ABSTRACT

Unprecedented pressures in the business world, extraordinary competition, and disruptive attacks from enthusiastic start-ups aspiring to become global leaders demand that every business organization become highly creative in order to sustain growth. It is believed that creativity is what enables a business organization to maintain its growth. This creativity, along with prophetic leadership and corporate culture, is being pursued to flourish within the Syaamil Group organization. However, based on observations and interviews, these three elements have not yet been achieved as expected.

The purpose of this research is to understand how prophetic leadership, organizational culture, and employee creativity are implemented in the Syaamil Group; also, to partially understand how prophetic leadership and organizational culture influence employee creativity in the Syaamil Group.

Data for this research were obtained by distributing questionnaires. The method used is quantitative with a sample size of 245 people. The determination of the sample size was done through non-probability sampling and snowball sampling techniques. Data were analyzed using descriptive analysis. Meanwhile, hypothesis testing was carried out using the structural equation modeling (SEM) SmartPLS.

The findings of this research state that prophetic leadership falls into the effective category, organizational culture falls into the strong category, and employee creativity falls into the creative category. Furthermore, the analysis conducted concludes that the influence of prophetic leadership on employee creativity is -0.093. This indicates that the influence of the prophetic leadership variable on employee creativity is very weak. Meanwhile, organizational culture has a strong and significant influence on the employee creativity of the Syaamil Group, amounting to 0.951.

This research is expected to have theoretical impacts on future researchers and practical implications, even becoming a solution for the research object and the business world in general. The novelty sought in this research is to enrich the treasury and development of prophetic leadership research theory and its implementation in the business world, considering its relationship with organizational culture, and its influence on employee creativity.

***Keywords:** prophetic leadership, organizational culture, employee creativity*