

ABSTRACT

This study aims to analyse the influence of Social Media Usage, Knowledge Management Behaviour, and Psychological Needs Satisfaction on Employee Creativity among Generation Z employees in West Java. This study uses a quantitative approach with the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method to test the relationship between variables. Data were collected through a survey using a Likert scale-based questionnaire, involving Generation Z employees working in various organisations. The main variables used were Work-related Social Media Usage, Social-related Social Media Usage, Knowledge Management Behaviour, Psychological Needs Satisfaction, and Employee Creativity.