

MODEL MEDIASI DAN MODERASI PERILAKU INOVATIF PEGAWAI DI MASA PANDEMI COVID-19

Abstrak

Tujuan dari penelitian ini adalah untuk mengembangkan model konseptual pengaruh desain pekerjaan terhadap perilaku inovatif pegawai dengan mengungkapkan motivasi intrinsik sebagai variabel mediasi dan *knowledge sharing* sebagai variabel moderasi. Sampel dalam penelitian ini sebanyak 258 responden, dengan teknik analisis data menggunakan SEM-PLS, WarpPLS 7.0. Temuan dalam penelitian ini desain pekerjaan berpengaruh positif dan signifikan terhadap motivasi intrinsik. Artinya semakin tinggi kualitas desain pekerjaan maka motivasi intrinsik pegawai akan meningkat; Motivasi intrinsik berpengaruh positif dan signifikan terhadap perilaku inovatif. Artinya semakin besar motivasi intrinsik pegawai, maka perilaku inovatif pegawai akan semakin meningkat; Desain pekerjaan berpengaruh positif dan signifikan terhadap perilaku inovatif. Artinya semakin tinggi kualitas dari desain pekerjaan, maka secara signifikan perilaku inovatif pegawai akan semakin meningkat; Motivasi intrinsik memediasi sebagian pengaruh desain pekerjaan terhadap perilaku inovatif. Artinya desain pekerjaan dapat mempengaruhi perilaku inovatif pegawai secara langsung, tetapi pengaruh ini juga dapat dimediasi oleh motivasi intrinsik; Desain pekerjaan berpengaruh positif dan signifikan terhadap *knowledge sharing*. Artinya semakin tinggi kualitas desain pekerjaan maka *knowledge sharing* pegawai akan meningkat secara signifikan; *knowledge sharing* berpengaruh positif dan signifikan terhadap perilaku inovatif. Artinya semakin tinggi tingkat *knowledge sharing*, maka perilaku inovatif pegawai akan semakin meningkat; *knowledge sharing* mampu menguatkan pengaruh antara desain pekerjaan terhadap perilaku inovatif. Semakin tinggi kualitas desain pekerjaan, maka perilaku inovatif pegawai akan meningkat dikarenakan faktor *knowledge sharing* yang dimiliki pegawai meskipun tidak signifikan. Semua temuan penelitian telah dipenuhi syarat yang harus dipenuhi dalam model SEM-PLS terutama *model fit* dan *quality indeces*. Kebaruan penelitian ini mengembangkan konsep perilaku inovatif pegawai yang dikaitkan dengan desain pekerjaan; belum banyak penelitian yang mengkaji motivasi intrinsik sebagai variabel mediasi dan *knowledge sharing* sebagai variabel moderasi dalam satu model penelitian terutama pada pengaruh desain pekerjaan terhadap perilaku inovatif pegawai.

Kata Kunci: Desain Pekerjaan, Motivasi Intrinsik, *Knowledge Sharing*, Perilaku Inovatif

MEDIATION AND MODERATION MODEL OF EMPLOYEE INNOVATIVE BEHAVIOR DURING THE COVID-19 PANDEMIC

Abstract

The aim of this study is to develop a conceptual model of the influence of job design on employee innovative behavior by identifying intrinsic motivation as a mediating variable and knowledge sharing as a moderating variable. The sample for this study consists of 258 respondents, and data analysis was conducted using SEM-PLS, WarpPLS 7.0. The findings of this study show that job design has a positive and significant effect on intrinsic motivation, meaning that the higher the quality of job design, the higher the intrinsic motivation of employees will be. Additionally, intrinsic motivation has a positive and significant effect on innovative behavior. This means that the greater the intrinsic motivation of employees, the more their innovative behavior will increase. Job design has a positive and significant impact on innovative behavior, meaning that the higher the quality of job design, the more significantly employee innovative behavior will increase. Intrinsic motivation partially mediates the influence of job design on innovative behavior, meaning that job design can directly affect employees' innovative behavior, but this effect can also be mediated by intrinsic motivation. Job design has a positive and significant impact on knowledge sharing, meaning that the higher the quality of job design, the more significantly knowledge sharing among employees will increase. Knowledge sharing has a positive and significant impact on innovative behavior, meaning that the higher the level of knowledge sharing, the more employees' innovative behavior will increase. Knowledge sharing can strengthen the relationship between job design and innovative behavior, meaning that the higher the quality of job design, the more employees' innovative behavior will increase due to knowledge sharing, even though it is not significant. All research findings meet the requirements for the SEM-PLS model, particularly model fit and quality indices. The novelty of this research lies in the development of the concept of employee innovative behavior linked to job design; there is limited research that examines intrinsic motivation as a mediating variable and knowledge sharing as a moderating variable within a single research model, particularly regarding the influence of job design on employee innovative behavior.

Keywords: Job Design, Intrinsic Motivation, Knowledge Sharing, Innovative Behavior