ABSTRACT

The aim of this study is to understand and analyze the work creativity and innovative behavior of employees at Balans, as well as to determine and analyze the partial and simultaneous effects of work creativity and innovative behavior on employee performance at Balans.

Method used in this study is causal descriptive analysis. The population and sample for this study are the employees of Balans Jakarta. The sampling method used is saturated sampling, with a total of 35 respondents. Causal research is conducted using the multiple linear regression analysis method, and data processing is done using SPSS ver.25 software for Windows.

The results of the descriptive study indicate that Employee Performance falls into the good category. The value of Work Creativity falls into the good category. Innovative Behavior is in the good category as well. Work Creativity and Innovative Behavior have a significant simultaneous influence on Employee Performance at Balans Jakarta, but they do not have a significant partial influence.

Keywords: Human Resources (HR), Work Creativity, Innovative Behavior, Employee Performance.