

ABSTRAK

Risda Putri Regina.2026. Peran *personality traits* terhadap *innovative performance* melalui *knowledge sharing* (Studi Kasus pada Karyawan Sektor Jasa di Kota Madiun). Skripsi, Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Karuniawati Hasanah, S.E, M.M. Pembimbing II : Robby Sandhi Dessyarti, S.E, M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *personality traits* terhadap *innovative performance* melalui *knowledge sharing* pada karyawan sektor jasa di Kota Madiun. Penelitian menggunakan metode kuantitatif dengan 384 responden dan dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *personality traits* berpengaruh positif dan signifikan terhadap *knowledge sharing* dan *innovative performance*. *Knowledge sharing* juga berpengaruh positif dan signifikan terhadap *innovative performance* serta mampu memediasi hubungan antara *personality traits* dan *innovative performance*. Temuan ini menunjukkan bahwa individu dengan *personality traits* yang baik cenderung lebih aktif dalam melakukan *knowledge sharing*, sehingga dapat meningkatkan *innovative performance*.

Kata Kunci: *Personality traits, innovative performance, knowledge sharing, Karyawan Sektor Jasa.*

ABSTRACT

Risda Putri Regina, 2026. The Role of Personality traits on Innovative Performance through Knowledge sharing (A Case Study of Service Sector Employees in Madiun City). Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Karuniawati Hasanah, SE, M.M. Supervisor II: Robby Sandhi Dessyarti, S.E, M.M.

This study aims to analyze the influence of personality traits on innovative performance through knowledge sharing among service sector employees in Madiun City. Using a quantitative method with 384 respondents and PLS-SEM analysis, the results show that personality traits positively and significantly affect knowledge sharing and innovative performance. Knowledge sharing also positively affects innovative performance and mediates the relationship between personality traits and innovative performance. These findings indicate that employees with positive personality traits tend to actively share knowledge, which supports the improvement of innovative performance.

Keywords: *Personality traits, Innovative Performance, Knowledge sharing, Service Sector Employees.*