ABSTRACT

The purpose of this study is to investigate the impact of learning motivation on innovative performance, which was examined through a questionnaire survey of 318 Generation Z employees in enterprises, using the PLS-SEM model for validation. The relationships between variables were explored with smartpls and SPSS 24, to assess the accuracy of each hypothesis and to determine the mediating and moderating effects. The results indicate that learning motivation has a positive effect on innovative performance, with innovation ability playing a mediating role, and learning opportunities moderating the relationship between innovation ability and innovative performance. In response, managers can cultivate and stimulate Generation Z employees' learning motivation by establishing a supportive learning environment, providing development opportunities, and encouraging knowledge sharing and communication, thereby promoting enterprise innovation and competitiveness.

Keywords: Learning motivation Innovation performance Innovation ability Learning opportunity