

The Effect of Servant Leadership, Organizational Culture and Work Creative Behavior on HR Performance

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Abstract

This study examines the influence of Work Creative Behavior, Servant Leadership, and Organizational Culture on employee performance at the Central Java Tribune. Using a survey method on 67 employees, validity and reliability tests were conducted to ensure the accuracy of the research instrument. Multiple linear regression analysis shows that the three variables have a positive and significant influence on employee performance. Work Creative Behavior improves performance through creative ideas and innovation. Servant Leadership, which supports employee development, contributes positively to performance. In addition, a conducive Organizational Culture was shown to encourage better employee performance. This research shows the importance of strengthening work creativity, implementing servant leadership, and developing a strong organizational culture to improve employee performance at the Central Java Tribune. The practical implication is that management must focus on performance improvement strategies through these three aspects.

Keywords: Work Creative Behavior, Servant Leadership, Organizational Culture, Employee Performance, Central Java Tribune.