

## ABSTRAK

### “PENGARUH KEPEMIMPINAN OTENTIK TERHADAP KREATIVITAS KARYAWAN DENGAN *LEADER- MEMBER EXCHANGE* SEBAGAI MEDIATOR PADA KARYAWAN HOTEL DI BANDAR LAMPUNG”

Oleh

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Kreativitas karyawan menjadi salah satu faktor penting dalam menunjang keberhasilan operasional perusahaan. Kreativitas karyawan ini membutuhkan kepemimpinan otentik dan hubungan *leader-member exchange* yang baik antara pemimpin dan karyawan. Hal ini dibutuhkan oleh pemimpin-pemimpin hotel berbintang empat di Bandar Lampung. Penelitian ini bertujuan untuk mengetahui pengaruh kepemimpinan otentik terhadap kreativitas karyawan dengan *leader-member exchange* sebagai mediator pada karyawan hotel di Bandar Lampung. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 110 karyawan internal. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa tidak semua hipotesis didukung oleh penelitian ini, yakni kepemimpinan otentik berpengaruh positif namun tidak signifikan secara langsung terhadap kreativitas karyawan, sedangkan *leader-member exchange* ditemukan memediasi secara positif dan signifikan pengaruh kepemimpinan otentik terhadap kreativitas karyawan. Saran hasil penelitian adalah pimpinan perlu lebih terbuka dalam menunjukkan refleksi diri dan mengakui keterbatasan di hadapan tim, manajemen hotel harus lebih gencar membangun *self-efficacy* karyawan melalui program pengembangan kompetensi internal, serta pimpinan dan perusahaan perlu meningkatkan kapasitas profesional dan pengetahuan teknis industri modern melalui fasilitas pelatihan manajerial tingkat lanjut.

**Kata Kunci:** Kepemimpinan Otentik, Kreativitas Karyawan, *Leader-Member Exchange*.

**ABSTRACT**

**“THE INFLUENCE OF AUTHENTIC LEADERSHIP ON EMPLOYEE  
CREATIVITY WITH LEADER-MEMBER EXCHANGE AS A  
MEDIATOR OF HOTEL EMPLOYEES  
IN BANDAR LAMPUNG”**

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*Employee creativity is one of the key factors in supporting the operational success of a company. This creativity requires authentic leadership and a good leader-member exchange relationship between leaders and employees. This is needed by the leaders of four-star hotels in Bandar Lampung. This study aims to determine the effect of authentic leadership on employee creativity with leader-member exchange as a mediator among hotel employees in Bandar Lampung. The study uses a quantitative approach with purposive sampling techniques on 110 internal employees. Data were collected through questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results of the study indicate that not all hypotheses are supported by this study, namely that authentic leadership has a positive but not significant direct effect on employee creativity, while leader-member exchange was found to positively and significantly mediate the effect of authentic leadership on employee creativity. The recommendations from this study are that leaders need to be more open in demonstrating self-reflection and acknowledging limitations in front of their teams, hotel management must be more aggressive in building employee self-efficacy through internal competency development programs, and leaders and companies need to improve their professional capacity and technical knowledge of the modern industry through advanced managerial training facilities.*

**Keywords:** *Authentic Leadership, Employee Creativity, Leader-Member Exchange.*