ABSTRAK

Risma Izha Rahmadia 2026. Peran *Innovative Climate* Sebagai Variabel Moderator Dalam Memperkuat Pengaruah *Social Support* Terhadap *Innovative Work Behavior* Pada Pegawai Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Ibu Dr. Karuniawati Hasanah, S. E., M. M., Pembimbing (II) Ibu Erma Wulan Sari, S. Pd., M. Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh *social support* terhadap *innovative work behavior* (IWB), pengaruh *innovative climate* terhadap IWB, serta menguji peran *innovative climate* dalam memoderasi pengaruh *social support* terhadap IWB pada pegawai Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun. Penelitian dilatarbelakangi oleh tuntutan transformasi digital pada sektor pelayanan publik yang menjadikan perilaku kerja inovatif pegawai sebagai sumber keunggulan kompetitif, di tengah risiko *technostress* akibat intensitas penggunaan teknologi. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi sekaligus sampel sebanyak 44 pegawai Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun, yang ditentukan melalui teknik *sampling jenuh* (sensus). Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Partial Least Squares–Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *social support* berpengaruh positif dan signifikan terhadap *innovative work behavior*. *Innovative climate* juga berpengaruh positif dan signifikan terhadap *innovative work behavior*. Selain itu, *innovative climate* terbukti memoderasi secara positif dan signifikan pengaruh *social support* terhadap *innovative work behavior*, yang berarti semakin kondusif iklim inovatif organisasi, semakin kuat pengaruh dukungan sosial terhadap perilaku kerja inovatif pegawai.

Kata kunci: *social support*, *innovative climate*, *innovative work behavior*

ABSTRACT

Risma Izha Rahmadia. 2026. The Role of Innovative Climate as a Moderating Variable in Strengthening the Effect of Social Support on Innovative Work Behavior among Employees of Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M., Supervisor (II) Erma Wulan Sari, S.Pd., M.Ak.

This study aims to analyze the effect of social support on innovative work behavior (IWB), the effect of innovative climate on IWB, and to examine the moderating role of innovative climate in strengthening the effect of social support on IWB among employees of Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun. The study is motivated by the demands of digital transformation in the public service sector, which has made employees' innovative work behavior a source of competitive advantage, amid the risk of technostress arising from increasingly intensive technology use. This research employed a quantitative approach with a population and sample of 44 employees of Dinas Kependudukan dan Pencatatan Sipil Kabupaten Madiun, determined through a saturated sampling (census) technique. Data were collected through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that social support has a positive and significant effect on innovative work behavior. Innovative climate also has a positive and significant effect on innovative work behavior. Furthermore, innovative climate is proven to positively and significantly moderate the effect of social support on innovative work behavior, indicating that the more conducive an organization's innovative climate, the stronger the effect of social support on employees' innovative work behavior.

Keywords: *social support, innovative climate, innovative work behavior.*