

# THE EFFECT OF PROACTIVE PERSONALITY ON INNOVATIVE WORK BEHAVIOR WITH CREATIVE SELF EFFICACY AS A MEDIATOR (STUDY ON SMEs WOVEN PANDANUS KEBUMEN)

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## ABSTRACT

The purpose of this study was to examine the effect of proactive personality on innovative behavior with creative self-efficacy (CSE) as a mediator. This research was carried at UMKM Woven pandanus, in Kebumen Regency with a total of 80 UMKM respondents. This study uses a quantitative approach with path analysis statistical test tools (path analysis). The results showed that proactive personality, creative self-efficacy (CSE) influence innovative behavior. In addition, CSE has been proven to mediate the relationship between proactive personality and innovative behavior.

**Keywords:** Proactive Personality, Creative Self Efficacy, Innovative Work Behavior,

## 1. Introduction

Kebumen Regency is a district in the south of Central Java Province which has various potentials to be developed, both in the fields of tourism, agriculture, livestock, food, and handicrafts. Therefore, in 2018, Kebumen Regency has the tagline "Agro City Of Java". There are 449 villages and 26 subdistricts that adorn the face of the regency with the "Belie" logo. Economic progress in each region cannot be separated from the role of MSMEs in rural areas, as is the case with Kebumen Regency which has a modern vision, personality, prosperity, and prosperity.

The existence of UMKM or better known as the home industry so far has only been underestimated by various parties. This can be seen when the AFTA agreement was passed which brought down so many MSMEs in Indonesia, but there has been no serious handling done by the government to deal with this. The entry of foreign businessmen by erecting luxurious buildings along the road has become a matter of pride for many people who see it. It is inversely proportional to the condition of MSMEs, which are mostly located in villages where their existence cannot be seen, and their products are not in demand by the community themselves.

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MSMEs absorb a lot of workers in their regions. The tendency to absorb a lot of labor generally means that many MSMEs can optimize the use of local natural resources. Moreover, many of them are located in rural areas and from generation to generation will have a positive impact on increasing the number of workers, reducing the number of poverty, equitable distribution of income, and economic development in rural areas.

In terms of government policy, MSMEs need more attention because MSMEs not only provide income for their owners but some of the surrounding community and of course as the spearhead in efforts to alleviate poverty. In rural areas, the important role of MSMEs is to provide additional income for industrial development and as a complement to agricultural production for the poor. It could be said, MSMEs also function as a survival strategy. This study aims to review the literature and examine the factors that influence the innovative behavior of SM Woven Pandanus in Kebumen.

## **2. Literature Review**

### *2.1 Proactive Personality*

Proactive personality is defined as a relatively stable tendency to bring about changes and influence the environment (Bateman & Crant, 1993). Proactive personality can also be associated as someone who has an attitude that is relatively unconstrained by situational forces and someone who can influence an environmental change (Bateman & Crant, 1993). Someone who is proactive tends to be able to identify opportunities, show initiative and survive until change occurs (Aryee et al, 2005). Some studies suggest that proactive personality influences a variety of outcomes, including dealing with work constraints (Parker & Sprigg, 1999).

### *2.2 Innovative Work Behavior*

Innovative work behavior (IWB) is a series of individual actions that lead to idea generating, idea promoting, and realizing new ideas in organizations (idea implementation) (Janssen 2000; Messmann and Mulder 2014; Scott and Bruce 1994). Some researchers have highlighted the importance of personality factors in the formation of innovative behavior in the workplace. Siebert (2001) concluded that individuals who have a proactive personality have a strong tendency to seek information and opportunities in their work environment that have an impact on work creativity. In addition, Kim, et al (2010) in their research said that employees who have a high proactive personality have a tendency to always increase the knowledge needed on the job compared to employees with passive personalities. In line with these results, this study will examine the effect of proactive personality as a disposition factor that affects behavior. Proactive personality is about motivation that responds to changes in one's environment (Bateman & Crant, 1993). Thus, the concept of proactivity basically emphasizes that personality, environment, and behavior constantly influence each other (Fuller & Marler, 2009).

### *2.3 Creative Self Efficacy*

Tierney and Farmer (2002; 2011) propose a concept of creative self-efficacy (CSE), an individual's belief in his ability to produce creative performance. Individuals who have high CSE are able to increase self-confidence and motivation to behave innovatively (Hsu et al. 2011; Liao et al. 2010). In addition, individuals are also involved in creative work which ultimately has an impact on work innovation (Lee and Yang, 2015). CSE is able to increase employee confidence and self-confidence to add insight and information in completing work (Tierney and Farmer, 2002).

## **3. Research Methodology**

### *3.1 Type of Research*

This type of research uses quantitative research, which is research based on quantitative data where data is data in the form of numbers (Suliyanto, 2018). This research has a hypothesis that will be tested for truth. This hypothesis describes the relationship between two variables, to find out whether the variable is associated or not with other variables, or whether the variable is caused or influenced or not by other variables.

### *3.2 Data Collection Technique*

The method of collecting data using a questionnaire technique is by distributing a list of questions to the respondent so that the respondent provides the answer. The questionnaire was designed closed except for questions about the identity of the respondent in the form of a semi-open questionnaire. Each closed question item is given five answer options, namely: strongly agree (SS), score 5, agree (S) score 4, Neutral (N) score 3, disagree (TS) score 2 and strongly disagree (STS) score 1.

### *3.3 Population and Sample*

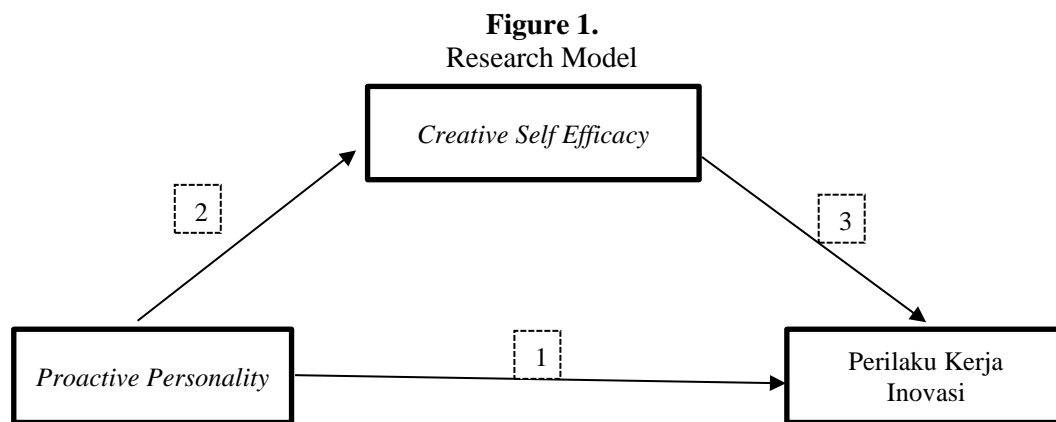
The population in this study were 80 SMEs Anyaman Pandan Kebumen, Kebumen. This number also becomes the sample in this study so that it is called a census survey research or saturated sample (Sugiyono, 2014). The sampling technique used is proportional random sampling), which is a sampling technique where all members have the same opportunity to be sampled, according to the proportions, a lot of a little population. In this study consisted of three variables. Namely the independent variable (independent): proactive personality, the mediating variable: creative self efficacy, and the dependent variable, namely innovative behavior.

Based on the research model that has been designed, the formulation of the hypothesis problem proposed in this study is as follows:

H1: Proactive Personality has a positive effect on Innovative Work Behavior

H2: Proactive Personality has a positive effect on Creativity Self Efficacy

H3: Proactive Personality has a positive effect on Innovative Work Behavior through Creativity Self Efficacy



### 3.4 Data Analysis Techniques

In this study using a path analysis model (path analysis) with the help of SPSS, because between the independent variables and the dependent variable there is a mediator that influences. Innovative behavior variables in this study were measured using a 10-item instrument (scale 1-7) developed by De. Jong and Hartog (2010). The proactive personality variable was measured using a 10-item instrument developed by Seibert et al.'s (1999). The CSE variable is measured using three items in the instrument developed by Tierney & Farmer (2002).

## 4. Result

### 4.1 Validity Test

From the questionnaires distributed to respondents, 80 people and only 80 returned questionnaires, so to test the validity of the question items compared to the r table for N = 80 at 5% significance, it is found that r table is 0.1829.

The results of the validity test with a total correlation value were obtained as follows: X1 = 0.571, X2 = 0.497, X3 = 0.584, X4 = 0.643, X5 = 0.263, X6 = 0.332, X7 = 0.572, X8 = 0.345, X9 = 0.480, X10 = 0.563, Y1 = 0.643, Y2 = 0.738, Y3 = 0.528, Y4 = 0.458, Y5 = 0.695, Y6 = 0.756. All these values X and Y are greater than r table = 0.1829, it means that the question items in the questionnaire are valid.

### 4.2 Reliability Test

In order for the question items in the questionnaire to be said to be reliable, the Cronbach's Alpha value must be greater than 0.6 Cronbach (1951). Of the 10 items of Proactive Personality questions with a Cronbach's Alpha value of 0.624. Because the Cronbach's Alpha value is greater than 0.6, the reliability test for all Proactive Personality question items is reliable or consistent.

Furthermore, for the 6 items of Innovative Behavior questions with a Cronbach's Alpha value of 0.698. Because the Cronbach's Alpha value is greater than 0.6, the reliability test of all Innovative Work Behavior questions is reliable or consistent.

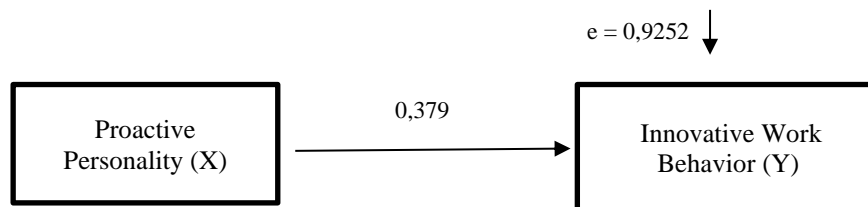
Whereas for the 3 question items Creative Self Efficacy with a Cronbach's Alpha value of 0.804. Because the Cronbach's Alpha value is greater than 0.6, the reliability test for all Creative Self Efficacy question items is reliable or consistent.

#### 4.4 Path Analysis

The results obtained after processing data using the Path analysis test through a computer program / SPSS application are as follows:

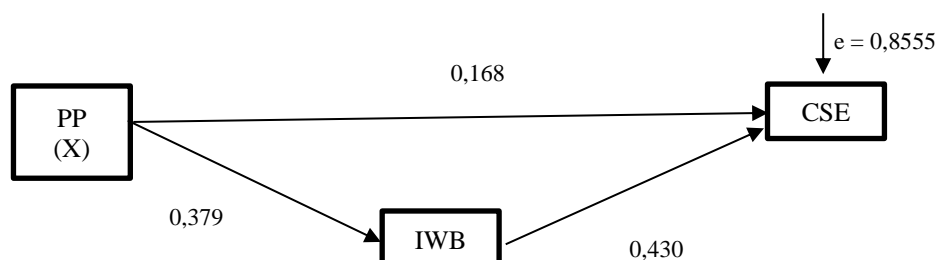
Path Coefficient Model I: the results of the regression output model I in the section of the Coefficients table, it can be seen that the significant value of the two variables, namely  $X = 0.001$ , is smaller than 0.05. These results conclude that Model 1 Regression, the Proactive Personality Variable, has a significant effect on Innovative Work Behavior. The value of  $R^2$  or R Square found in the Model Summary table is 0.144, this shows that the contribution of X's influence on Y is 14.4% while the remaining 85.6% is a contribution from other variables not included in the study. Meanwhile, the value of  $e_1$  can be found using the formula  $e_1 = \sqrt{(1 - 0,144)} = 0,9252$

Therefore the path diagram for the structure model 1 is obtained as follows:



Path Coefficient Model II: the results of the regression output model II in the section of the Coefficients table, it can be seen that the significant value of the two variables, namely  $X = 0.116$  and  $Y = 0.000$ , is smaller than 0.05. These results conclude that the Regression Model II, namely X, Y affect Z. The value of  $R^2$  or R Square in the Model Summary table is 0.268, this shows that the contribution of the influence of X, Y on Z is 26.8% while the remaining is 73.2. % is the contribution of other variables not examined. Meanwhile, the value of  $e_2$  can be found using the formula  $e_2 = \sqrt{(1 - 0,268)} = 0,8555$

Therefore the path diagram for the structure model 1 is obtained as follows:



## **5. Discussion**

The results of this study indicate that proactive personality has a significant effect on Creative Self Efficacy (CSE) and innovative work behavior. someone who has a proactive personality has personal initiative to influence one's environment (Crant, 2000). In addition, Parker et al (2006) say that someone who is proactive as people who usually involve themselves in actions that have an impact on themselves and also on changes in the environment around them. Hon, Bloom, and Crant (2011) state that change is part of creativity. Creativity is more likely to exist if individuals or employees have the initiative to make changes. For someone with a personality who tends to like change, creative performance can be easily achieved because individuals dare to fight habits and feel responsible for making changes (Kim et al 2009). Creativity helps individuals to identify opportunities and generate new and innovative ideas (Schumpeter, 1934, as cited by Baum & Locke, 2004). Furthermore, proactive personality is the main factor that predicts innovative work behavior. This result is in accordance with the research conducted (Pons, Ramon, & Ramon, 2016). Individuals who have a proactive personality will always look for solutions to problems and challenges that arise with new innovations. In addition, the results of the analysis show that CSE is able to mediate the relationship between proactive personality and innovative behavior. Individuals who have a proactive personality are proven to have the confidence to behave creatively, which in turn will increase innovative work behavior.

## **6. Conclusion**

Based on the descriptions above and the results of the research that has been done on the above research, the following conclusions can be drawn.

1. Proactive personality has a significant influence on innovative work behavior and self-efficacy abilities. Innovative work behavior requires adequate mental condition. When someone works in positive and pleasant emotional conditions, someone will be able to create new and useful ideas. This usually happens to people who are feeling happy.
2. Ability Self-efficacy has a bigger role in analyzing innovative behavior. Developing individual self-efficacy levels can help encourage innovative behavior, strengthen the effectiveness of the creative process in entrepreneurship, and make innovative work behavior an interesting activity.

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## APPENDIX

Table 1. Reliability Test Results for Proactive Personality

### Reliability Statistics

Cronbach's Alpha	N of Items
.624	10

Table 2. Reliability Test Results for Innovative Work Behavior

### Reliability Statistics

Cronbach's Alpha	N of Items
.698	6

Table 3. Reliability Test Results for Creative Self Efficacy

### Reliability Statistics

Cronbach's Alpha	N of Items
.874	3



Table 4. The Results of the Path Analysis Model 1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379 <sup>a</sup>	.144	.133	3.007

a. Predictors: (Constant), x

Table 5. Results of the Path Coefficient for Model 1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.323	2.908		3.550	.001
	x	.288	.080	.379	3.619	.001

a. Dependent Variable: y

Table 6. Path Analysis Model II Test Results

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 <sup>a</sup>	.268	.249	2.801

a. Predictors: (Constant), Y, X

Table 7. Results of the Path Coefficient Model II

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.402	2.919		-1.851	.068
	X	.127	.080	.168	1.592	.116
	Y	.430	.105	.430	4.080	.000

a. Dependent Variable: Z