

ABSTRACT

PT Bringin Rancang Sejahtera is an architectural consulting company engaged in the creative industry that has been trusted for 4 consecutive years in BUMN construction planning, where each individual is required to have creative abilities so that creativity is very important to always be improved. Creativity is an important aspect of human life, without creativity there will be no renewal in life. Creativity is not only used to create works of art but creativity is usually used by humans to solve problems in life. So this study aims to determine the effect of organisational culture and work environment on employee creativity with gender as a moderator variable.

The method used in this study, namely using quantitative research methods with descriptive research types, the population used in this study, were all employees of PT Bringin Rancang Sejahtera with a sample size of 56 respondents.

Based on the results of research using descriptive analysis with the help of SmartPLS software version 3.2.9 to process data, it shows that organisational culture and work environment have a significant effect on employee creativity and gender plays a role in moderating these two variables.

Keywords: Organizational Culture, Work Environment, Employee Creativity, and Gender.