

THE INFLUENCE OF EMPLOYEE CREATIVITY ON EMPLOYEE PERFORMANCE WITH COMMITMENT AS A MODERATING VARIABLE

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Abstract

This research is a quantitative study with an explanatory approach, namely an approach that relies on previous studies as the main formula for finding new variations/novelty in the research being conducted. The data used in this study are primary data obtained from 400 employees of Private Islamic Universities spread throughout Indonesia. The data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show concluded that the Employee Creativity variable can have a positive relationship direction and a significant influence on Employee Performance because the P-Values point positively and are below the significance level of 0.05, namely 0.007. This is because the more creative employees can make work easily completed, problems can be overcome easily, and company targets can be achieved to improve Employee Performance. In line with the results of the first hypothesis, in the next row as a result of the second hypothesis also shows that the Commitment variable can strengthen the influence of the Work Creativity variable on Employee Performance because the P-Values are positive and below the significance level of 0.05, which is 0.000 more significant than direct testing of 0.007. Thus, the first and second hypotheses in this article can be accepted.

Keywords: *Employee Creativity, Employee Performance, Commitment*

1. INTRODUCTION

According to (Suwatno 2011), creativity is an individual mental process that produces new ideas, processes, methods or products that are effective, imaginative, aesthetic, flexible, integrated, successive, discontinuous, and differentiated which are useful in various fields to solve a problem. In addition, (Supriyanto 2019) argues that creativity is a complex and multidimensional concept, so it is difficult to define operationally. Creativity can be interpreted as a process or result of development and or utilization or mobilization of knowledge, skills (including technological skills) and experience to create processes that can provide more meaningful value. (Khairul 2021), stated that creativity is thinking something new and different. Creative people are people who always think about novelty, difference, usefulness, and understandable.

Based on several definitions, it can be concluded that work creativity is an initiative towards a process or idea that is useful, appropriate, and valuable for a task that is in accordance with incomplete guidelines or instructions so that it leads us to understand or find something new in time and the work environment. Initially, creativity was seen as an innate factor that was only possessed by certain individuals. After further development, creativity was found that it could not develop automatically but required stimulation from the environment. There are 6 factors that influence creativity (Afandi 2018): a. Time. Daily activities carried out in conditions and situations that are running to adapt. b. Opportunity to be alone. The need for oneself to be free to do what one wants to do without the activities of other people around one. c. Encouragement. A condition that occurs due to causes caused by the environment or oneself.

d. Facilities. Provision of a place and tools to exploit what is within oneself so that it produces a result. e. Stimulation from the environment. The environment of course greatly influences oneself to always provide new ideas. f. Relationships and interactions. The influence of other people around one often spurs oneself to be able to imitate or even do more than the people around one.

There are several indicators that affect creativity, here are 4 indicators of creativity according to Guilford in (Elnaga 2013): a. Flexibility Flexibility is the ability to produce a number of ideas, answers, or questions that vary, can see a problem from different perspectives, look for different alternatives or directions, and be able to use various approaches or ways of thinking. b. Originality Originality is the ability to generate ideas in original and real ways without giving them to many people. c. Analysis Analysis is the ability to read a situation or problem with various groupings so that it can be separated one by one into the main problem. d. Reformulation Reformulation is a skill where someone can compile and arrange existing ideas that have been previously described into a new whole.

Based on the above explanation, researchers believe that strong Work Creativity can affect Employee Performance (Pramesrianto, Amin, and Ratnawati 2019). Employee performance is very important to be considered by every company or organization, because the success of a company lies in the level of employee performance, therefore it can be said that an employee is the spearhead of a company to achieve the goals that have been set, we often encounter cases and problems about improving employee performance, because employees are important company assets in achieving success (Wildan, Saleh, and Imron 2020).

The understanding or definition of employee performance itself will be presented according to several experts, namely the first is the understanding of employee performance according to (Vera Parlinda 2019) who defines that performance is the result obtained from the function of work and employee activities within a certain period of time. According to Dessler (2010) employee performance is an assessment process carried out by the company in order to achieve company goals and also ensure the work spirit of employees in the company. Continued again according to (Hamid 2016) who define that performance is individual because in carrying out each individual's duties it means the same as improving the quality and standards of the company, while the last definition according to experts on performance, namely by Rivai and Sagala (2011) defines that performance is an achievement that has been achieved by an employee with the standards and criteria that have been set by the job (Dwiyanti Ni Kadek Ayu dkk 2019).

Several previous studies (FITRIANSYAH 2020); (Rompas et al. 2020); (Bulgis, Djaelani, and Khalikussabir 2021); (Jean Jr. and Ferinia 2023) & (Setiawan and Idham 2022) show a positive relationship direction and significant influence on Employee Performance. Different from the five studies above, this study adds the Commitment variable as a moderating variable which is believed to be able to strengthen the influence of the Work Creativity variable on Employee Performance at Private Islamic Universities spread throughout Indonesia.

2. RESEARCH METHODS

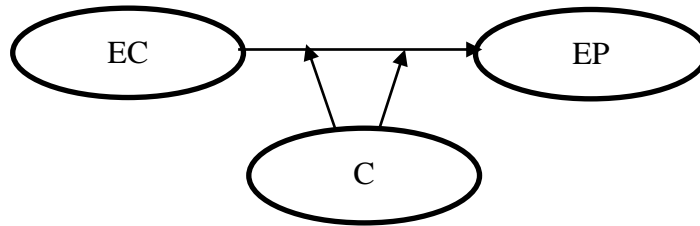


Figure 1
Model

Noted:

EP : Employee Creativity

EP: Employee Performance

C: Commitment

The first image in this article or commonly referred to as the researcher model has the same purpose as previous studies (FITRIANSYAH 2020); (Rompas et al. 2020); (Bulgis, Djaelani, and Khalikussabir 2021); (Jean Jr. and Ferinia 2023) & (Setiawan and Idham 2022) namely analyzing the effect of Work Creativity on Employee Performance (Abdurahman 2016). Unlike the five studies above, this article adds the Commitment variable as a moderating variable which is believed to be able to strengthen the influence of the Work Creativity variable on Employee Performance (Sugiyono 2019). This research is a quantitative study with an explanatory approach, namely an approach that relies on previous studies, especially research (FITRIANSYAH 2020); (Rompas et al. 2020); (Bulgis, Djaelani, and Khalikussabir 2021); (Jean Jr. and Ferinia 2023) as the main formula for finding new variations/novelty in the research being conducted (Jonathan Sarwono 2016). The data used in this study are primary data obtained from 400 employees of Private Islamic Universities spread throughout Indonesia (Manzilati 2017). The data were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below.

Hypothesis:

H1: The Influence of Employee Creativity on Employee Performance

H2: Commitment Can Moderates The Influence of Employee Creativity on Employee Performance

3. RESULT AND DISCUSSION

Background Analysis

According to (Suwatno 2011), creativity is an individual mental process that produces new ideas, processes, methods or products that are effective, imaginative, aesthetic, flexible, integrated, successive, discontinuous, and differentiated which are useful in various fields to solve a problem. In addition, (Supriyanto 2019) argues that creativity is a complex and multidimensional concept, so it is difficult to define operationally. Creativity can be interpreted as a process or result of development and or utilization or mobilization of knowledge, skills (including technological skills) and experience to create processes that can provide more meaningful value. (Khairul 2021), stated that creativity is thinking something new and different. Creative people are people who always think about novelty, difference, usefulness, and understandable.

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found that it could not develop automatically but required stimulation from the environment. There are 6 factors that influence creativity (Afandi 2018): a. Time. Daily activities carried out in conditions and situations that are running to adapt. b. Opportunity to be alone. The need for oneself to be free to do what one wants to do without the activities of other people around one. c. Encouragement. A condition that occurs due to causes caused by the environment or oneself. d. Facilities. Provision of a place and tools to exploit what is within oneself so that it produces a result. e. Stimulation from the environment. The environment of course greatly influences oneself to always provide new ideas. f. Relationships and interactions. The influence of other people around one often spurs oneself to be able to imitate or even do more than the people around one.

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Validity Test

Five hundred employees of Private Islamic Universities spread throughout Indonesia who have answered the questionnaire distributed by researchers must go through the stages of validity testing, reliability testing, and path coefficients. In accordance with the sequence, the

validity testing stage is the first stage to be passed. The following are the results of the validity test in this article (Hair 2010):

Tabel 1
Validity Test

Variable	Question Item	Loading Factor
Employee Creativity (X)	Work Creativity Can Improve Employee Performance	0.892
	Work creativity can make work completed easily	0.883
	Creativity can make difficult problems easy to get through	0.879
	Creativity can make employees trusted in everything	0.899
Employee Performance (Y)	Employee Performance can be influenced by Work Creativity	0.911
	Employee Performance can be influenced by Commitment	0.908
	Employee Performance can be influenced by work that is completed well and easily	0.926
	Employee Performance can be influenced by how creative employees are in dealing with existing problems	0.911
Commitment (Z)	Work Commitment can affect Employee Performance	0.945
	Work Commitment can improve Work Creativity	0.955

Valid > 0.70

Reliability Test

The validity test stage aims to ensure that the data obtained from 400 employees of Private Islamic Universities spread throughout Indonesia is valid or not. The results of the first table above show that the results are valid, so the next stage according to the sequence is the reliability test stage. The following are the results of the reliability test in this article (Ghozali 2016):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa
Employee Creativity	0.897	0.855
Employee Performance	0.927	0.886
Commitment	0.963	0.921

Reliable > 0.70

Path Coefisien

In contrast to the validity test stage, the reliability test stage focuses on the variables used in this article, namely the Employee Creativity variable, the Employee Performance variable, and the Commitment variable, whether they are reliable or not. Based on the presentation of the second table of the Reliability Test above, it shows that these variables are

reliable. In accordance with the sequence, the next stage that must be passed is the Path Coefficient stage. The following are the results of the Path Coefficient in this article (Sarstedt et al. 2014):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	EC->EP	0.007	Accepted
Indirect Influence	C* EC->EP	0.000	Accepted

Significant Level < 0.05

The Path Coefficient stage is the last stage and can only be passed after the researcher has passed the validity test and reliability test stages. The Path Coefficient stage is intended to reveal whether the hypotheses formulated by the researcher in the research methodology section can be accepted and proven or not. Based on the third section of the Path Coefficient above, in the first row it can be concluded that the Employee Creativity variable can have a positive relationship direction and a significant influence on Employee Performance because the P-Values point positively and are below the significance level of 0.05, namely 0.007. These results are in line with a number of previous studies, namely (FITRIANSYAH 2020); (Rompas et al. 2020); (Bulgis, Djaelani, and Khalikussabir 2021); (Jean Jr. and Ferinia 2023) & (Setiawan and Idham 2022). This is because the more creative employees can make work easily completed, problems can be overcome easily, and company targets can be achieved to improve Employee Performance. In line with the results of the first hypothesis, in the next row as a result of the second hypothesis also shows that the Commitment variable can strengthen the influence of the Work Creativity variable on Employee Performance because the P-Values are positive and below the significance level of 0.05, which is 0.000 more significant than direct testing of 0.007. Thus, the first and second hypotheses in this article can be accepted.

4. CONCLUSION

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