

ABSTRAK

PENGARUH PERILAKU INOVATIF TERHADAP KINERJA DENGAN KOMPETENSI SEBAGAI VARIABEL MEDIATOR *Hairstylist* Salon Di Kota Tasikmalaya

Oleh:
Mohammad Kevin Ramdhani
203402094

Pembimbing I: Indi Ramadhani

Pembimbing II: Gusti Tia Ardiani

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh perilaku inovatif dan kompetensi terhadap kinerja *hairstylist* di salon Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode survei. Data primer diperoleh langsung melalui penyebaran kuesioner kepada 26 responden *hairstylist* salon yang berada di Kota Tasikmalaya. Data dianalisis menggunakan analisis regresi mediasi dengan metode product of coefficient (uji sobel). Hasil penelitian menyatakan bahwa perilaku inovatif berpengaruh positif signifikan terhadap kompetensi *hairstylist* salon di Kota Tasikmalaya, perilaku inovatif berpengaruh positif signifikan terhadap kinerja *hairstylist* salon di Kota Tasikmalaya dan kompetensi secara positif dan signifikan dapat memediasi pengaruh perilaku inovatif terhadap kinerja *hairstylist* salon di Kota Tasikmalaya.

Kata Kunci : Perilaku inovatif, Kompetensi, Kinerja karyawan

ABSTRACT

THE INFLUENCE OF INNOVATIVE BEHAVIOR ON PERFORMANCE WITH COMPETENCY AS A MEDIATOR VARIABLE *Hairstylist Salon in Tasikmalaya City*

By:
Mohammad Kevin Ramdhani
203402094

Guide I: Indi Ramadhani

Guide II: Gusti Tia Ardiani

The research aims to determine and analyze the influence of innovative behavior and competence on the performance of hairstylists in Tasikmalaya City salons. The research method used is a survey method. Primary data was obtained directly by distributing questionnaires to 26 salon hairstylist respondents in Tasikmalaya City. Data were analyzed using mediation regression analysis with the product of the coefficient method (Sobel test). The results of the research state that innovative behavior has a significant positive effect on the competency of salon hairstylists in Tasikmalaya City, innovative behavior has a significant positive effect on the performance of salon hairstylists in Tasikmalaya City and competence can positively and significantly mediate the influence of innovative behavior on the performance of salon hairstylist in Tasikmalaya City.

Keywords: Innovative Behavior, Competency, and Employee Performance