ABSTRAK

Judul : Pengaruh Personality Traits Terhadap *Innovative Work Behavior* Melalui *Cyberloafing* dan *Knowledge Sharing*
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Tujuan penelitian ini untuk mengetahui pengaruh *personality traits* terhadap *innovative work behavior* melalui *cyberloafing* dan *knowledge sharing*. Penelitian ini dilakukan kepada generasi milenial di wilayah Tangerang dengan jumlah responden 160. Responden penelitian ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan menggunakan skala interval 4 poin untuk mengukur 32 indikator. Teknik analisis data menggunakan *analysis path*. Hasil penelitian ini membuktikan bahwa *personality traiys* berpengaruh positif dan signifikan terhadap *cyberloafing*, *personality traits* berpengaruh positif dan signifikan terhadap *knowledge sharing*, *personality traits* berpengaruh positif dan signifikan terhadap *innovative work behavior*, *cyberloafing* tidak berpengaruh positif dan signifikan terhadap *innovative work behavior* dan *knowledge sharing* berpengaruh secara positif dan signifikan terhadap *innovative work behavior*. Pada penelitian ini ada pengaruh secara tidak langsung terhadap *innovative work behavior* yaitu pengaruh *personality traits* berpengaruh positif dan signifikan terhadap *innovative work behavior* melalui *knowledge sharing* dan pengaruh *personality traits* berpengaruh positif dan signifikan terhadap *innovative work behavior* melalui *cyberloafing* dan *knowledge sharing*.

Kata kunci: *personality traits*, *cyberloafing* , *knowledge sharing* **dan** *innovative work behavior*.

ABSTRACT

Title: The Influence of Personality traits on Innovative Work Behavior through Cyberloafing and Knowledge Sharing
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This study was to determine the effect of personality traits on innovative work behavior through cyberloafing and knowledge sharing. This research was conducted to millennial generation in the Tangerang region with 160 respondents. The research respondents were determined using purposive sampling technique. Data collection was carried out by distributing questionnaires using a 4-point interval scale to measure 32 indicators. Data analysis technique uses analysis path. The results of this study prove that personality traits have a positive and significant effect on cyberloafing, personality traits have a positive and significant effect on knowledge sharing, personality traits have a positive and significant effect on innovative work behavior, cyberloafing has no positive and significant effect on innovative work behavior and knowledge sharing has an effect positive and significant impact on innovative work behavior. In this study there is an indirect effect on innovative work behavior, namely the influence of personality traits has a positive and significant effect on innovative work behavior through knowledge sharing and the influence of personality traits has a positive and significant effect on innovative work behavior through cyberloafing and knowledge sharing.

Key words: personality traits, cyberloafing, knowledge sharing and innovative work behavior.