

**GENERATIVE LEADERSHIP AND GEN Z WORK COMMITMENT:
THE INFLUENCE OF INNOVATIVE CULTURE AND DIGITAL SUPPORT IN
INDONESIAN ORGANIZATIONS**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

Generative Leadership and Gen Z Work Commitment :

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The increasing presence of Generation Z in the workforce has created challenges for organizations in maintaining employee work commitment. This study examines the influence of Generative Leadership on Generation Z Work Commitment through Innovative Culture and Digital Support, operationalised as Perceived Digital Support, in Indonesian organizations. A quantitative survey of Generation Z employees was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that Generative Leadership positively influences Innovative Culture and Perceived Digital Support. Both Innovative Culture and Perceived Digital Support positively influence Generation Z Work Commitment, while the direct effect of Generative Leadership is not significant. In addition, Perceived Digital Support negatively moderates the relationship between Innovative Culture and Generation Z Work Commitment. These findings demonstrate that Generative Leadership strengthens employee commitment primarily through organizational mechanisms, providing practical insights for organizations to foster innovation and effective digital support.

Keywords: Generative Leadership; Generation Z Work Commitment; Innovative Culture; Perceived Digital Support; Indonesian Organizations.

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DEDICATION

This thesis is dedicated to my beloved family, whose love, patience, and unwavering support have been my greatest source of strength throughout this journey.

With all my love and deepest gratitude, I dedicate this work to you.



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