

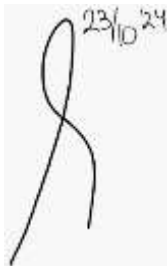
**PENGARUH *EMPOWERING LEADERSHIP*, BUDAYA ORGANISASI
DAN KEPUASAN KERJA TERHADAP PERILAKU INOVATIF PADA
KARYAWAN GENERASI MILENIAL DAN GENERASI Z
DI JAWA TENGAH**

Herna Aji Priyatni

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *empowering leadership*, budaya organisasi, dan kepuasan kerja terhadap perilaku inovatif karyawan generasi milenial dan generasi Z. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 101 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis data menunjukkan bahwa *empowering leadership*, budaya organisasi, dan kepuasan kerja, yang pada gilirannya berdampak positif terhadap perilaku inovatif karyawan. Penelitian ini memberikan implikasi praktis bagi perusahaan di Jawa Tengah dalam mengembangkan strategi kepemimpinan, budaya organisasi dan kepuasan kerja khususnya dalam menghadapi dinamika generasi yang berbeda. Penelitian ini juga menambah literatur yang ada dengan memberikan perspektif regional yang relevan dalam konteks Indonesia.

Kata Kunci: *Empowering leadership, Budaya Organisasi, Kepuasan Kerja dan Perilaku Inovatif.*



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THE INFLUENCE OF EMPOWERING LEADERSHIP, ORGANIZATIONAL CULTURE AND JOB SATISFACTION ON INNOVATIVE BEHAVIOR IN MILLENNIAL AND GENERATION Z EMPLOYEES IN CENTRAL JAVA

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Abstract

Central Java is a province that is still facing problems, where this province has several obstacles, such as a lack of innovation in supporting infrastructure. To overcome these problems, a number of solutions are needed, namely, the integration of supporting sectors, the development of technological innovation, and the optimization of industrial estates and industries that absorb labor. This study aims to analyze the influence of empowering leadership, organizational culture, and job satisfaction on the innovative behavior of millennial generation and Generation Z employees. Primary data collection was carried out using a questionnaire method that was tested for validity and reliability. A multiple linear regression analysis was used in this study. The results of the data analysis showed that empowering leadership, organizational culture, and job satisfaction, which in turn had a positive impact on behavior.

Keywords: *Empowering leadership, Organizational Culture, Job Satisfaction and Innovative Behavior.*