

## ABSTRAK

Intan Febriyana. 2025. Pengaruh Meaning of Work, Work Environment, dan Proactive Personality terhadap Employee Creativity (Studi Kasus pada PDAM Tirta Taman Sari Kota Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Heny Sidanti, S.E., M.M., Pembimbing II: Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh meaning of work, work environment, dan proactive personality terhadap employee creativity pada karyawan PDAM Tirta Taman Sari Kota Madiun. Kreativitas karyawan merupakan elemen penting dalam menciptakan inovasi dan meningkatkan daya saing organisasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 80 responden. Data dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa ketiga variabel independen, yaitu meaning of work, work environment, dan proactive personality, secara parsial berpengaruh positif dan signifikan terhadap employee creativity. Temuan ini menunjukkan bahwa makna kerja yang dirasakan karyawan, lingkungan kerja yang mendukung, serta kepribadian proaktif secara bersama-sama dapat meningkatkan kreativitas karyawan. Implikasi praktis dari penelitian ini mendorong manajemen untuk membangun budaya kerja yang bermakna, menciptakan lingkungan kerja yang kondusif, serta memfasilitasi pengembangan kepribadian proaktif guna mendukung produktivitas dan inovasi karyawan.

**Kata Kunci:** Meaning of Work, Work Environment, Proactive Personality, Employee Creativity.

## **ABSTRACT**

*The Effect of Meaning of Work, Work Environment, and Proactive Personality towards Employee Creativity (Case Study at PDAM Tirta Taman Sari, Madiun City).*

*This study aims to analyze the influence of meaning of work, work environment, and proactive personality towards employee creativity among employees at PDAM Tirta Taman Sari, Madiun City. Employee creativity is a crucial element in creating innovation and increasing organizational competitiveness. This study used a quantitative approach with a survey method involving 80 respondents. Data were analyzed using multiple linear regression. The results show that the three independent variables—meaning of work, work environment, and proactive personality—have a partial positive and significant effect towards employee creativity. These findings suggest that employees' perceived meaningful work, a supportive work environment, and proactive personality can collectively enhance employee creativity. The practical implications of this study encourage management to build a meaningful work culture, create a conducive work environment, and facilitate the development of proactive personalities to support employee productivity and innovation.*

*Keywords: Meaning of Work, Work Environment, Proactive Personality, Employee Creativity.*