

ABSTRACT

In the face of evolving business dynamics, companies are required to constantly encourage employee creativity as the main foundation of innovation. This study aims to analyze the effect of training transfer and organizational culture on employee creativity, with knowledge sharing as a mediating variable. This study was conducted on employees of CV Bakti Asih, a basic needs product distribution company, using a quantitative approach through survey method. Data were collected from 100 respondents using a questionnaire and analyzed with path analysis and Sobel test using SPSS version 30.0.

The results showed that training transfer and organizational culture have a positive and significant effect on employee creativity. Knowledge sharing was shown to mediate the relationship between training transfer and creativity, but did not significantly mediate the relationship between organizational culture and creativity. These findings indicate that the effectiveness of training in enhancing employee creativity is strengthened through knowledge sharing practices, while organizational culture has a direct influence on creativity without the mediating role of knowledge sharing. This study provides theoretical and practical contributions in the development of strategies to increase employee creativity through strengthening training, creating a conducive work culture, and encouraging knowledge sharing.

Keywords: *training transfer, organizational culture, knowledge sharing, employee creativity, path analysis, SPSS.*