

ABSTRACT

Employees who have high creativity are employees who are able to face competition in the industrial world. This is in line with the company's goal of expecting the best results from its employees. Therefore, this study studying the influence on employee creativity is urgently needed so that companies can obtain more optimal results by making the work environment as ideal and comfortable as possible in helping employees become more creative and innovative in doing work.

Human resource management is a science and art that regulates the relationship and role of the workforce so that it is effective and efficient in helping to realize the goals of a company, employees and society. The work environment is something that exists around employees so that it is able to influence an employee to get a sense of security, comfort, and satisfaction when doing and completing the work given by superiors. The physical work environment is everything in the form of physical conditions that exist around the workplace and are able to influence an employee either directly or indirectly. This study uses 5 dimensions of work equipment, air circulation, noise level, work space layout, and lighting. The non-physical work environment is everything that occurs and is related to work. This study uses 2 dimensions of relationships with superiors and subordinates as well as relationships with co-workers. Creativity is an ability to present new perspectives, in order to generate new and innovative ideas. This study uses 4 personal dimensions, drivers, processes, and product dimensions.

The research method used is to use quantitative methods, with research objectives that are descriptive, the characteristics of the research used are the time dimension of the cross sectional method, based on individual analysis units. The research sample consisted of 41 from employees of the SSO Procurement and sourcing unit of PT Telekomunikasi Indonesia Japati Bandung. The data analysis technique used in this study was multiple linear regression using SPSS version 29.0 software.

The results of this study state that the dimensions of the physical work environment have a positive value and significantly influence the work creativity of the SSOP unit employees at PT Telkom Japati Bandung, meaning that if the SSOP unit increases the dimensions of the physical work environment, the employee work creativity will increase by 86.58%.

Keywords: Physical work environment, Non-Physical Work Environment, Work Creativity