

ABSTRACT

This study aims to describe and analyze how to improve innovative work behavior through job crafting as an intervening variable on human resources in manufacturing companies. This research is a quantitative research with explanatory and descriptive research types. Using a multi-item survey instrument, a total of 293 respondents had filled out a questionnaire distributed among the employees of PT. Parkland World Indonesia 3 Jepara. Data collected were analyzed using smartPLS application software with structural equation models as well as factor analysis and path analysis to test hypotheses and to assess the mediating effects of variables. The results showed that innovative work behavior was influenced by workaholism behavior and job crafting significantly, but not significantly influenced by transformational leadership. Based on the results of the intervening test, the job crafting variable is not able to mediate the relationship between transformational leadership on innovative work behavior, but partially mediate between workaholism behavior towards innovative work behavior. It is hoped that the results of the research presented in detail can illustrate concrete examples of the application of the main concepts of transformational leadership, workaholism behavior, job crafting and innovative work behavior by objectives.

Keywords: innovative work behavior, transformational leadership, workaholism behavior, job crafting.

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis bagaimana meningkatkan perilaku kerja inovatif melalui *job crafting* sebagai variabel intervening pada SDM di perusahaan manufaktur. Penelitian ini merupakan penelitian kuantitatif dengan jenis penelitian *explanatory* dan deskriptif. Menggunakan instrumen survei multi-item, total 293 responden telah mengisi kuesioner yang didistribusikan di antara karyawan PT. Parkland World Indonesia 3 Jepara. Data yang dikumpulkan dianalisis dengan menggunakan software aplikasi smartPLS dengan model persamaan struktural serta analisis faktor dan analisis jalur untuk menguji hipotesis dan untuk menilai efek mediasi dari variabel. Hasil penelitian menunjukkan bahwa perilaku kerja inovatif dipengaruhi oleh perilaku gila kerja dan *job crafting* secara signifikan, namun tidak dipengaruhi secara signifikan oleh kepemimpinan transformasional. Berdasarkan hasil uji intervening, variabel *job crafting* tidak mampu memediasi hubungan antara kepemimpinan transformasional terhadap perilaku kerja inovatif, namun memediasi secara parsial antara perilaku gila kerja terhadap perilaku kerja inovatif. Diharapkan bahwa hasil penelitian yang disajikan secara rinci dapat menggambarkan contoh nyata penerapan konsep utama dari kepemimpinan transformasional, perilaku gila kerja, *job crafting* dan perilaku kerja inovatif berdasarkan tujuan.

Kata kunci : perilaku kerja inovatif, kepemimpinan transformasional, perilaku gila kerja, *job crafting*.