

Proactive Personality and Creativity: The Role Mediating of Meaning of Work

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ABSTRACT

This research was conducted to determine the level of creativity in small business actors in Gresik by taking 36 samples of respondents who showed the results of the hypothesis which were all accepted so that the meaning of work could mediate proactive and creative personality. The analysis tool uses partial least square (PLS). Based on the results of PLS, it shows that meaningful of work has a positive mediating relationship on proactive personality and creativity to business owners in Gresik.

Keywords: Proactive Personality, Meaning of Work, Creativity

1. Introduction

The new era at the beginning of the 21st century was a new thing that happened because of the impact of the COVID-19 pandemic. The new pandemic that has occurred has made most companies, organizations and businesses experience a bad impact. Decreased profits by businesses, organizations, and the company made the company reorganize the plan to maintain the position it held. One of them is by implementing an activity strategy to make its employees more creative so that it becomes a concern for consumers. Creativity in the economic field occurs because of the help of employees who are creative and have a proactive personality, so that in the process of creativity, business people can understand the meaning of work better. According to Bateman & Crant (1993) someone who has a proactive personality can refer to the individual's disposition to engage in an active role orientation such as initiating change and influencing the environment. Employees who have a proactive personality are good indicators in the workplace, because these employees will get more attention than their colleagues who do not have a proactive personality (e.g. Thompson, 2005; Li et al., 2010). Thus, a proactive personality can help employees follow up in terms of work.

2. Literature Review

2.1 Proactive Personality

Proactive personality according to Robbin & Judge, 2013 is someone who can identify opportunities, can show initiative, then take action, and persist until it shows significant changes. *Proactive personality* is described as individuals with attitudes and behavior tendencies to identify and overcome situational forces and change the environment effectively (Bateman & Crant, 1993), which means that individuals take the initiative to change to achieve their goals and effectively seek better ways. do something in their job when they have the opportunity to do it. Proactive personality is defined as “a person who is relatively unstressed by situational forces, and who influences environmental changes” (Bateman & Crant, 1993). According to Crant (2000), proactive people are those who have the ability to find opportunities, seize change, continue initiatives, and sustain until meaningful change occurs. This personality type is closely related to individual achievement and organizational contingencies such as innovation (Seibert et al., 2001). Thus, Crant and Bateman (2004) for further research that demonstrates the fundamental mechanisms and processes linking proactive personality with job outcomes, the current study evaluates the extent to which proactive forecasts of employee creativity given that creativity is an area of proactive behavior in which employees can identify problems and opportunities. and generating new ideas and approaches (Amabile, 1997; Shalley et al., 2000). Based on the explanation, the hypothesis can be formulated as follows:

H1: The Effect of Positive Proactive Personality on Creativity

2.2 Meaning of Work

Early conceptualizations of meaningful work were one-dimensional and captured workers' perceptions that their work was valuable, important, or valuable (Hackman and Oldham, 1976; Pratt and Ashforth, 2003). Whereas some scholars maintain this conceptualization (e.g., May et al., 2004; Pratt and Ashforth, 2003; Spreitzer, 1995), others have developed a broader, multidimensional conceptualization that brings together aspects of the self – for example self-actualization and personal growth – with aspects of self-actualization and growth. other-oriented – for example, helping others and contributing to the greater good (Lips-Wiersma and Wright, 2012; Rosso et al., 2010). This multidimensional model describes a meaningful experience; for example, expressing their full potential and helping others are inherently meaningful experiences (Lepisto and Pratt, 2017; Martela and Pessi, 2018). Therefore, our perspective is that it is a process of meaningful experience, rather than meaningful work itself. Hackman and Oldham (1980), it is related to finding work that is meaningful, valuable, and worth spending time. Arnoux-Nicolas, Sovet, Lhotellier, Di Fabio, and Bernaud (2016) include three components in their definition: meaning of life and work experience, direction of life and future plans of employees. The importance of the meaning of work develops a sense of identity, worth, and dignity. By achieving meaningful results, he actually achieves himself, grows, and in fact, actualizes his full potential. Somehow, she has the opportunity to be herself and contribute to the improvement of her living conditions and that of her community. When a person thinks of work, he often thinks of a job. But work is much more than a job. While work certainly provides basic subsistence needs and decent living conditions, it is not the only function. Work, above all, is an activity where a person enters the world, creates new relationships, uses his talents, learns, grows and develops identity and a sense of belonging. Values, beliefs and attitudes do not change much, behavior changes according to circumstances. Here, 'meaning' is considered as the sum of the relationships between variables that influence individual behavior (Misumi, 1990). From a survey conducted in several countries, Kuchinke et al. (2011) found similar work on the meaning dimension. Overall, the meaning is significant and positively related to engagement and material well-being (Soane et al., 2013). In addition, people with the ability to create good meaning can use knowledge management processes effectively and enhance

their creativity (Yeh & Lin, 2015). Based on the explanation above, the hypothesis is formulated as follows:

H2: The Effect of Positive Job Meaning on Employee Creativity

2. Creativity

Creativity is the ability to generate innovative and useful ideas. These ideas are definitely the ones that are useful for solving problems and are different from the previous ideas. Creativity can be a way for full decision-making by assessing and understanding problems, including seeing problems that cannot be seen from other people (Robbin and Judge, 2015).

According to Locke (2000), sufficiently competent and motivated employees can achieve their organizational goals and perform as required without managerial oversight. Although employee motivation is enhanced by managerial psychological empowerment, if managers are too directing and controlling then employee motivation decreases (Morgan, 1967). So, as long as the authority of the organization's top management delegates, those subordinates who want to benefit from this opportunity will try harder to cooperate with management (Eren, 2008). Based on the explanation above, the following hypothesis can be formulated:

H3: The Meaning of Work as Mediating Between Proactive Personality and Creativity

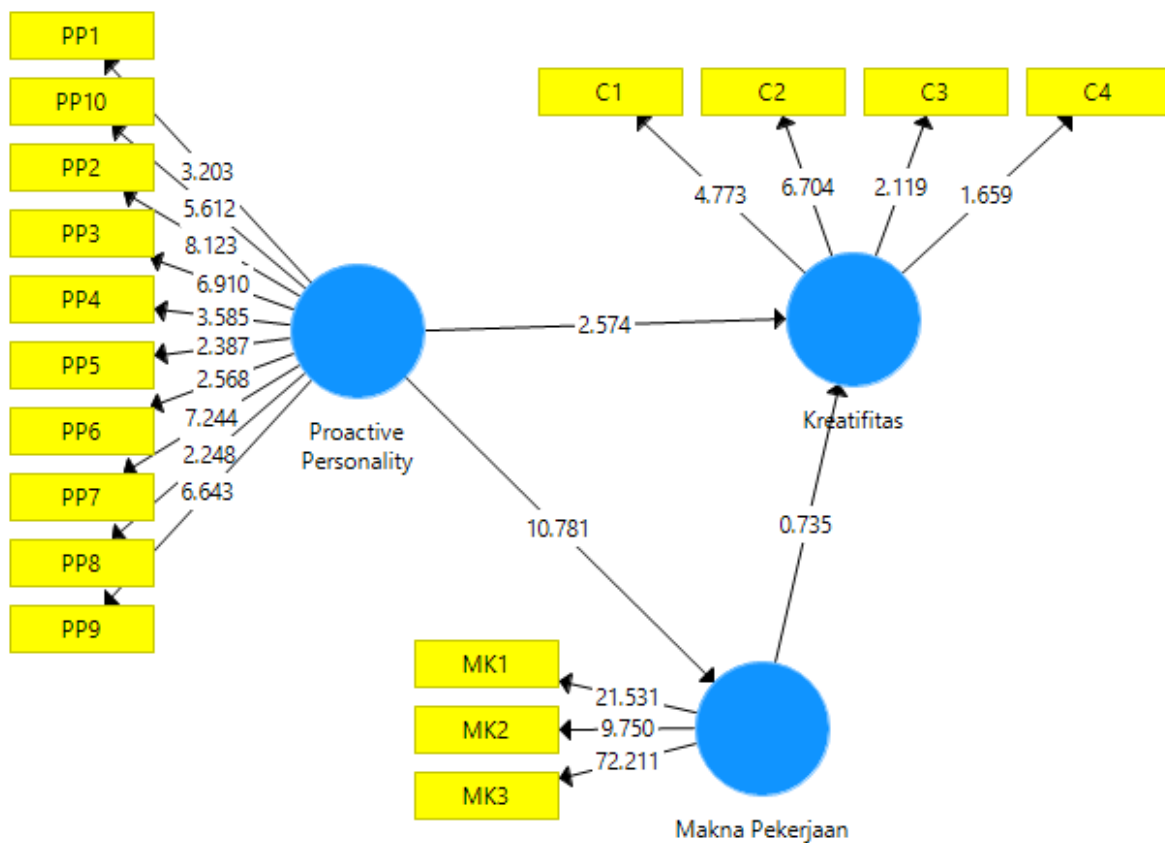
3. Research Methodology

This study had a sample of 36 respondents consisting of 23 respondents aged more than 30 years, 20-30 years old about 13 respondents. Respondents were 33 women and 3 men. The business fields owned in culinary are 21 respondents and 15 respondents have 15 people. The sample used who have a business more than 1 year there are 31 people and those less than 1 year there are 5 respondents. This study uses a partial least squares analysis tool. PLS assumes all measures of variance can be explained by the latent variable estimation approach which is considered as a linear combination of indicators. PLS also provides general models of statistical tools such as canonical correlation, *redundancy* analysis, linear regression, MANOVA, and *principal component analysis*. And PLS uses an *iteration algorithm* consisting of an *ordinary least square (OLS)* series to avoid the problem of identifying *non-recursive* models (Jogiyanto, 2011). PLS is designed to solve problems involving many variables and when the sample size is small. And PLS can define latent variables as linear aggregates of the indicators. The estimation method with the weight of the latent variable can be done by building the *inner model* (which connects the variables) and the *outer model* (measurements to produce specifications). And the residuals from the dependent variable will produce the optimum prediction score (Jogiyono, 2011). The measurement model and structural model in the PLS have three categories, the first is a *weight estimate* to produce a score for the latent variable. Second, a *path estimate* to see the value of the contribution of actions from changes in the independent variable to the dependent variable which produces a value that will appear on the dependent variable. The last is the result of the average (*mean*). The first category in how PLS works is to produce a *weight estimate* which is calculated in the *algorithm* iteration. *The weight estimate* is used for testing the validity and reliability of the instrument. The second iteration, *path estimates* to produce the values of the *inner* and *outer models*. The function of the *inner model* is used to calculate the significance in testing the hypothesis. While the functions of the *outer model* are used to measure the validity of the construction (reflective and formative). And the third iteration is for produces *mean* values and latent variable constants that are used as measurements of the nature of the quality relationship and the average value of the resulting sample (Jogiyanto, 2011).

4. Results

Research that has been carried out using the PLS analysis tool shows the results of the path analysis which show a value above 0.05, then hypothesis 1 is accepted which indicates a statement that there is a positive influence of proactive personality on creativity, a statement for hypothesis 2 is accepted which means that the meaningful of work has a positive effect on creativity, and hypothesis 3 is accepted which explains that meaningful of work mediates the proactive personality variable on creativity.

Figure 1. Research Model.



5. Discussion

Our research has limitations because the Construct Reliability and Validity table shows the AVE results on creativity and proactive personality are not significant because the results are below 0.5. These results occur because the indicators used are too narrow and not broad, resulting in less breadth of this research. Therefore, we suggest that it is necessary to add various indicators for the creativity variable so that it is easier to find out which indicators are more supportive and which are better. This research was produced using several indicators for proactive personality using 10 indicators, job meaning using 3 indicators, and creativity using 4 indicators.

Table 1. The Result

	Cronbach's Alpha	rhoA	Composite Realibility	AVE
Creativity	0.613	0.648	0.765	0.455
Meaning of work	0.886	0.928	0.930	0.815
Proactive personality	0.808	0.83	0.853	0.374

6. Conclusion

According to the results of the path shown in the PLS analysis tool, it shows that all hypotheses are accepted but there are results that show that there is one indicator in the creativity variable that does not show a significant value. These indicators can be changed for future research

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