ABSTRACT

The purpose of this research is to investigate the effects of individual characteristics and intrinsic motivation on innovative behaviour and employee performance, and the effectinnovative behaviour on employee performance.The study was conducted at Bank BJB Cabang Sumber Cirebon, the sample size is about 120 employees. Data is processed using the Structural Equation Modelling (SEM) which assisted by application program of Analysis of Moment Structure (AMOS) version 18.0.

According to the analysis, it is concluded as the followings: individual characteristics has a positive effect oninnovative behaviour(CR = 2,648); intrinsic motivation has a positive effect oninnovative behaviour (CR = 2,046); individual characteristics has a positive effect on employee performance (CR = 2,594); intrinsic motivation has a negative effect on employee performance (CR = -0,008) andinnovative behaviour has a positive effect on employee performance (CR = 2,337)

Keyword : Individual Characteristics, Intrinsic Motivation, Innovative Behaviour, Employee Performance

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