

ABSTRAK

PENGARUH BUDAYA ORGANISASI TERHADAP KETERAMPILAN DAN KREATIVITAS KARYAWAN GENERASI Z DI INDUSTRI KREATIF

Oleh

Muhammad Eka Ardiansyah

Budaya organisasi memiliki peran penting dalam membentuk perilaku, keterampilan, dan kreativitas karyawan, khususnya Generasi Z yang menjadi tenaga kerja dominan di era digital. Penelitian ini bertujuan untuk menganalisis pengaruh budaya organisasi terhadap keterampilan dan kreativitas karyawan Generasi Z di industri kreatif. Penelitian menggunakan pendekatan kuantitatif dengan desain penelitian kausal dan metode survei. Data diperoleh dari 111 responden Generasi Z yang bekerja di subsektor industri kreatif di Kota Bandar Lampung. Instrumen penelitian berupa kuesioner, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan software SPSS 24. Hasil penelitian menunjukkan bahwa budaya organisasi berpengaruh positif dan signifikan terhadap keterampilan serta kreativitas karyawan. Temuan ini menegaskan bahwa semakin baik budaya organisasi yang diterapkan, semakin tinggi keterampilan dan kreativitas yang ditunjukkan oleh karyawan Generasi Z.

Kata kunci: budaya organisasi, keterampilan, kreativitas, Generasi Z, industri kreatif

ABSTRACT

THE INFLUENCE OF ORGANIZATIONAL CULTURE ON SKILLS AND CREATIVITY OF GENERATION Z EMPLOYEES IN THE CREATIVE INDUSTRY

by

Muhammad Eka Ardiansyah

Organizational culture plays an essential role in shaping employee behavior, skills, and creativity, particularly among Generation Z, who dominate today's digital workforce. This study aims to analyze the influence of organizational culture on the skills and creativity of Generation Z employees in the creative industry. The research employed a quantitative approach with a causal design and survey method. Data were collected from 111 Generation Z employees working in creative industry subsectors in Bandar Lampung. A structured questionnaire was used as the research instrument, and the data were analyzed using multiple linear regression with SPSS 24. The results indicate that organizational culture has a positive and significant effect on employee skills and creativity). These findings highlight that a strong organizational culture enhances both skills and creativity among Generation Z employees.

Keywords: *organizational culture, skills, creativity, Generation Z, creative industry*