

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan signifikan antara *perceived organizational support* dengan perilaku inovatif karyawan *coffee shop* di kota Pontianak. Hipotesis dalam penelitian ini adalah terdapat hubungan positif antara *perceived organizational support* dengan perilaku inovatif karyawan *coffee shop* di kota Pontianak. Subjek dalam penelitian ini berjumlah 93 karyawan *coffee shop* di kota Pontianak yang kriterianya berjenis kelamin perempuan atau laki – laki, minimal pengalaman 1 tahun, dan usia 18 – 26 tahun. Pengumpulan data menggunakan Skala POS dan Skala Perilaku Inovatif. Menganalisis data menggunakan teknik uji korelasi *product moment*, diperoleh nilai korelasi sebesar 0,514 dengan $p = 0,000$ ($p < 0,050$) yang menunjukkan ada hubungan signifikan antara *perceived organizational support* dengan perilaku inovatif karyawan *coffee shop* di kota Pontianak. Diterimanya hipotesis dalam penelitian ini menunjukkan koefisien determinasi (R^2) sebesar 0,264 yang berarti variabel *perceived organizational support* telah memberikan sumbangan positif sebesar 26,4% terhadap perilaku inovatif dan sisanya sebesar 73,6% yang dipengaruhi oleh faktor-faktor lainnya yang tidak diuji dalam penelitian ini.

Kata kunci : *coffee shop*, *perceived organizational support*, perilaku inovatif

ABSTRACT

This study aims to determine the significant relationship between perceived organizational support and the innovative behavior of coffee shop employees in the city of Pontianak. The hypothesis in this study is that there is a positive relationship between perceived organizational support and the innovative behavior of coffee shop employees in the city of Pontianak. The subjects in this study were 97 coffee shop employees in the city of Pontianak whose criteria were female or male, a minimum of 1 year experience, and around 18-26 year old. Collecting data using POS Scale and Innovative Behavior Scale. Analyzing the data using the product moment correlation test technique, obtained a correlation value of 0,514 with $p = 0,000$ ($p < 0,050$) which indicates a significant relationship between perceived organizational support and the innovative behavior of coffee shop employees in the city of Pontianak. The acceptance of the hypothesis in this study shows a coefficient of determination (R^2) of 0,264 which means that perceived organizational support provides an effective contribution of 26,4% to innovative behavior and the remaining 73,6% is influenced by other factors not tested in this study.

Keywords: coffee shop, perceived organizational support, innovative behavior