

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh SHRM dan *Organizational Creativity* terhadap *Employee Performance* dengan mempertimbangkan peran mediasi *Artificial Intelligence* (AI). Objek penelitian ini adalah karyawan PT. Bank Syariah Indonesia area Yogyakarta. Metode yang digunakan dalam penelitian ini adalah survei kuantitatif, dengan kuesioner sebagai instrumen pengumpulan data. Responden dipilih menggunakan teknik *random sampling*, dan data dianalisis menggunakan model *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa SHRM dan *Organizational Creativity* memiliki pengaruh positif signifikan terhadap *Employee performance*. Selain itu, peran AI sebagai mediator tidak berpengaruh signifikan dalam menghubungkan antara kedua variabel tersebut dengan kinerja karyawan. Hasil penelitian ini menekankan pentingnya integrasi AI dalam pengelolaan SHRM dan penciptaan lingkungan kerja inovatif untuk meningkatkan kinerja karyawan secara berkelanjutan.

Kata Kunci: SHRM, *Organizational Creativity*, *Employee Performance*, *Artificial Intelligence*, PT. Bank Syariah Indonesia

ABSTRACT

This study aims to analyze the influence of SHRM and Organizational Creativity on Employee Performance, considering the mediating role of Artificial Intelligence (AI). The research was conducted on employees of PT. Bank Syariah Indonesia in the Yogyakarta area. A quantitative survey method was used, with questionnaires as the data collection instrument. Respondents were selected using random sampling, and the data were analyzed using the Structural Equation Modeling (SEM) model. The results show that SHRM and Organizational Creativity have a significant positive effect on employee performance. However, the role of AI as a mediator does not significantly impact the relationship between these variables and employee performance. These findings emphasize the importance of integrating AI into SHRM management and creating innovative work environments to sustainably enhance employee performance.

Keywords: SHRM, organizational creativity, employee performance, artificial intelligence, PT. Bank Syariah Indonesia