

PENGARUH KEPEMIMPINAN TRANSFORMASIONAL, LINGKUNGAN KERJA DAN MOTIVASI TERHADAP PERILAKU UMKM DI KABUPATEN MAGELANG

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan transformasional, lingkungan kerja dan motivasi terhadap perilaku inovatif UMKM di Kabupaten Magelang. Populasi penelitian ini adalah pelaku UMKM di Kabupaten Magelang. Metode pengambilan sampel yang digunakan adalah metode *non probability sampling* yaitu *purposive sampling*. Sampel yang diperoleh sebanyak 112 responden. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, multikolinieritas, heteroskedastisitas dan uji hipotesis yang meliputi uji t, koefisien determinasi dengan bantuan program *IBM SPSS Statistic* versi 25. Hasil penelitian menunjukkan bahwa: (1) kepemimpinan transformasional berpengaruh positif dan signifikan terhadap perilaku inovatif. (2) lingkungan kerja berpengaruh positif dan signifikan terhadap perilaku inovatif. (3) motivasi berpengaruh positif dan signifikan terhadap perilaku inovatif. Kepemimpinan transformasional, lingkungan kerja dan motivasi berpengaruh terhadap perilaku inovatif.

Kata Kunci: *Kepemimpinan Transformasional, Lingkungan Kerja, Motivasi, Perilaku Inovatif.*

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THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP, WORK ENVIRONMENT, AND MOTIVATION ON THE BEHAVIOR OF MSME IN MAGELANG REGENCY

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Abstract

This study aims to analyze the influence of transformational leadership, work environment, and motivation on the innovative behavior of MSMEs in the Magelang Regency. The study population consisted of MSME operators in the Magelang Regency. The sampling method used was non-probability sampling, specifically purposive sampling, with a sample size of 112. The primary data for this study were collected using a questionnaire distributed via Google Forms, which was tested for validity and reliability. Data analysis was conducted using descriptive analysis; instrument tests, including validity and reliability tests; classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests; and hypothesis testing, including t-tests and determination coefficient analysis, all performed using IBM SPSS Statistics version 25. The results of the study indicate that (1) transformational leadership has a positive and significant effect on innovative behavior; (2) the work environment has a positive and significant effect on innovative behavior; and (3) motivation has a positive and significant effect on innovative behavior. Overall, transformational leadership, the work environment, and motivation influence innovative behavior.

Keywords: *Transformational Leadership, Work Environment, Motivation, Innovative Behavior*