

ABSTRAK

Alvina Arzety Putri. 2026. Pengaruh *Proactive Personality* dan *Self-Efficacy* Terhadap *Innovative Work Behavior* Dengan *Knowledge Sharing* Sebagai Variabel Mediasi Pada PT PLN (Persero) UP3 Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi danB Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E., M.M., Pembimbing (II) Robby Sandhi Dessyarti, S.E., M.M.

Transformasi digital dan tuntutan *Society 5.0* telah mendorong meningkatnya kebutuhan akan tenaga kerja yang inovatif, kondisi ini berhadapan dengan fenomena *educational-job mismatch* yang menjadi persoalan struktural di pasar tenaga kerja Indonesia, termasuk pada sektor BUMN. Penelitian ini bertujuan untuk memperoleh bukti empiris mengenai pengaruh *proactive personality* dan *self-efficacy* terhadap *innovative work behavior*, baik secara langsung maupun melalui *knowledge sharing* sebagai variabel mediasi, pada karyawan PT PLN (Persero) UP3 Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *non-probability sampling* berupa sampel jenuh (*total sampling*) yang penelitian mencakup seluruh karyawan PT PLN (Persero) UP3 Madiun yang berjumlah 106 orang. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling – Partial Least Square* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS versi 4.0, mencakup evaluasi model pengukuran (*outer model*) dan evaluasi model struktural (*inner model*) untuk menguji hubungan antarkonstruk dan hipotesis penelitian.
Kata Kunci: *Proactive Personality*, *Self-Efficacy*, *Innovative Work Behavior*, *Knowledge Sharing*

ABSTRACT

Alvina Arzety Putri. 2026. *The Influence of Proactive Personality and Self-Efficacy on Innovative Work Behavior: The Mediating Role of Knowledge Sharing at PT PLN (Persero) UP3 Madiun*. Thesis. Management Department, Economic and Business Faculty, Universitas PGRI Madiun. Advisor: Dr. Karuniawati Hasanah, S.E., M.M., Co. Advisor: Robby Sandhi Dessyarti, S.E., M.M.

Keywords: Proactive Personality, Self-Efficacy, Innovative Work Behavior, Knowledge Sharing.

Digital transformation and the demands of Society 5.0 have increased the need for an innovative workforce. However, this condition is confronted with the phenomenon of educational-job mismatch, which has become a structural issue in Indonesia's labor market, including the state-owned enterprise (SOE) sector. This study aims to obtain empirical evidence regarding the effects of proactive personality and self-efficacy on innovative work behavior, both directly and indirectly through knowledge sharing as a mediating variable, among employees of PT PLN (Persero) UP3 Madiun. This study employed a quantitative approach with a non-probability sampling technique using saturated sampling (total sampling), encompassing all 106 employees of PT PLN (Persero) UP3 Madiun. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS version 4.0 software. The analysis included the evaluation of the measurement model (outer model) and the structural model (inner model) to examine the relationships among constructs and test the research hypotheses.