

ABSTRAK

Miranda Aulia, 71180312083, Pengaruh Kreativitas Dan Kualitas SDM Terhadap Efektivitas Kerja Pegawai Di PT. Nabila Berkah Konsultan Medan

Rumusan masalah dalam skripsi ini adalah bagaimana pengaruh kreativitas terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan, bagaimana pengaruh kualitas SDM terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan, bagaimana pengaruh kreativitas dan kualitas SDM terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kreativitas terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan, pengaruh kualitas SDM terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan, pengaruh kreativitas dan kualitas SDM terhadap efektivitas kerja pegawai di PT. Nabila Berkah Konsultan Medan

Populasi dalam penelitian ini adalah seluruh pegawai PT. Nabila Berkah Konsultan Medan yaitu berjumlah 40 orang pegawai dan yang dijadikan sampel adalah keseluruhan jumlah populasi. Data diperoleh melalui data instansi, data perpustakaan dan literatur-literatur. Teknik pengambilan data penulis lakukan melalui wawancara (*interview*) dan studi dokumen. Teknik analisis data penulis lakukan melalui metode analisis deskriptif dan metode analisis regresi linear berganda.

Hasil penelitian ini menjelaskan bahwa ada pengaruh yang signifikan antara kreativitas terhadap efektivitas kerja pegawai sehingga dengan demikian secara parsial ada pengaruh yang signifikan antara kreativitas terhadap efektivitas kerja. Ada pengaruh yang signifikan antara kualitas SDM terhadap efektivitas kerja, karena menurut hasil uji statistik terdapat pengaruh positif variabel kualitas SDM terhadap variabel efektivitas kerja. Dengan demikian secara parsial ada pengaruh yang signifikan antara kualitas SDM terhadap efektivitas kerja. Kreativitas dan kualitas SDM secara simultan memiliki pengaruh terhadap efektivitas kerja pegawai.

Kata Kunci : Kreativitas, Kualitas SDM, Efektivitas Kerja.

ABSTRACT

Miranda Aulia, 71180312083, *The Effect of Creativity and Quality of Human Resources on Employee Work Effectiveness at PT. Nabila Blessing Medan Consultant.*

The formulation of the problem in this thesis is how the effect of creativity on the work effectiveness of employees at PT. Nabila Berkah Consultant Medan, how does the quality of human resources affect the work effectiveness of employees at PT. Nabila Berkah Consultant Medan, how the influence of creativity and quality of human resources on the work effectiveness of employees at PT. Nabila Berkah Consultant Medan. The purpose of this study was to determine and analyze the effect of creativity on the work effectiveness of employees at PT. Nabila Berkah Consultant Medan, the influence of the quality of human resources on the work effectiveness of employees at PT. Nabila Berkah Consultant Medan, the influence of creativity and quality of human resources on the work effectiveness of employees at PT. Nabila Blessing Medan Consultant.

The population in this study were all employees of PT. Nabila Berkah Consultant Medan totaling 40 employees and the sample is the entire population. Data obtained through agency data, library data and literatures. The author's data collection technique was done through interviews (interviews) and document studies. The data analysis technique of the writer is done through descriptive analysis method and multiple linear regression analysis method.

The results of this study explain that there is a significant influence between creativity on employee work effectiveness so that partially there is a significant influence between creativity on work effectiveness. There is a significant influence between the quality of human resources on work effectiveness, because according to the results of statistical tests there is a positive effect of the quality of human resources on the work effectiveness variable. Thus partially there is a significant influence between the quality of human resources on work effectiveness. The creativity and quality of human resources simultaneously have an influence on the effectiveness of employees' work.

Keywords: Creativity, Human Resources Quality, Work Effectiveness