed using hierarchical polynomial regression (linear and quadratic models) and split-sample moderation analysis with IBM SPSS.

The findings reveal that job autonomy has a curvilinear, inverted U-shaped relationship with innovative work behavior. Moderate levels of job autonomy enhance innovative behavior; however, excessively high levels lead to a decline in such behavior. The optimal level of job autonomy is slightly above the mean before the negative effect begins to emerge.

Conscientiousness significantly moderates this relationship. Among individuals with low conscientiousness, the inverted U-shaped pattern is more pronounced, with a sharper decline in innovative behavior at high levels of autonomy. In contrast, among individuals with high conscientiousness, the curvilinear relationship remains present but appears more stable and controlled. Openness to experience was excluded from further analysis due to very low reliability.

Theoretically, this study highlights that the effectiveness of job autonomy is conditional and bounded by an optimal threshold. Practically, the findings suggest that autonomy in gig work should be calibrated and aligned with individual personality characteristics to maximize innovative outcomes.

Kata Kunci: *Job autonomy; Innovative work behavior; Gig workers; Generation Z; Conscientiousness; Curvilinear relationship; Inverted U-shaped; Gig economy.*