

ABSTRACT

Creative organization demanded to be always innovating in accordance with current trends. Many factors that force an organization become more innovative creative. Organizations that are always innovative vision for the future always have a planned and measured. Therefore, organizations must be able to implement that vision into a mission that must be executed in each section, one of which is the creative performance of the organization.

The purpose of this study is to analyze the influence of personality, attitude, and leadership to the creative performance (Study on the creative organization in the city of Semarang). The sample used in this study were employees / members of the organization of Becakmabur creative agency, creative agency DKV Udinus, creative business Digital Store, Community Playon, and Community Hysteria. The method used in this sampling is to use Convenience Sampling, data analysis methods used are multiple linear regression analysis, using SPSS program.

The test results showed that personality, attitudes, and leadership has positive influence on creative performance. However, the three independent variables, only variables of leadership that shows no significant results on creative performance. In addition because there is no significance that happens, the leadership variables showed coefficients are very small. This shows that the three independent variables, the leadership had no effect on creative performance.

Key words: personality, attitude, leadership, creative performance