

ABSTRACT

This study aims to analyze the effect of proactive personality on career satisfaction and employee performance by employee creativity as intervening variables. This Study uses two types of data sources, namely primary data in the form of interviews with respondents and questionnaire results via Google Form Link, while secondary data is obtained from primary data processing using *Structural Equation Model* (SEM) as a data analysis tool consisting of 5 (five) hypothesis which is then operated using the AMOS computational program. In this study, data were obtained from respondents, namely Bank BTN Semarang City employees with 110 respondents.

The results show that proactive personality have a positive and significant effect on employee creativity, employee creativity have a positive and significant effect on career satisfaction, employee creativity have a positive and significant effect on employee performance, proactive personality have a positive and significant effect on career satisfaction, and proactive personality have a positive and significant effect on employee performance.

Keyword: Proactive Personality, Employee Creativity, Career Satisfaction, Employee Performance, AMOS.