CREATIVITY AND ROLE LEADERS TO WORKER PRODUCTIVITY MEDIATED INNOVATION AND MOTIVATION (STUDY AT PT. AGUNG TIRTA LESTARI)

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ABSTRACT

The purpose of this study is to find out how the role of leaders in improving worker productivity mediated innovation and motivation, where different leadership roles are able to facilitate organizational climate that supports creativity. The research was conducted at a leading freight forwarding company for liquid products in Indonesia. The model was assessed using Structural Equation Modeling (SEM) Structured Equation Structure (AMOS) Structure Analysis. The findings suggest that leadership roles are conceptually different and that organizational structures are important for the leader's ability to create a climate that supports creativity. The results also show that leadership behaviors that serve workers can create a climate that supports creativity. Furthermore, innovation and worker motivation are found as an important dimension to improving the creative climate.

Keywords: Creativity, Leadership, Leadership Serve, Motivation, Innovation.