

ABSTRAK

Alfandy Hanson Wicaksono:

Skripsi

Pengaruh *Transformational Leadership* terhadap *Employee Creativity* melalui *Trustworthiness* pada Perajin Batik di Solo

Penelitian ini bertujuan untuk mengetahui *transformational leadership* terhadap *employee creativity* melalui *trustworthiness* pada Perajin Batik di Solo. Penelitian ini dilakukan di Solo, dengan sampel sebanyak 100 responden yang diambil dengan metode *purposive sampling*. Data dianalisis secara kuantitatif dengan menggunakan PLS. Hasil penelitian menunjukkan bahwa *trustworthiness* secara parsial berpengaruh terhadap *employee creativity*; *transformational leadership* tidak berpengaruh terhadap *employee creativity*; serta secara keseluruhan, *transformational leadership* berpengaruh terhadap *employee creativity* jika melalui *trustworthiness*.

Kata Kunci:

Transformational leadership, trustworthiness, employee creativity.

ABSTRACT

Alfandy Hanson Wicaksono:

Thesis

The Effect of Transformational Leadership on Employee Creativity through Trustworthiness at Batik Crafters in Solo

This study aims to determine the transformational leadership on employee creativity through trustworthiness at Batik Crafters in Solo. This research was conducted in Solo, with a sample of 100 respondents taken by purposive sampling method. Data were analyzed quantitatively using PLS. The results showed that trustworthiness partially affects employee creativity; transformational leadership does not affect employee creativity; and overall, transformational leadership influences employee creativity if through trustworthiness.

Keywords:

Transformational leadership, trustworthiness, employee creativity.

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