

Abstract

A company needs to have competent resources in an effort to face serious problems nowadays in order to compete with other companies. Transformational leadership is one of the appropriate leadership styles to manage human resources in dealing with these problems. This is because this leadership style can increase the motivation, and morale of the employees. The output of this leadership type will encourage employees' empowerment, creativity and harmony among the employees and between the employees and their leaders. The purpose of this research is to analyze the relationship of transformational leadership to employee creativity with intrinsic motivation as moderator.

This study uses three variables, namely transformational leadership as an independent variable, employee creativity as the dependent variable, and intrinsic motivation as a moderating variable. The population of this study were permanent employees of PT. Bank Rakyat Indonesia Tbk. of Semarang Regional Office. The sample used is 100 people with permanent employees as the criteria and the sampling method uses purposive sampling. Sources of data in this study are primary and secondary data. Secondary data was obtained from books, webs, and journals while primary data was obtained from questionnaires. Data analysis in this study used Structural Equation Model (SEM) analysis techniques based on Partial Least Square (PLS) and data processing using SmartPLS 3.0 software.

The results of this study indicate that transformational leadership can positively and significantly affect employees' creativity. Intrinsic motivation cannot or does not deserve to be a moderating variable on the relationship between transformational leadership and employees' creativity because the results show a negative and insignificant relationship.

Keywords : *Transformational Leadership, Employee's Creativity, Intrinsic Motivation*