

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kompetensi Sumber Daya Manusia (SDM) dan Team Work terhadap Kinerja Program melalui Tingkat Kreativitas Kerja pada BRILian Student Ambassador. Permasalahan penelitian didasarkan pada masih rendahnya kompetensi SDM, efektivitas kerja tim, kreativitas kerja, dan kinerja program yang berdampak pada pencapaian tujuan organisasi. Penelitian menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi penelitian adalah anggota BRILian Student Ambassador dengan sampel sebanyak 96 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan Variance-Based Structural Equation Modeling (VB-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa kompetensi SDM berada pada kategori tidak baik, team work berada pada kategori kurang baik, kreativitas kerja berada pada kategori tidak baik, dan kinerja program berada pada kategori kurang baik. Hasil analisis verifikatif membuktikan bahwa kompetensi SDM dan team work berpengaruh positif dan signifikan terhadap kreativitas kerja, baik secara parsial maupun simultan. Kreativitas kerja juga berpengaruh positif dan signifikan terhadap kinerja program. Selain itu, kreativitas kerja terbukti memediasi secara parsial pengaruh kompetensi SDM dan team work terhadap kinerja program. Temuan ini menunjukkan bahwa peningkatan kompetensi SDM dan efektivitas kerja tim perlu diikuti dengan pengembangan kreativitas kerja agar mampu meningkatkan keberhasilan pelaksanaan program secara optimal.

Kata Kunci: Kompetensi SDM, Team Work, Kreativitas Kerja, Kinerja Program, BRILian Student Ambassador.

ABSTRACT

This study aims to analyze the influence of Human Resource (HR) Competency and Teamwork on Program Performance through Work Creativity among BRILian Student Ambassadors. The research was motivated by the relatively low levels of HR competency, teamwork effectiveness, work creativity, and program performance, which affect the achievement of organizational objectives. This research employed descriptive and verification methods using a quantitative approach. The study involved 96 respondents selected from BRILian Student Ambassadors. Data were collected through questionnaires and analyzed using Variance-Based Structural Equation Modeling (VB-SEM) with SmartPLS 4 software. The results indicate that HR competency was categorized as poor, teamwork as less favorable, work creativity as poor, and program performance as less favorable. The verification analysis revealed that HR competency and teamwork have a positive and significant effect on work creativity, both partially and simultaneously. Furthermore, work creativity has a positive and significant effect on program performance. The findings also demonstrate that work creativity partially mediates the relationship between HR competency and teamwork with program performance. These results imply that improving HR competency and teamwork effectiveness should be accompanied by the enhancement of work creativity to optimize program performance and organizational success.

Keywords: Human Resource Competency, Teamwork, Work Creativity, Program Performance, BRILian Student Ambassador.