

The Influence of Creativity and Innovative Behavior on Employee Performance (Study of Employees Working at Hotel Karebosi Premier Makassar)

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Abstract

This study aims to examine and analyze the effect of creativity on employee performance, the effect of innovative behavior on employee performance and the simultaneous influence of creativity and innovative behavior on employee performance. Data collection uses primary data obtained from employees who work at the Karebosi Premier Makassar hotel where sampling uses a saturated sample where all members of the population are sampled so that a sample of 51 respondents is determined. The results of the questionnaire have been tested for validity and reliability, as well as tested for classic assumptions in the form of Normality Assumptions, Multicollinearity Assumptions, and Heteroscedasticity. The data analysis method used multiple linear regression analysis with the help of the SPSS 23 (Statistical Program for Social Science) program. The results showed that both partially and simultaneously creativity and innovative behavior had a positive and significant effect on employee performance so that all hypotheses proposed were accepted

Keywords Creativity, Innovative Behavior, Employee Performance.

INTRODUCTION

Human resources are the most important asset in a business organization or a company, because of their role as the subject of executing company policies and operational activities. The existence of human resources who have good performance can provide optimal results for a company. To get optimal performance results, human resources must be managed as well as possible, so that human resources in a company feel comfortable in carrying out their duties and get maximum results.

Talking about the performance and achievement of organizational goals is inseparable from who is there and runs the organization, none other than the humans themselves. As an organizational element, humans have a very important role in carrying out their functions in the context of organizational progress. The potential of every individual in the organization must be utilized as well as possible so as to be able to provide maximum results. Where the success of the organization is highly dependent on the role of humans in it because humans are a potential resource and are a source of strength to drive the wheels of organizational activity. Human resources must be directed and coordinated to produce the best contribution to the organization, so that the goals of the organization can be realized.

Performance is a description of the level of achievement of the implementation of an activity in an organization. Employee performance affects how much they contribute to the organization. Employee performance is one of the factors that influence the progress of the organization. The higher or better the employee's performance, the easier it will be for the organization's goals to be achieved, and vice versa if the employee's performance is low or not good, the planned activities cannot run properly and it is difficult for the organization to achieve the set goals (Natalia, 2020) .



Problems regarding performance are problems that will always be faced by company management, therefore management needs to know the factors that affect employee performance. Factors that can affect the performance of these employees will make the company's management take the necessary policies, so that it can improve the performance of its employees to match the company's expectations.

Many factors affect the level of employee performance but in this study raised the factors of creativity and innovative behavior. This factor is based on the author's desire to reduce and replicate from research that has been conducted by Astuti, et al (2019) where in this study it measures the level of employee performance based on creativity and innovative behavior

The first factor that can affect the level of employee performance is creativity. (Ali & Asrori, 2012, p. 63) explained that creativity is a characteristic possessed by individuals which is marked by the ability to create something from a combination of pre-existing works, into a new work that is different from what existed before and was carried out through interaction with the environment to deal with problems, and looking for alternative solutions by means of divergent thinking.

The other factors that influence employee performance are innovative behavior. (Elfina Purba, 2010) stated that innovation is usually limited to ideas or ideas, practices, and objects or objects that are declared new by an individual. Another meaning, from innovation is something that is intentional, new, special changes that are considered more efficacious to realize the goals of a system. (Robbins, 2016) stated that innovation is renewal, the discovery of something new, whether in the form of ideas, methods, tools, products or others.

Studies or research related to employee performance have been carried out before. Research conducted by (Windiarasih & Etikariena, 2018) creativity has a positive effect on employee performance with job satisfaction as a mediating variable and innovative behavior has a positive effect on employee performance with job satisfaction as a mediating variable. In contrast to research conducted by (Widyantari & Kesdu Asmoro Cipto, 2021) where the findings show that innovative behavior has a negative and insignificant effect on performance.

Previously the researcher had conducted pre-research and initial observations to see the conditions that occurred in the scope of the Karebosi Premier hotel where the researcher had conducted an interview process with several employees and based on the initial observations that the authors made where there were several problems that existed at the Karebosi Premier Hotel, the problem that was clearly visible was regarding the performance that was not optimal from the employees working at the Karebosi Premier Hotel itself. This sub-optimal performance is apparently influenced by creativity and innovative behavior.

Based on the inconsistencies that exist in several existing studies and also the gap between theory and reality that occurs based on the above phenomenon, motivated researchers to conduct another study to find out more definitely the effect of creativity and innovative behavior on employee performance.

Explanations related to the phenomena, research gaps, and theoretical support that have been stated above are the background for submitting this research, research will be

carried out with the title "The Influence of Creativity and Innovative Behavior on Employee Performance (Study of Employees Working at the Karebosi Premier Makassar Hotel)".

LITERATURE REVIEWS

Creativity (X1)

In general, creativity is defined as the ability to present new perspectives, to generate new and meaningful ideas. Creativity can also mean that employees use their diverse skills, abilities, knowledge, views, and experiences to generate new ideas for decision making, problem solving, and task completion in an efficient manner (Cheung & Wong, 2011). As for measuring the level of creativity of employees using opinions (Astuti et al., 2019), among others, (1) fluency of thinking, (2) flexibility of thinking, (3) developing ideas.

Innovative Behavior (X2)

(Helmi, 2011) said that innovative behavior is all individual behavior that is directed to produce, introduce and apply new things that can be useful at various levels of the organization. (Yesil & Sozbilir, 2013) also said that innovative behavior is individual behavior to display, promote, and implement new ideas in work, groups, or work organizations. According to (Hadi et al., 2020) innovative behavior has 4 indicators, namely, (1) Idea exploration, (2) Idea generation, (3) Idea Championing, (4) Idea implementation.

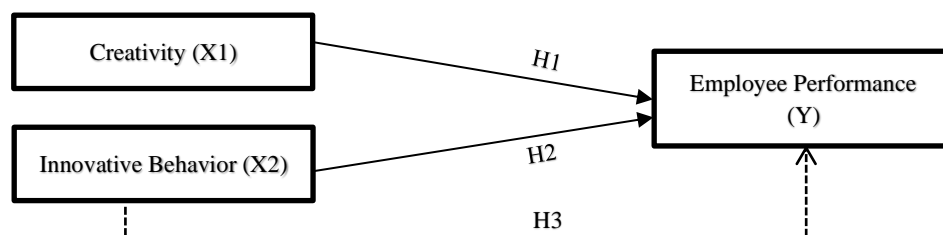
Employee Performance (Y)

(Veithzal Rivai, 2015) suggests employee performance, namely the work of a person or group as a whole carrying out work tasks and perfecting them according to their responsibilities. According to Afandi (2018: 89) employee performance indicators are (1) quantity of work, (2) quality of work, (3) Efficiency in carrying out tasks, (4) Work Discipline, (5) Initiative.

Frame Of Mind

The conceptual framework connects theoretically between the research variables, namely between the independent variables and the dependent variable. This study uses innovative behavior and creativity as independent variables, while employee performance is used as the dependent variable. The model addressed in this study can be shown in the following figure

Figure 1 Framework of Thought





Information:

————> : Partial Influence

-----> : Simultaneous Influence

METHOD

This type of research uses quantitative research with an associative approach where associative research is a formulation of a research problem that is asking the relationship between two or more variables. Thus, this research was conducted to determine the effect of creativity and innovative behavior on employee performance (Study of Employees Working at Hotel Karebosi Premier)

The research took data at the Karebosi Premier Hotel which is located at Jl. Gen. M. Jusuf No. 1, Pattunuang, Kec. Wajo, Makassar City, South Sulawesi 90157. The time needed for this research was approximately 2 months starting from October 2022 to November 2022.

The population is a generalized area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2015). In this study, the population was all employees who worked at the Karebosi Premier Hotel, with a total of 105 employees. In this study the authors narrowed the population, namely the number of employees working at the Karebosi Premier Hotel by calculating the sample size using the slovin technique. After performing calculations using the slovin formula, the sample who became respondents in this study was adjusted to as many as 54 respondents. This was done to make it easier to process data for better test results.

RESULTS AND DISCUSSION

Validity test

Testing the validity in this study using a correlation coefficient technique greater than or equal to 0.30 is said to be valid. By using SPSS 23 for windows, the results of testing the validity of the creativity statement instrument (X1), innovative behavior (X2) and employee performance (Y) can be presented as follows:

Table 1
Validity Test Results

Variable		r count	r table	Information
Creativity	X1. 1	0.922	0.30	Valid
	X1. 2	0.63	0.30	Valid
	X1. 3	0.893	0.30	Valid
Innovative Behavior	X2. 1	0.821	0.30	Valid

Variable		r count	r table	Information
	X2. 2	0.705	0.30	Valid
	X2. 3	0.748	0.30	Valid
	X2. 4	0.765	0.30	Valid
Employee performance	Y1. 1	0.574	0.30	Valid
	Y1. 2	0.683	0.30	Valid
	Y1. 3	0.707	0.30	Valid
	Y1. 4	0.69	0.30	Valid
	Y1. 5	0.768	0.30	Valid

Source: Data Processed by Researchers, 2023

Based on the table above, it is known that all independent variable instrument items (Creativity and Innovative Behavior) and the dependent variable (Employee Performance) (Y) are declared valid because $r \text{ count} > r \text{ table}$ (0.30). Based on the value of the validity test of the instrument items for all the variables above, it can be concluded that the questionnaire data that the researchers used in the study were representative. In the sense of being able to express data correctly.

Multiple Regression Analysis

Multiple regression analysis is linearly between one or more independent variables (X) and variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether it is positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. From the research data, the results of data processing with the SPSS 23 program are obtained, which are shown in the following table:

Table 2
Results of Multiple Regression Analysis
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	.030	.379		.078	.938
Creativity	.488	.141	.438	3,466	.001



Innovative Behavior	.511	.146	.442	3,500	001
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a. Dependent Variable: Employee Performance

Source: SPSS Version 23, 2023

Based on the table above, a multiple linear regression equation model can be obtained, where the beta value is taken from the Unstandardized coefficients as follows:

$$Y = 0.030 + 0.488x_1 + 0.511x_2 + e$$

From the equation it can be explained that:

1. $\alpha = 0.030$ means a constant of 0.030 with a positive relationship direction indicating that the independent variables namely Creativity (X1) and Innovative Behavior (X2) are in a constant state or do not change (equal to zero), then the value of Employee Performance (Y) is 0.030 .
2. The regression coefficient of the Creativity variable (X1) is 0.488 Stating that every 1 percent addition of Creativity will increase Employee Performance by 0.488.
3. The regression coefficient of the Innovative Behavior variable (X2) is 0.511 Stating that every 1 percent addition of Creativity will increase Employee Performance by 0.511.

t test

The t statistical test basically shows how far the influence of one independent variable partially or individually influences the dependent variable. The results of the t test can be seen as follows:

Table 3
Test Results t
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	.030	.379		.078	.938
Creativity	.488	.141	.438	3,466	001
Innovative Behavior	.511	.146	.442	3,500	001

a. Dependent Variable: Employee Performance

Source: SPSS Version 23, 2023

Based on the results of the t test above where the creativity variable obtained a t value of 3,466 greater than t table 2,009 and a significance value obtained of 0.001 <0.05. Meanwhile, the innovative behavior variable obtained a t-value of 3,500 greater than t-table 2,009 and a significance value of 0.001 <0.05, so at an error rate of 5% Ho was rejected and Ha1 was accepted. Because t count > t table and significance value <0.05, it can be concluded that both the creativity variable and the innovative behavior variable partially have a positive and significant effect on employee performance at the Karebosi Premier Makassar Hotel.

F test

Statistical F test is used to prove the hypothesis which states Creativity and Innovative Behavior together have a positive and significant effect on Employee Performance. The test results can be seen in the following table with a significance level of 5% ($\alpha = 0.05$):

Table 4 F test results
ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	5,738	2	2,869	52,298	.000b
residual	2,633	48	.055		
Total	8,372	50			

a. Dependent Variable: Employee Performance

b. Predictors: (Constant), Innovative Behavior, Creativity

Source: SPSS Version 23, 2023

Based on the table above where the f count is 52,298 greater than the F table value, which is 3,190 with an error rate of $\alpha = 5\%$, or in other words $F_{\text{count}} > F_{\text{table}}$ ($52,298 > 3,190$). Based on the hypothesis testing criteria, if $F_{\text{count}} > F_{\text{table}}$ and its significance level ($0.000 < 0.05$), indicates that the influence of the independent variables (Creativity and Innovative Behavior) simultaneously has a positive and significant effect on the dependent variable (Employee Performance).

Determination Coefficient Test (R^2)

The Coefficient of Determination Test (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable. This measurement is done by looking at the Adjusted R Square value, if the Adjusted R Square value obtained is greater than or close to one (1), then the contribution of the independent variable to the dependent variable is greater, this means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2012). For complete results of the coefficient of determination test (R^2) can be seen in the table:

Table 5
Determination Coefficient Test Results
Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	FChange	df1	df2	Sig.	
1	.828	.685	.672	.23423	.685	52,298	2	48	.000	2,452

a. Predictors: (Constant), Innovative Behavior, Creativity

b. Dependent Variable: Employee Performance

Source: SPSS Version 23, 2023



From the results of the table above, the coefficient of determination above shows that the coefficient of determination (R^2) can be seen at the adjusted R Square value of 0.672 or 67.2%. So it can be said that 67.2% of the influence of Employee Performance is caused by Creativity and Innovative Behavior while the remaining 32.8% is caused by other variables not examined in this study.

In terms of the correlation coefficient between the variables Creativity and Innovative Behavior on Employee Performance of employees of 0.828 this means that there is a relationship between Creativity and Innovative Behavior on Employee Performance of 82.8%.

The Effect of Creativity (X1) on Employee Performance (Y) at the Karebosi Premier Makassar Hotel

The first hypothesis is partially proposed, namely H1: Creativity has a positive and significant effect on employee performance at the Karebosi Premier Makassar Hotel. In statistical testing where the results of the research show that Creativity has a positive and significant effect on Employee Performance so that the first hypothesis is accepted.

There is a positive and significant influence between creativity and employee performance where the more creative an employee is, the higher the level of performance produced. To be able to improve the company's performance in achieving profitability requires the creativity of the company's employees. With creativity in making good things, ideas that cause beautification, make the way we work easier, it is hoped that we can achieve benefits for the company.

This is appropriate and in line with the results of research conducted by (Muhti et al., 2017); (Dama & Ogi, 2018) and (Zuliawati, 2016) which state that creativity affects employee performance.

The Effect of Innovative Behavior (X1) on Employee Performance (Y) at the Karebosi Premier Makassar Hotel

The second hypothesis that was partially proposed is H2: Innovative behavior has a positive and significant effect on employee performance at the Karebosi Premier Makassar Hotel. Based on statistical testing where Innovative Behavior has a positive and significant effect on Employee Performance so that the hypothesis proposed is acceptable.

Innovative behavior makes a positive and significant contribution, meaning that each indicator which is a parameter in measuring and testing variables has a positive participation rate and each indicator is given a good rating. So, if when employees are able to innovate in completing work, employee performance will also increase.

The positive influence indicates that the better the Innovative Behavior has an impact on improving employee performance. Innovative behavior is closely related to innovation. Innovation and innovative behavior constitute social change. The difference is only in the emphasis on the characteristics of these changes. Innovation emphasizes the characteristics of something that is observed as something new for individuals or society. The creative attitude is emphasized on the existence of innovative behavior so that there is a process of

changing attitudes from traditional to modern, or attitudes that are not yet advanced to attitudes that are already advanced.

The results of this study are in line with research conducted by Sri Elny (2021) where the results of her research show that there is a significant effect between innovative work behavior on employee performance so that partially there is a significant effect between innovative work behavior on performance

The Effect of Innovative Behavior (X1) on Employee Performance (Y) at the Karebosi Premier Makassar Hotel

The third hypothesis proposed is H3: Creativity and Innovative Behavior simultaneously have a positive and significant effect on Employee Performance at the Karebosi Premier Makassar Hotel. Based on statistical tests where Creativity and Innovative Behavior simultaneously have a positive and significant effect on Employee Performance so that the third hypothesis proposed can be accepted.

Adjusted R Square value is 0.672. This means that 67.2% of Employee Performance (Y) at Hotel Karebosi Premier Makassar can be influenced by creativity and innovative behavior, while the remaining 32.8% is influenced by other variables not included in this study. Meanwhile, the correlation coefficient value was 0.828 or 82.8 which means that the relationship between the variables Creativity and Innovative Behavior and Employee Performance is 82.8%.

Human resources are the driving force for creativity and innovation within a company which will later enhance the company's reputation and profits in the long term (Handoko 2016:4). Creativity is defined as the ability to imagine and generate new ideas by combining, changing or applying existing ideas in ways that have not been thought of before. Meanwhile, employees are required to be innovative in completing their work.

Within the scope of the Makassar Premier Karebosi Hotel where the level of employee performance is quite good which is then directly proportional to the company's performance. In the service division, in this case the receptionists are always creative and innovative in completing work where the receptionists are seen to have provided services to hotel guests, always have the latest ways of serving and try to ask in advance about the needs and problems faced by hotel guests.

Meanwhile, the Food and Beverage division, or commonly abbreviated as F&B, is a department in the hospitality sector that focuses on food and beverage services to achieve customer satisfaction. Employees in this field are always creative and innovative, this is shown by the performance they provide, such as holding the latest events, serving the best quality food and innovating foods that have not existed before.

CONCLUSION

This study aims to determine the effect of creativity and innovative behavior on employee performance at Hotel Karebosi Premier Makassar. Based on the test results and discussion, it can be concluded that:



1. The creativity variable has a positive and significant effect on employee performance at the Karebosi Premier Makassar Hotel so that the first hypothesis can be accepted. This can be indicated that when employees are able to be creative, it is directly proportional to the increase in employee performance
2. Innovative behavior variables affect employee performance at the Karebosi Premier Hotel so that the second hypothesis can be accepted. This proves that when employees are able to behave innovatively and find new ways of completing work it will make it easier for them to complete their work. Creativity and innovative behavior simultaneously have a positive and significant effect on employee performance. At the Karebosi Premier Hotel, the second hypothesis proposed is accepted.
3. The variables of creativity and innovative behavior simultaneously have a positive and significant effect on employee performance at the Karebosi Premier Hotel so that the third hypothesis proposed is accepted.

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