

ABSTRAK

Anisah Viranti, Pengaruh Lingkungan Kerja, Motivasi dan Budaya Organisasi Terhadap Kreativitas (Studi Kasus pada Karyawan PT. X Divisi Produksi dan News). (Dibimbing oleh Lia Amalia)

Penelitian ini bertujuan untuk mengetahui ada tidaknya pengaruh Lingkungan Kerja, Motivasi dan Budaya Organisasi terhadap Kreativitas karyawan PT. X Divisi Produksi dan News. Teknik analisis data menggunakan analisis regresi linier berganda. Sampel yang diambil sebanyak 100 responden, yaitu karyawan aktif divisi tim kreatif yang terdiri dari divisi produksi dan divisi news pada PT. X. Penentuan sampel dengan teknik *Probability Sampling* dengan menggunakan metode slovin.

Berdasarkan hasil penelitian dapat disimpulkan bahwa Lingkungan Kerja berpengaruh positif terhadap Kreativitas karyawan PT. X divisi produksi dan news. Motivasi berpengaruh positif terhadap kreativitas karyawan PT. X divisi produksi dan news. Budaya Organisasi berpengaruh positif terhadap kreativitas karyawan PT. X divisi produksi dan news. Variabel yang paling dominan berpengaruh adalah Lingkungan Kerja terhadap Kreativitas karyawan PT. X divisi produksi dan news.

Kata Kunci : Lingkungan Kerja, Motivasi, Budaya Organisasi dan Kreativitas.



ABSTRACT

Anisah Viranti, The Influence Work Environment, Motivation and Organization Culture Against Creativity (Case Study on Employees of PT. X Production and News Divisions). (Supervised by Lia Amalia).

This study aims to determine whether there is influence of Work Environmental, Motivation and Organization Culture on the Creativity of employees of PT. X production and news divisions. Data analysis techniques using multiple linear regression analysis. Samples taken as many as 100 respondents, the active employees of the creative team division consisting of production division and news division at PT. X. Determination of sample with probability sampling technique by using slovin method.

Based on the results of the study can be concluded that the Work Environment positive effect on the creativity of employees of PT. X production and news divisions. Motivation has a positive effect on the creativity of employees of PT. X production and news divisions. Organization Culture has a positive effect on the creativity of employees of PT. X production and news divisions. The most dominant variable is the Work Environment on the creativity of employees of PT. X production and news divisions.

Keywords: *Work Environment, Motivation, Organizational Culture and Creativity.*