

ABSTRACT

Business competition in Indonesia and the world is getting tighter. Similarly in educational institutions, people are getting smarter in choosing a good college. Telkom University is one of the educational institutions that represent the largest private universities in Indonesia with the number of employees, lecturers and students. This study uses the variables of work complexity, subordinate-subordinate relationships, intrinsic motivation, creativity and performance.

The purpose of this study was to determine the effect of the correlation between work complexity and subordinate-to-intrinsic motivation, intrinsic motivation on creativity and creativity relationship to performance on Telkom University employees.

This research method using quantitative method. Data collection was 200 respondents ie Telkom University employees consisting of lecturers and TPA. This research use probability sampling method with simple random sampling type. This research uses structural equation model (SEM) and using ordinal scale with 26 questions.

The results of this study indicate the variables of significant work complexity to intrinsic motivation variables, intrinsic motivation variables significant to creativity variables and creativity variables to performance variables.

Researchers contribute to examining the relationships among 5 variables and classifying the conceptual systems that are suitable for comparing and proving differences in research. This research is expected to be useful for various parties.

Keywords: Telkom University, Structural Equation Model (SEM), Work Complexity, Under-employment Relationship, Intrinsic Motivation, Creativity, Performance.