

## **The Influence of Creativity and Innovative Behavior on Employee Performance at Warung Muncang Puppet Center Bandung**

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### **ABSTRACT**

*Economic growth in Indonesia from year to year is increasingly showing a positive direction. This development has driven the business world, one of which is the emergence of small and medium-sized industries. So to support the development of the industry, business people who have creativity and innovative behavior are needed to do various ways in order to compete and be able to meet changing market needs. This study aims to determine how the influence of creativity and innovative behavior on employee performance at the Warung Muncang Puppet Center Bandung. The methodology that the author uses is descriptive and verification method with the population taken for this research is 32 business people employees and at the same time become the research sample. While the analytical method used in this study is multiple linear regression analysis at a significance level of 5%. The program used in analyzing the data uses the Statistical Package for Social Sciences (SPSS) Ver.27.00. The results showed that there was an influence of creativity and innovative behavior on employee performance at the Warung Muncang Puppet Center Bandung. Creativity and innovative behavior can contribute to employee performance by 77.3%.*

**Keywords:** *Creativity, Innovative behavior, Employee performance*

## INTRODUCTION

MSME is an organization that manages an organization, one of which is the concern of human resources, namely employees because it is a determinant of the success of performance in an MSME. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in March 2021, the number of MSMEs reached 64.2 million. The success of an MSME is strongly influenced by the individual performance of its employees. Individual employee performance is one of the most important in an MSME to achieve goals.

The growth of MSMEs will of course increase competition among micro, small and medium enterprises. The tight competition between MSMEs makes business actors have to try to do new things that are able to have the competitiveness to survive, be more advanced and differentiate them from competitors. For this reason, entrepreneurs must have creativity and innovation behavior. But in reality, the innovative work behavior of small entrepreneurs is still limited and rarely carried out in an effort to run MSMEs. The government has stipulated Government Regulation Number 24 of 2022 concerning Implementing Regulations of Law Number 24 of 2019 concerning the Creative Economy on July 12, 2022. Sedyastuti (2018), thinks that the limited innovative work behavior causes problems such as the low quality of human resources working in the sector. SMEs, low productivity and quality of goods produced, lack of creativity, lack of innovation, low

understanding of entrepreneurial orientation and market orientation. Humans as individuals have a role to find new ideas or ideas which are then developed and modified into an innovation that can be applied. Innovation is an effort that can be made by individuals, groups, or organizations to pay more attention to the needs and desires of customers in accordance with the changes that occur. By having innovative work behavior, MSME owners can maintain their business in the midst of a crisis or intense competition (Sulistiyani & Azizah, 2017).

Innovative work behavior begins with innovation that comes from planning and which effectively introduces the process of change in the organization. Innovation is increasingly recognized as a resource for businesses to achieve a sustainable competitive advantage in the face of a rapidly changing business environment. Innovations that are specifically displayed by individuals in an organization or company are called innovative work behaviors (Tjosvold et al., 2004). High innovation will increase the company's ability to create quality products. Innovation is useful as a tool to improve a person's performance and efficiency, as long as the worker considers that the innovative work behavior that is carried out will have a positive impact on his performance (Cingoz & Akdogan, 2011).

There are several factors that influence innovative work behavior, namely, organizational commitment and psychological capital (Li & Zheng, 2014), team climate inventory, learning orientation,

organizational support, and transformational leadership (Chatchawan, et al., 2017), happiness at work, organizational climate, affective commitment, and transformational leadership (Bawuro et al., 2018), ethical leadership (Yidong & Xinxin, 2012), organizational learning, knowledge sharing, and organizational commitment (Fauzia et al., 2017) and individual characteristics (Fauzia et al., 2017) and individual characteristics (Voo et al., 2019). Knowledge sharing, intellectual stimulation and intrinsic motivation (Soffiq & Kassim, 2019). However, according to Li & Zheng (2014) there is still very limited research on individual factors that influence innovation work behavior.

One of the places that produces a lot of cheap doll accessories is the doll center in the city of Bandung, which is located in the Warung Muncang area, Bandung Kulon. The doll center, which has been around since 1994 and produces and sells a lot at home, offers direct purchases on the spot at low prices, both individually and in packages. This center still survives and is still visited by many customers who want to buy doll products, be it local residents or tourists who are visiting the city of Bandung. Although there are many doll shop competitors who sell it with a more modern concept and have a strategic location, the business actors at the Warung Muncang Doll Center can still compete.

Business performance is an important factor that affects the stability of the productivity of making dolls at the Warung Muncang Doll Center. Business performance is a

display of the extent to which the company has achieved its results with tasks that have been carried out in a complete condition for the company within a certain period of time, with results or achievements that are influenced by the company's operational activities and in line with utilizing available resources towards organizational complexity. (Helfert in Veithzal and Poncho, 2017).

The results of the pre-survey on 30 respondents showed that the business performance of the MSME actors at the Warung Muncang Puppet Center had not been successful on some of the indicators. This phenomenon awakens business actors to be able to seek breakthroughs for new creative ideas in order to gain more market share. An important aspect to be able to win the competition lies in the company's capability to be able to create something new. In general, most customers will buy dolls that have more value. At the Warung Muncang Puppet Center, to be able to continue to develop in the future, new ideas are needed and must be brave to take breakthroughs. So that it will make the business have its own strategy in its operation. The results of the pre-survey on 30 respondents stated that when a new doll character appeared, business actors did not dare to rely on their employees for the initiative to make products with their knowledge because they still chose to imitate large-scale manufacturers as an example of producing the new doll character. This shows that the entrepreneurial creativity of the MSME Sentra Puppet Warung Muncang company has not implemented creativity in its

business.

Based on this background, the identification of the problem in this study is how the influence of creativity and innovative behavior on employee performance.

**RESEARCH METHODS**

The research method used is a

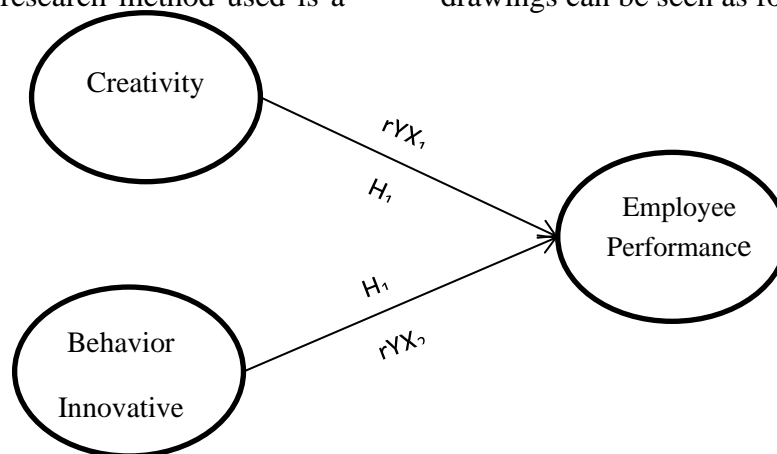


Figure 1. Research Design

The research population was taken from the number of employees as many as 32 people so that the number of samples taken was the whole of the research population. The instrument in this study is a questionnaire for each of the research variables that have been operationalized. The data analysis requirements testing technique used data validity analysis, data reliability, data normality and data linearity.

**RESULTS AND DISCUSSION**

Based on the results of data collection, gender characteristics, the majority in this study were male as many as 26 respondents (81%). Furthermore, for the latest educational characteristics, the

quantitative research design with associative type. The data analysis technique uses multiple regression analysis, correlations product moment analysis, multiple correlation analysis, analysis of the coefficient of determination (Sugiyono, 2019). Visually, the research design drawings can be seen as follows:

majority of employees have an undergraduate education as many as 23 respondents (72%). while the characteristics of long working 1-5 years as many as 25 respondents (78%).

**Validity and Reliability Test**

Based on the validity test on the variables of creativity and innovative behavior and the performance of the employee, it meets the validity criteria, namely the calculated r value > the r table value. Reliability tests can be carried out together on all questions for more than one variable. The results of reliability testing for the variables of recruitment, selection, employee performance are as follows:

Table 1. Reliability Test

Variabel	Cronbach's Alpha	Cronbach's Alpha Based	
		on Standardized	N of Items
Creativity	,943	,962	6
Behavior Innovative	,921	,971	8
Employee Performance	,980	,982	10

**Normality test**

The results of the normality test

using the Kolmogorov Smirnov test are as follows:

Table 2. Normality Test

**Test One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		32
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,41096709
Most Extreme Differences	Absolute	,165
	Positive	,165
	Negative	-,075
Kolmogorov-Smirnov Z		,921
Asymp. Sig. (2-tailed)		,201

Source: SPSS Output Results

The value of Kolmogorov Smirnov is 0.921 with a significance value of 0.201. Because the significance value generated by Kolmogorov Smirnov is more than 0.05 or 5% (the real level of research significance) is (0.201 > 0.05), it can be concluded that Ho is accepted or the residual data is normally distributed, in other words the

regression model is feasible. used because it meets the assumption of normality or the data is normally distributed.

**Multiple Linear Regression Analysis**

Below will present the results of multiple linear regression analysis as follows:

Table 3. Multiple Linear Regression

Model	Coefficients <sup>a</sup>				
	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Coefficients Beta		
(Constant)	,023	,311		,126	,520
1 Creativity	,256	,221	,321	3,138	,001
Behavior Innovative	,586	,112	,613	5,723	,000

Source: SPSS Output Results

The regression equation model that is formed based on the results of the analysis is  $Y = 0.023 + 0.256 X_1 + 0.586 X_2$

**F Model Testing**

The F test is a model feasibility test (goodness of fit) that must be

carried out in multiple linear regression analysis. Below will be presented the results of simultaneous hypothesis testing using multiple linear regression analysis, namely as follows:

Table 4. Hypothesis Testing

ANOVA <sup>b</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15,534	2	9,767	32,418	,000a
Residual	4,742	30	,172		
Total	22,277	32			

Source: SPSS Output Results

Based on the results of testing the hypothesis (f test) above, the significance value of the regression model simultaneously is 0.000, this value is smaller than the significance level of 0.05 (5%), which is 0.000 <0.05. it can be concluded that this model test is feasible to be used in research.

**Coefficient of Determination**

The results of the determination coefficient test are presented as follows:

Table 5. Coefficient of Simultaneous Determination

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	,855a	,731	,745

Source: SPSS Output Results

Based on the results of the determination coefficient test above, it shows that the R2 value is 0.731 which means that the variability of the dependent variable, namely employee performance which can be explained by the independent variable, namely the creativity and innovative behavior variables in this study is 73.1%, while the rest is 26. 9% is explained by other variables outside the research model.

**Partial Hypothesis Testing (t Test)**

This test basically aims to show how far the influence of one independent variable individually in explaining the dependent variable. Based on the results of the t-test (partial) in the regression model, the significance value of the creativity

variable was 0.001 <0.05. Meanwhile, the significance value of the innovative behavior variable is 0.000 <0.05, so it can be concluded that H1 and H2 are accepted.

**The Effect of Creativity on Employee Performance**

Based on the results of the t-test (partial) in the regression model, the significance value of the creativity variable was 0.001 <0.05 (significant level of research). it can be concluded that H1 is accepted. This shows that creativity has a significant effect on employee performance. The results of this study are supported by the theoretical basis in the previous discussion which (Makmur and Rohana Thahier, 2015) creativity is a form of reasoning process in order to provide an understanding of thinking and acting activities to humans so as to produce something useful in human life as a member of a particular community. previous research by Dama and Ogi (2018), which showed that creativity had a significant effect on employee performance. Perfection of creativity such as a creative person, giving encouragement, even increasing skills and abilities will improve and improve employee performance. If in a company a leader or co-worker who always gives encouragement or encouragement to subordinates or other co-workers in any form, so that one's creativity will increase and be realized in a job, the performance of the employee itself will increase and also the productivity

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### of the company. will also increase **The Influence of Innovative Behavior on Employee Performance**

Based on the research results show that innovative behavior has a significant effect on employee performance. The results of this study are supported in accordance with the concept of innovative behavior (Pramadani and Fajrianti, 2012) that innovative behavior is an individual action that leads to the emergence, introduction, and application of something new and profitable which significantly increases individual efficiency and effectiveness, in organizational contexts such as in the Muncang puppet center, the efficiency and effectiveness of individuals are needed within the organization to improve organizational performance through individual internal factors, namely personality types and individual styles in solving problems and external factors, namely leadership within the organization that can change a person's behavior from the invisible to the visible, support for innovation is not only support from people in the organization, demands in work, and psychological climate, it shows how the organizational environment is prepared and interpreted by each member of the organization. The results of this study are also in line with the results of the study (Hadi, Putra and Rahayu Mardikaningsih, 2020).

### **CONCLUSION AND SUGGESTION**

#### **1. Conclusion**

Based on the research results, the conclusions are as

follows:

- a. Based on the results of the study showed that creativity has an effect on employee performance.
- b. Based on the research results show that innovative behavior affects employee performance).

#### **2. Suggestion**

The suggestions that researchers can convey based on the results of research that have been carried out are that it is necessary to provide encouragement in the form of motivation and create a conducive working atmosphere so that the administrators can increase their creativity through the organizational environment, leadership, organizational culture and organizational capabilities as factors that influence creativity. Judging from the results of the study that innovative behavior has very little relationship to the performance of the management, therefore it is necessary to improve the innovative behavior of the management through the provision of competent resources to realize new ideas and create training programs, especially training in utilizing developments in information technology and technology. communication and benchmarking with centers in the same sector.

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