

ABSTRAK

Reginaldo Shevchenko

Gaya Kepemimpinan Transformasional, *Innovative Work Behavior* Pekerja
Mudah Sektor Retail Yang Dimediasi *Knowledge Sharing*

Skripsi program gelar jenjang Sarjana Strata I
Fakultas Psikologi Universitas Surabaya
Laboratorium Psikologi Industri Organisasi

Innovative Work Behavior (IWB) yang dimiliki oleh pekerja *fresh graduates* dibutuhkan oleh perusahaan sebagai strategi keberhasilan persaingan kompetitif pada era saat ini. *Innovative Work Behavior* sendiri dapat dipengaruhi oleh gaya kepemimpinan transformasional dan *knowledge sharing*. Penelitian ini bertujuan untuk menguji hubungan antara kepemimpinan transformasional dan *innovative work behavior (IWB)* pada karyawan *fresh graduates* di industri *retail*. Studi ini juga menguji peran mediasi *knowledge sharing* dalam hubungan tersebut. Penelitian ini dilakukan dengan metode kuantitatif dengan *accidental sampling* yang melibatkan 104 responden pekerja *fresh graduates* yang sedang aktif bekerja di perusahaan sektor *retail*. Penelitian dilakukan dengan alat ukur *Innovative Work Behavior Scale (IWBS)*, *Multifactor Leadership Questionnaire 5x (MLQ 5x)*, dan *Knowledge Management Scan (KMS)*. Data dikumpulkan melalui kuesioner dan dianalisis dengan analisis regresi. Temuan penelitian menunjukkan hubungan positif antara kepemimpinan transformasional dan *innovative work behavior (IWB)*. Peran *knowledge sharing* sebagai mediator pada penelitian ini bersifat parsial dalam menghubungkan gaya kepemimpinan transformasional dan *innovative work behavior (IWB)* ($z = 5,731$; $p = 0,001$, $p < 0,05$), dan hubungan antara gaya kepemimpinan transformasional dan *innovative work behavior (IWB)* ($z = 2,261$; $p = 0,001$, $p < 0,05$). Uji hipotesis mendukung temuan penelitian sebelumnya, mengonfirmasi bahwa kepemimpinan transformasional mendukung praktik *knowledge sharing (KS)* dan *innovative work behavior (IWB)* di tempat kerja, sehingga memiliki manfaat teoritis dan praktis bagi universitas, pekerja, atasan perusahaan sektor *retail*. Implikasi temuan ini berguna bagi industri *retail* untuk merumuskan strategi meningkatkan perilaku kerja inovatif karyawan baru lulus.

Kata kunci: Gaya kepemimpinan transformasional, *Innovative Work Behavior (IWB)*, *Fresh Graduate*, *Retail*, *Knowledge Sharing*

ABSTRACT

Reginaldo Shevchenko (150120241)

Transformational Leadership Style, Innovative Work Behavior of Retail Sector Employees Easily Mediated by Knowledge Sharing.

*Faculty of Psychology, University of Surabaya
Industrial-Organizational Psychology Laboratory*

The Innovative Work Behavior (IWB) exhibited by fresh graduate employees is crucial for companies as a strategy for success in the competitive era. Innovative Work Behavior is influenced by transformational leadership and knowledge sharing. This research aims to examine the relationship between transformational leadership and Innovative Work Behavior (IWB) among fresh graduate employees in the retail industry. The study also investigates the mediating role of knowledge sharing in this relationship. This quantitative study used accidental sampling and involved 104 respondents, fresh graduate employees actively working in the retail sector. The research utilized the Innovative Work Behavior Scale (IWBS), Multifactor Leadership Questionnaire 5x (MLQ 5x), and Knowledge Management Scan (KMS) as measurement tools. Data were collected through questionnaires and analyzed using regression analysis. The research findings indicate a positive relationship between transformational leadership and Innovative Work Behavior (IWB). The mediating role of knowledge sharing in this study is partial, connecting transformational leadership and Innovative Work Behavior (IWB) ($z = 5.731$; $p = 0.001$, $p < 0.05$), as well as the relationship between transformational leadership and Innovative Work Behavior (IWB) ($z = 2.261$; $p = 0.001$, $p < 0.05$). Hypothesis testing supports previous research findings, confirming that transformational leadership supports the practice of knowledge sharing (KS) and Innovative Work Behavior (IWB) in the workplace. This has theoretical and practical benefits for universities, employees, and supervisors in the retail sector. The implications of these findings are valuable for the retail industry in formulating strategies to enhance the innovative work behavior of newly graduated employees.

Keywords: Transformational Leadership, Innovative Work Behavior(IWB), Fresh Graduate, Retail, Knowledge Sharing