

## The Effect of Creativity, Welfare, Self Efficacy on Performance of UMKM in Kampung Bebek Kebonsari

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### Abstract

*This study aims to analyze the influence of creativity, well-being, and self-efficacy on the performance of Micro, Small, and Medium Enterprises (MSMEs) in Kampung Bebek, Kebonsari Village. This study uses a quantitative method involving 107 respondents with data collection using a questionnaire that calculates the attitudes and views of respondents using a Likert scale. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 3.2.8 software to test the hypothesis. The results showed that creativity, well-being, and self-efficacy have a positive and significant influence on MSME performance. Creativity not only increases efficiency but also encourages innovation and quality of work results. In addition, well-being and self-efficacy also contribute to increased performance, indicating the importance of psychological factors in the work context.*

**Keywords:** Creativity; Welfare; Self efficacy; Performance

## INTRODUCTION

The success of an organization or group in achieving its goals is highly dependent on the people who work there. These people are the ones who will organize and use other resources owned by the organization to help achieve those goals.(Devi et al., 2022). The people who work in the factory are called Human Resources (HR). They are all workers or employees who complete the work, are responsible for the tasks, and help the company progress. HR is very important for the company because they support all activities there. These resources are often used to improve the company's performance, income, and profits.(Apryani & Siagian, 2023).

Business organizations are able to survive and remain in the midst of very tight competition today and in the future, one of which is very much determined by the company's human resources, which are the main factor in determining the success of other factors. Competent and skilled human resources play an important role in implementing the company's strategy effectively. Every operational activity of the company is also inseparable from the role of technology, which is increasingly crucial to support efficiency and innovation.(Journal et al., 2022). However, the technology cannot function optimally without experts in the field to operate and maximize its use. Human resources trained in technology not only ensure that tools and systems work well, but also contribute to creating innovations that make the company more competitive.

Tourism Village is a place in a village that is developed for tourism, so as to help the surrounding community and maintain the village environment. Tourism villages offer a tourism experience that is full of culture and traditions typical of the village.(Sri Harini et al., 2022). With the synergy between MSMEs and tourism villages, unique and innovative local products from MSMEs can be promoted through village tourism. This collaboration not only improves the local economy, but also helps preserve local culture and traditions.

One example of the successful implementation of the tourism village concept is Kebonsari Village, one of the villages located in Candi District, Sidoarjo Regency, which is known by the nickname Kampung Bebek. The Tourism Village located in Kampung Bebek develops the village area by utilizing elements found in the village community and which have tourism products. Kebonsari Village is also

known for its typical processed duck products, such as salted eggs that attract tourists and improve the village economy. Candi District UMKM is included in the food UMKM sector, with a fairly large number of UMKM presentations. Kampung Bebek has a very important role in strengthening the economic sector, so that the welfare of the people in Kebonsari Village can be guaranteed. This creates business opportunities for local UMKM and strengthens the village economy as a whole.

According to the source, Kampung Bebek was established in 1992, precisely on May 2, at which time the initial performance was formed with 8 members. This marked the beginning of a collective effort in the village to utilize the existing potential as a source of livelihood. On the official website of Kampung Bebek in 1995-1997, this MSME experienced a significant increase. At that time, around 90% of the village population was involved in this business, with around 70% of one RW involved in this field. Kebonsari Village is known as Kampung Bebek and is one of the important duck farming centers in the area. However, over time, the performance of Kampung Bebek MSMEs has declined significantly until 2024. Several factors causing this decline include tight competition with MSMEs from other areas, the impact of the COVID-19 pandemic which disrupted the supply chain and marketing, and the immigration of young workers to big cities to find more promising jobs. This phenomenon has resulted in a reduction in the existing workforce, so that the performance of Kampung Bebek MSMEs continues to decline.

Performance is the result of work, both quality and quantity, achieved in accordance with its responsibilities. With good performance, the company can achieve its goals, vision and mission. (Febriani et al., 2023). According to In his research he explained that employee performance plays an important role in the success of a company. (Pratiwi et al., 2023). Optimal employee performance can increase productivity and operational efficiency, so that companies can compete effectively in the market. In addition, good employee performance also contributes to improving the quality of products or services offered by the company, which can ultimately increase customer satisfaction and loyalty.

In developing an organization, creativity is an important factor that influences performance. Creativity means many things to individuals and society. (PSP, 2015). Creativity is a thinking process that produces new, effective ideas, methods, or products. Creativity is imaginative, interesting, flexible, and useful for solving various problems. (Luh Kadek, AAINgurah Dyah, Ni Luh Gede, 2020). Based on the context (Employee et al., 2024) states that employees can feel more motivated and contribute maximally to achieving company goals if they are given the opportunity to develop and implement new ideas.

Welfare is another factor that can affect a person's work. Companies do many things to maintain or improve the performance of their workers. One way to do this is by creating a welfare program for workers. (Pratama & Giovanni, 2021). Employee welfare programs will be useful if they can provide a sense of security and can be enjoyed by all employees. If this program is useful and makes employees feel safe, it is hoped that employees will be more loyal so that they will work better and more productively. (Sharia, 2020).

One of the individual factors that influences performance is self-efficacy, which is a person's belief in their ability to carry out their duties. A person needs to assess their own abilities in order to make a decision to do something. According to (Ambarwati & Fitriarsi, 2021) In supporting the improvement and development of MSMEs, self-efficacy is needed, which plays an important role in the success of a job, which in this case is linked to business performance.

In previous research conducted by (Indrajita et al., 2021) shows that creativity has a positive and significant impact on employee work life. However, this is different from research conducted by (Lakoy, 2020) which states that creativity partially or singly does not have a significant effect on employee performance. There are several studies on how well-being affects performance conducted by (Asiva Noor Rachmayani, 2020) stated that welfare has a positive and significant effect on employee performance. However, based on other research conducted by (Herlambang et al., 2021) proves that welfare partially does not have a significant effect on employee performance. According to (Nani & Nusantara, 2024) Self-efficacy was also found to play a role as a mediator in the relationship between normative commitment and employee performance. Meanwhile, according to research (Median, 2023) stated that self-efficacy does not affect employee performance.

Formulation of the problem : Do creativity, well-being, and self-efficacy influence the performance of MSMEs in the Kebonsari Bebek Village?

- Research purposes : To determine the effect of improving performance through the application of creativity, well-being, self-efficacy
- SDGs Categories : In accordance with the 8th SDGs category <https://sdgs.un.org/goals/goal8> namely increasing sustainable, equitable economic growth, optimal and productive workforce and decent work.(Sulistiyowati et al., 2024).

## METHOD

This study uses quantitative methods with a survey and interview approach. Quantitative methods are a way of conducting research that uses statistical data, such as numbers and numerical regression, to analyze phenomena and answer research questions.(Skill et al., 2024). Researchers choose quantitative data to analyze the relationship between creativity variables (X1), innovation (X2), and self-efficacy (X3) to performance (Y). Population is a collection of elements that show certain characteristics that are used to make conclusions.(Iko Putri Yanti, 2019). The population in this study is all the performance of MSMEs in Kampung Bebek Kebonsari, Candi District, Sidoarjo Regency with a total of 107.

In this study, the sampling technique applied was probability sampling with a saturated sampling approach, where the number of samples used was the same as the population.(Efendi et al., 2021). Probability sampling is a sampling technique that provides an equal opportunity for every member of the population to become a sample member.(Giovanni & Komariah, 2020). The use of saturated sampling is based on the criterion that the research population is relatively small.(Daspar, 2020).

The data in this study are primary and secondary data. Primary data collection was carried out through observation, interviews and distributing questionnaires to all performance on UMKM in Kampung Bebek. The questionnaire was compiled using the Likert model, which is used to increase a person's understanding, insight, and perception of individuals or groups of people regarding social phenomena.(Pertiwi, Hariasih, & Firdaus, 2023). Each item on the instrument using the Likert scale has answers ranging from very positive to very negative. There are five choices: Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

This study uses a data analysis method with the Partial Least Square (PLS) approach using Smart PLS software to test the proposed hypothesis. This method aims to find the relationship between the objectives and reasons for collecting data. Smart PLS has two tests, namely the measurement model test (outer model), and the structural test (inner model). This measurement model test is used to test indicators against the dependent variable. This measurement model test (outer model) contains convergent validity and discriminant validity tests. While this reliability test uses internal consistency reliability by looking at the Cronbach's Alpha (CA) value, Composite Reliability (CR). Cronbach's Alpha. Structural Test (inner model) to test the relationship of hypothesized variables. In this test, the test method used is the R-Square, Q-Square, and F-Square tests.(Fatikhah A. N & Andriani D, 2023).

## RESULTS and DISCUSSION

### Results

Descriptive descriptions are used to determine the description of respondents' answers based on the results of distributing questionnaires on each element in each variable (Hidayati & Firdaus, 2018). This study involved 107 respondents consisting of 32% women and 68% men. Most respondents came from the livestock division 38%, followed by the salting division 36% and the sales division 25%. In terms of age distribution, most respondents were in the 40-45 year age range 27%, followed by the 46-51 year age range 30%, 34-39 years 18%, 28-33 years 9%, and 16% of respondents were over 52 years old. These demographic data provide a diverse picture of the characteristics of the participants in this study, who came from various divisions and different age ranges.

### Outer Model

Measurement Model Test (Outer Model) Outer Model testing is carried out to ensure that the measuring instrument used is appropriate and reliable. There are several things that need to be tested for reflective indicators. First, convergent validity, which is to see whether the correlation number on the indicator is high enough with the loading factor value must exceed 0.7 and the Average Variance Extracted (AVE) value must exceed 0.5 in order to be accepted and the next analysis process can be carried out.

### Convergent Validity

Convergent Validity testing is done by looking at the relationship between item or component scores and the main score, which can be calculated using SmartPLS. If the correlation value is more than 0.70, then the indicator is considered valid. However, if the correlation value is between 0.50 and 0.60, it is still acceptable.

**Table 1. Loading Factor Values**

Indicator	Welfare (X2)	Performance (Y)	Creativity (X1)	Self efficacy(X3)
X1.1			0.898	
X1.2			0.759	
X1.3			0.873	
X1.4			0.887	
X1.5			0.849	
X2.1	0.726			
X2.2	0.787			
X2.3	0.661			
X2.4	0.883			
X3.1				0.832
X3.2				0.820
X3.3				0.887
X3.4				0.596
Y.1		0.760		
Y.2		0.732		
Y.3		0.717		
Y.4		0.819		

Source: Smart-PLS3 Output Data (2024)

Based on the table above, it can be shown that all indicators used to measure the variables in this study can be said to be valid, because the significance value is  $>0.05$ .

**Table 2 Average Variance Extracted (AVE) Value**

Variables	Average Variance Extracted (AVE)	Description
Welfare (X2)	0.590	Valid
Performance (Y)	0.574	Valid
Creativity (X1)	0.730	Valid
Self efficacy(X3)	0.627	Valid

Source: Smart-PLS3 Output Data (2024)

In the table above, it can be seen that the value of the Average Variance Extracted (AVE) must be more than 0.5 for each variable. This shows that the AVE indicator value is valid. So, it can be concluded that if all variables are more than 0.5, then it can be used to measure the size of the indicator supported by the construct.

### Discriminant Validity

**Table 3 Cross-Loading Values**

Indicator	Welfare (X2)	Performance (Y)	Creativity (X1)	Self efficacy(X3)
X1.1	0.610	0.737	0.898	0.757
X1.2	0.606	0.604	0.759	0.590
X1.3	0.598	0.679	0.873	0.753
X1.4	0.677	0.718	0.887	0.749
X1.5	0.607	0.689	0.849	0.619
X2.1	0.726	0.450	0.384	0.412
X2.2	0.787	0.588	0.642	0.524
X2.3	0.661	0.391	0.427	0.329
X2.4	0.883	0.744	0.696	0.659
X3.1	0.571	0.647	0.668	0.832
X3.2	0.518	0.611	0.666	0.820
X3.3	0.567	0.694	0.729	0.887
X3.4	0.393	0.427	0.492	0.596
Y.1	0.575	0.760	0.549	0.508

<b>Y.2</b>	0.502	0.732	0.596	0.541
<b>Y.3</b>	0.492	0.717	0.501	0.434
<b>Y.4</b>	0.643	0.819	0.750	0.766

Source: Smart-PLS3 Output Data (2024)

The discriminant validity value is the relationship between indicators of each variable with other variables. This test can be seen from the cross loading results. The cross loading value of each group must be greater than the other measured variables in order to be declared to meet the test. Based on the analysis in the table above, the cross loading values on all indicators are appropriate and meet the requirements of discriminant validity.

### Composite Reliability and Cronbach's Alpha

**Table 4 Composite Reliability Value Test Results**

Variables	Cronbach's Alpha	Composite Reliability
<b>Welfare</b>	0.769	0.851
<b>Performance</b>	0.755	0.843
<b>Creativity</b>	0.907	0.931
<b>Self efficacy</b>	0.795	0.868

Source: Smart-PLS3 Output Data (2024)

The table shows that the Cronbach's alpha value and construct reliability have values above 0.7, this indicates that the values of the Cronbach's alpha and composite reliability tests are reliable.

### Inner Model

The inner model is a stage in SEM analysis that is used to test the relationship between latent variables in the research model, to determine how strong and significant the influence between these variables is.

### R-Square Test

**Table 5 R-Square (R2) Values**

Variables	R Square	R Square Adjusted
<b>Performance (Y)</b>	0.719	0.711

Source: Smart-PLS3 Output Data (2024)

Based on the table above, it is known that the R-Square value for the performance variable (Y) is 0.719 or 72%. This value indicates that 72% of performance is influenced by the factors studied. From the table, we know that the variables of creativity (X1), well-being (X2), and self-efficacy (X3) influence 72% of performance. While the remaining 28% is influenced by other factors not studied in this study.

### Q-Square Test

**Table 6 Q-Square Values (Q2)**

Variables	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<b>Performance (Y)</b>	428,000	272,551	0.363

Source: Smart-PLS3 Output Data (2024)

Based on the table, the Q-Square value is greater than 0, namely 0.363, indicating that this study has good predictive ability with a predictive relevance of 36.3%.

### F-Square Test

**Table 7 F-Square (F2) Values**

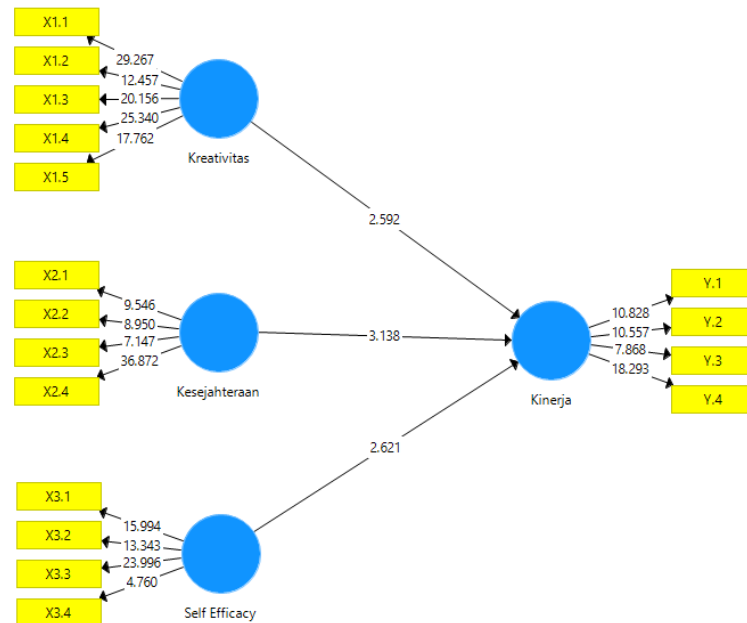
Variables	Performance (Y)
<b>Creativity (X1)</b>	0.140
<b>Welfare (X2)</b>	0.137
<b>Self efficacy(X3)</b>	0.082

Source: Smart-PLS3 Output Data (2024)



The F-Square value can show a small influence if the value is  $\geq 0.02$ , a moderate influence if the value is  $\geq 0.15$ , and a large influence if the value is  $\geq 0.35$ . Based on the table, it shows that the influence of the three variables X1,

### Hypothesis Testing (Bootstrapping)



**Figure 1 Bootstrapping Output**

In SEM-PLS analysis to test the relationship of variables is done by using the bootstrapping method on the sample. This test is done to minimize the problem of abnormality of research data. The following are the results of the SEM-PLS analysis.

**Table 9 Hypothesis Testing (Bootsrapping)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Well-being -> Performance	0.288	0.290	0.093	3,082	<b>0.002</b>
Creativity -> Performance	0.379	0.372	0.141	2,700	<b>0.007</b>
Self Efficacy -> Performance	0.265	0.277	0.094	2,826	<b>0.005</b>

Source: Smart-PLS3 Output Data (2024)

The table above shows the results of the hypothesis test where there are the results of the original sample, sample mean, standard deviation, T statistics, and p values. It can be said that the variables of creativity (X1), well-being (X2), and self-efficacy (X3) have a positive and significant influence on performance (Y), because the original sample shows a positive value, it has a positive direction, for T statistics  $> 1.96$  and p values  $< 0.05$  so that H1, H2, and H3 are accepted because they have met the three criteria.

## Discussion

### The influence of creativity on performance

Based on the results of the analysis, it shows that creativity has a positive and significant effect on performance. From this analysis, it can be stated that the higher the creativity, the better the performance of MSMEs in Kampung Bebek Kebonsari. This shows that innovation and creative thinking in running a business can be important factors in driving productivity and work effectiveness. Therefore, developing the creativity of MSME actors needs to be the main focus in efforts to improve their performance and competitiveness, especially in facing increasingly competitive market challenges.

This is in line with research(Sukriani, 2022)that creativity has a significant effect on performance. Creativity is the ability to create something new and useful. Creativity means that we can create new products or ideas that are useful, correct, and appropriate. Creativity also means being able to combine things that already exist in new ways or see new relationships between them. This means that the higher the creativity possessed by an MSME, the more the business performance of the MSME will increase.(Saputra, 2022). Thus, increasing creativity in individuals or organizations can improve efficiency, innovation, and quality of work output, which in turn will contribute positively to overall performance.

### **The influence of welfare on performance**

Based on the results of the analysis, it shows that welfare has a positive and significant effect on performance. This means that when individuals feel prosperous and safe, they will be more enthusiastic and work well. One of the factors that affects performance is welfare, which is included in indirect compensation. The welfare program provided by an organization is very important because it can help performance feel safer and more comfortable. If this welfare can be felt by all individuals, they will feel more loyal and their productivity and performance will increase.

This is in line with research(Majid et al., 2024)which states that organizations can improve the welfare of their employees by providing compensation such as salaries, wages, bonuses, and guarantees. Adequate compensation not only makes workers feel appreciated, but also helps businesses achieve their goals, and maintain and retain good employees. Conversely, if compensation is not enough, workers may leave their jobs. The higher the welfare of employees, the higher the performance of employee performance.(SHELEMO, 2023). Therefore, it can be concluded that welfare affects performance. This shows that the better the welfare provided, the better the individual performance, including in MSMEs in Kampung Bebek Kebonsari.

### **The influence of self-efficacy on performance**

Based on the results of the analysis, it is known that self-efficacy has a positive effect on performance. This means that the higher a person's self-confidence, the better the performance produced. Self-efficacy is a person's belief that he or she can complete a task well. When someone feels confident that they can do something, they will be more enthusiastic, more focused, and work harder to complete the task well. Therefore, increasing self-confidence is very important so that someone can perform at their best.

This is in line with research(Lengkong et al., 2020)which shows that self-efficacy has a positive and significant effect on performance. Self-efficacy is very much needed by workers because it can improve their ability to do the work given, so that the organization can run better and individual performance increases. Individuals who have high self-efficacy tend to be more confident in doing their jobs, because they believe they can complete the task well. Self-efficacy refers to an employee's belief in their ability to execute their tasks in the organization(Nani & Nusantara, 2024). The higher the self-confidence of individuals, the better the work results they achieve, which ultimately makes the organization more successful.

## **CONCLUSION**

Based on research and discussion conducted by researchers, it can be concluded that:

1. Creativity has a positive and significant effect on performance. This proves that creativity can improve efficiency, innovation, and quality of work results. In addition, creativity also plays an important role in encouraging innovation and effective solutions in work, which can ultimately improve individual performance.
2. Well-being has a positive and significant effect on performance. This proves that good well-being contributes to increased work enthusiasm and productivity, thus having a positive impact on performance. This is because individuals who feel well-being tend to be more focused, motivated, and productive, which ultimately improves their performance.
3. Self-efficacy has a positive and significant effect on performance. This proves that high self-efficacy encourages individuals to be more confident in carrying out tasks, which also has an impact on improving MSME performance. This is because self-confidence in personal abilities makes individuals more likely to try their best and achieve optimal results in work.

## Award

Gratitude is expressed to the respondents at UMKM Kampung Bebek Kebon Sari who have voluntarily taken the time to help with this research. In addition, gratitude is also expressed to the parties who have taken the time and helped with this research so that this research can run well.

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