

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Digital Knowledge Sharing terhadap perilaku kreatif, pengaruh Digital Knowledge Sharing terhadap kinerja agen, pengaruh perilaku kreatif terhadap kinerja, serta peran mediasi perilaku kreatif dalam hubungan tersebut. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survey, dan data dianalisis menggunakan Partial Least Square (PLS). Populasi penelitian meliputi agen asuransi yang tergabung dalam AAJI di Jawa Timur yang aktif bekerja dan menerapkan sistem kerja hybrid, dengan sampel sejumlah 120 responden yang dipilih menggunakan teknik purposive sampling. Instrumen penelitian terdiri dari kuesioner yang mengukur Digital Knowledge Sharing, perilaku kreatif, dan kinerja agen. Hasil penelitian menunjukkan bahwa Digital Knowledge Sharing berpengaruh positif dan signifikan terhadap perilaku kreatif serta kinerja agen. Perilaku kreatif juga berpengaruh positif terhadap kinerja, dan terbukti memediasi hubungan antara Digital Knowledge Sharing dan kinerja agen. Hasil penelitian ini menegaskan bahwa kemampuan agen dalam berbagi pengetahuan digital dan mengekspresikan kreativitas merupakan kunci dalam meningkatkan kinerja kerja, khususnya dalam konteks kerja hybrid. Penelitian ini memberikan implikasi teoritis bagi pengembangan literatur manajemen sumber daya manusia dan perilaku organisasi, serta manfaat praktis bagi perusahaan dalam merancang strategi pengelolaan pengetahuan dan peningkatan kinerja agen.

Kata kunci: *Digital Knowledge Sharing, Perilaku Kreatif, Kinerja Agen*

ABSTRACT

This research aims to analyze the influence of Digital Knowledge Sharing on creative behavior, the influence of Digital Knowledge Sharing on agent performance, the influence of creative behavior on performance, and the mediating role of creative behavior in that relationship. The research method used is quantitative with a survey approach, and the data is analyzed using Partial Least Square (PLS). The study population consists of insurance agents who are members of AAJI in East Java and who are actively working and implementing a hybrid work system, with a sample of 120 respondents selected using purposive sampling technique. The research instrument consists of a questionnaire that measures Digital Knowledge Sharing, creative behavior, and agent performance. The research results show that Digital Knowledge Sharing has a positive and significant impact on creative behavior and agent performance. Creative behavior also positively affects performance and has been proven to mediate the relationship between Digital Knowledge Sharing and agent performance. The results of this study affirm that the agents' ability to share digital knowledge and express creativity is key to improving work performance, especially in the context of hybrid work. This research provides theoretical implications for the development of human resource management and organizational behavior literature, as well as practical benefits for companies in designing knowledge management strategies and improving agent performance.

Keywords: Digital Knowledge Sharing, Creative Behavior, Agent Performance