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The role of Intrinsic Motivation On Innovative Work Behavior Mediated By Creative Self-Efficacy

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ABSTRACT: This study aims to examine the role of Intellectual Motivation on Innovative Work Behavior through Creative Self-Efficacy mediation in rattan craftsmen in Tegalwangi Village. In this study using a type of quantitative research method. This study examines and analyzes the role of creative self-efficacy as an intervening variable in intrinsic motivation and its effect on innovative work behavior. With a total sample of 103 rattan craftsmen in Tegalwangi Village. Data collection techniques include questionnaires, interviews, and observations. The measurement scale used in this study is using a Likert scale of 1 to 5 with categories strongly disagree, disagree, neutral, agree, and strongly agree. The analysis technique in this study is SEM (Stuctural Equation Modeling) with PLS (Partial Least Square) Program version 4. The results showed a significant influence of intrinsic motivation on creative self-efficacy, creative self-efficacy on innovative work behavior, intrinsic motivation on innovative work behavior, and creative self-efficacy partially mediated between intrinsic motivation and innovative work behavior in rattan craftsmen in Tegalwangi Village.

Keywords: Intrinsic Motivation, Innovative Work Behavior, Creative Self Efficacy

INTRODUCTION

Creative economy is a concept in which science and technology contribute to encouraging economic development and also creating good economic growth (Bilan et al., 2019). The concept of creative industries was originally developed in the United States and the United Kingdom. The development of creative industries in these two countries has influenced other countries, especially countries in the Asian region. Creative economy is basically an economic activity that relies on creative thinking to create new and different things that have meaning and value (Đorić, 2020). The creative industry itself can generate economic benefits and encourage the emergence of new creative ideas and innovations to create competition in the world of economy and business life, and generally generate maximum income and improve people's welfare. According to discourse and

opinion, the creative industry has a perspective that is not necessarily financially feasible, but the creative industry can be beneficial in terms of morality, culture, nature and the community environment (Alacovska & Bissonnette, 2021). Therefore, there are strategic things that have a significant effect on business that must be addressed by business people in the creative industry sector. Strategic innovation and support from various parties are needed to jointly develop the creative industry (Aryanti et al., 2023).

The creative economy places an emphasis on innovation, creativity, and human expression. According to (Tadjuddin & Mayasari, 2019) developing individuals with knowledge, creativity, and innovation, who are able to create jobs. Innovation is one of the main drivers of modern economic growth, and the creative economy sector provides a platform for the development of new ideas, products, and services that can increase productivity and competitiveness. (Riswanto, 2023) The weakness of the creative economy in Indonesia is the lack of innovation in creating new products and services that are able to compete with other countries. Innovation and creativity that continue to evolve can help in the development of new creative products.

Innovation always brings economic development and change. The innovation in question is not an extraordinary finding, but a finding that causes the usefulness of economic resources in a more productive direction (Nurjanah et al., 2023). For many companies, innovative work behavior is essential in this process to compete and obtain unique benefits (Efandi & Syuhada, 2021). To remain competitive and survive in the long run, businesses must continue to innovate (Farida & Setiawan, 2022). Because many phases and activities of innovation require action from individuals in the form of work behavior aimed at developing useful new objects, innovation has a close relationship with the involvement of individuals or employees. Individually, innovative work behavior occurs due to personal creativity (Niesen et al., 2018)

Innovative behavior of employees can also be influenced by motivation. The higher the motivation, the more innovations that can be produced, but on the contrary, if the lower the employee motivation, the less innovation will be created (Susanti, 2021). Motivation can be interpreted as the process that forms a drive or action that serves as an actor to achieve a goal. (Thompson et al., 2016). Motivation addresses an employee's goals, behaviors, needs and feedback regarding his performance (Paais & Pattiruhu, 2020). According to (Fishbach & Woolley, 2022) intrinsic motivation comes from within the individual. This motivation results in the integrity of the goals, both organizational goals and individual goals that can both be satisfied. While (Fishbach & Woolley, 2022) argues that intrinsic motivation is a driver of work that comes from within workers as individuals, in the form of awareness of the importance of the work carried out. Or it can be said that intrinsic motivation arises from within the individual himself without any coercion or encouragement from others, but on the basis of his own will.

Creative self effcicacy is a personal factor that can influence innovative work behavior. It takes courage, conviction and strong desire from each individual in

creating innovative work behavior (G. Li et al., 2024). Bandura in (G. Li et al., 2024) suggests that creative self efficacy is a self-assessment of creative potential, namely one's belief in creating or developing creative ideas or solutions. Creative self efficacy is one of the variables that can foster employee confidence to behave creatively.

This study discusses innovation in the field of creative industries in the leading subsector, namely crafts, which produce equipment and household goods with rattan-based materials. (Haryono et al., 2022) The rattan handicraft industry in Cirebon is classified as the largest rattan handicraft industry center in Indonesia. One of the famous is the rattan handicraft industry center in Tegalwangi Village, Weru District, Cirebon Regency. The rattan handicraft industry has existed in Tegalwangi Village since the 1930s which was first established by one of its residents named Semaun. The rattan handicraft industry has only begun to develop since the 1970s marked by the establishment of the Tegalwangi rattan handicraft cooperative in 1973 which also influenced the development of the rattan handicraft industry center in this village. The rattan handicraft industry center in Tegalwangi Village has penetrated the international market since decades ago.

In previous research explained that along with the times, rattan products produced by various kinds of rattan industries are growing. However, there are still many home rattan industries that still rely on rattan designs that have been passed down from time immemorial so that they experience fashion lag. The development of designs with imitation patterns and hereditary patterns has often been found in existing local craftsmen. On the one hand, the hereditary development pattern is an effort to preserve existing culture, but on the other hand, the lack of development of creativity and existing resources is a problem that must be solved. Modern craft is a development of traditional craft as a form of innovation and designer creation to meet the demands of the needs and developments of the times (Väänänen & Pöllänen, 2020).

Business people must develop themselves so that their business survives, one of which is by improving the quality and diversity of their products. So in entrepreneurship, an entrepreneur must have motivation, innovation and new creativity in creating new products. Based on the above problems, this study aims to examine the role of Intellectual Motivation on Innovative Work Behavior through Creative Self-Efficacy mediation in rattan craftsmen in Tegalwangi Village, Weru District, Cirebon Regency.

Literature Review

Intrinsic Motivation

Based on behavioral activation, according to (Koziol & Koziol, 2020) motivation is divided into two factors including motivator factors or often referred to as intrinsic motivation and hygiene factors or often referred to as extrinsic motivation. Intrinsic motivation is something that comes from within a person while extrinsic motivation is motivation caused by external factors or factors from outside oneself (Pranitasari & Maulana, 2022). Intrinsic motivation can be interpreted as "one's motivation

due to work itself, without any external control governing one's behavior" (Ryan & Deci, 2020).

The measurement of intrinsic motivation variables in this study uses indicators of intrinsic factors from Herzberg in (Amini, 2016), among others: 1) responsibility, is the amount of responsibility in carrying out tasks, 2) achievement, prioritizing the achievements of what they do, 3) the work itself, having a feeling of pleasure at work, 4) appreciation, is feedback on the results of their work, 5) Opportunity to develop, have clear and challenging goals and carry out tasks with clear targets.

Creative Self-Efficacy

Based on self-efficacy theory (Bandura, 1997), the concept of creative self-efficacy has existed derived from the idea of beliefs about self-capacity in relation to the knowledge, skills, and abilities required for a particular creative. More specifically, in a recent study, it was identified that employees with higher creative self-efficacy tend to mobilize their creative potential into creative outcomes (Huang et al., 2016). The dynamics of self-efficacy theory in determining creative performance can be understood in a way that demonstrates self-efficacy bringing intrinsic confidence and motivation to perform tasks successfully (Christensen-Salem et al., 2021).

According to (Christensen-Salem et al., 2021) self-efficacy affects human functioning through several different processes. First, it affects the tasks that people are trying to do, so people tend to do tasks that they believe can be completed successfully. Secondly, it affects how much effort a person is willing to expend on a task and also how much effort they will put into achieving positive task completion. Those who have greater confidence in their ability to complete a task will work longer and harder to complete it. Lastly, self-efficacy influences people's affective responses to upcoming tasks, which in turn affects successful task completion.

Innovative Work Behavior

Innovative work behavior as a basis for individual innovation refers to the emergence of new useful ideas, as well as behavior to develop and implement ideas with the aim of improving personal and business performance (Asurakkody & Shin, 2018). Etymologically innovative is a person's effort by utilizing thinking, imagination abilities, various stimulants and individuals who surround him in producing new products or services, both for himself and his environment (Yulita et al., 2022).

Meanwhile, according to (Pandanningrum & Nugraheni, 2021) innovative work behavior or Innovative Work Behavior is individual behavior that aims to reach the stage of introduction or try to introduce new and useful ideas, processes, products or procedures in work, groups or organizations. To strengthen this research, Social Cognitive Theory (Tse et al., 2018) is used as a supporting theory revealing that humans have the capacity to control their own innovative work behavior.

Relationships Between Variables

The results stated that intrinsic motivation affects employees' innovative behavior, meaning that the higher the work motivation, the more innovative behavior is created (Susanti, 2021). The results of this study are also in line with the theory proposed by

(Filgona et al., 2020) which states that motivation is a series of processes that arouse, direct, and maintain human behavior towards achieving goals

H1: Allegedly Intrinsic Motivation Has a Significant Effect on Innovative Work Behavior

Motivation and efficacy are two different things. Motivation is a drive that arises in a person consciously or unconsciously to perform an action with a specific purpose (Stults-Kolehmainen et al., 2020). While self-efficacy is an individual's belief in his ability to organize and carry out a series of actions that are needed to produce something. Individual self-efficacy is also influenced by environmental, cognitive, and internal factors that individuals have (Zagoto, 2019). In (Puente-Díaz, 2016) research, Intrinsic Motivation has a positive effect on Creative Self-Efficacy.

H2: Allegedly Intrinsic Motivation Has a Significant Effect on Creative Self-Efficiency

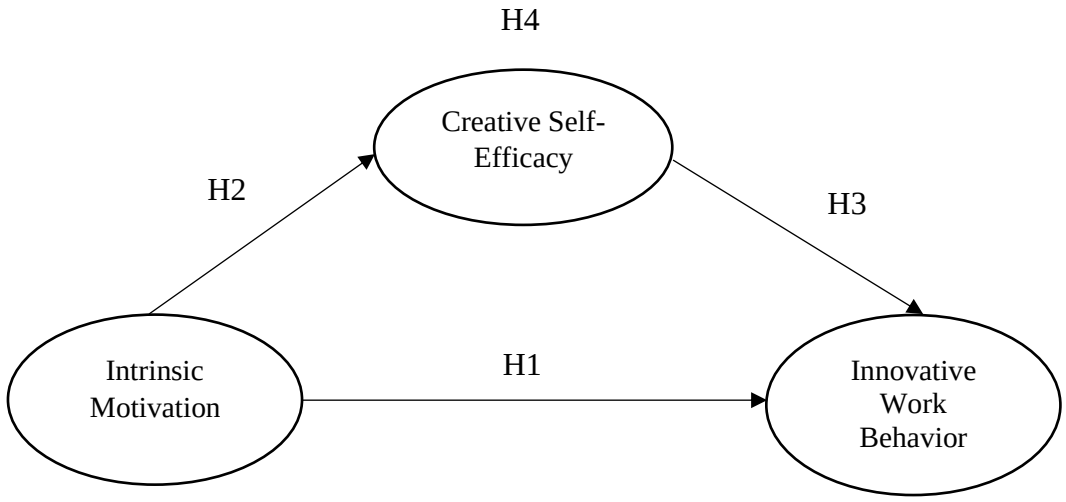
According to (Newman et al., 2018) stated that the influence of creative self efficacy on innovative work behavior will be stronger for employees who work in teams. Employees with high levels of creative self-efficacy, compared to low levels of creative self-efficacy, can identify stronger performance at work and focus on identifying opportunities and exploitation and thus respond more positively to the encouragement given to superiors to develop and implement creative ideas. In line with our research (Orth & Volmer, 2017) which shows that high levels of creative self-efficacy can encourage employees to see the amount of job autonomy as an opportunity for innovative change that can start from themselves, and conditions like this they tend to interpret as opportunities to become creative and innovative workers. Conversely, low creative self-efficacy makes employees less likely to perceive opportunities to innovate, or respond to them indifferently, they tend to develop expectations of poor outcomes, and ultimately choose to avoid innovating

H3: Allegedly Creative Self-efficacy has a significant effect on Innovative Work Behavior

The literature has documented a positive relationship between intrinsic motivation and creativity (W. Li et al., 2020). (Schunk & DiBenedetto, 2021) states that personal goals and self-efficacy beliefs influence performance through an individual's motivation. According to Amabile's theory of componential creativity, creativity is highest when a person is intrinsically motivated. In line with these claims, some innovation researchers have focused on the role of intrinsic motivation to innovative behavior in the workplace (Devloo et al., 2015). The literature shows that intrinsic motivation is related to positive work outcomes such as employees' ability to innovate (Bin Saeed et al., 2019).

H4: Allegedly Creative Self-efficacy mediates the relationship between Intrinsic Motivation and Innovation Work Behavior

Conceptual Framework Drawing Figure



RESEARCH METHODOLOGY

In this study using a type of quantitative research method. Quantitative research can be defined as a process of finding knowledge by using data in the form of numbers as a tool to analyze information about what you want to know. This research method translates data into numbers to analyze the results of its findings (Tracy, 2019).

This study examines and analyzes the role of creative self-efficacy as an intervening variable in intrinsic motivation and its effect on innovative work behavior. The population in this study was rattan craftsmen in Tegalwangi Village with samples taken using simple random sampling method. With a total sample of 103 rattan craftsmen in Tegalwangi Village. The variables in this study are independent variables, namely intrinsic motivation, dependent variables, namely innovative work behavior, and intervening variables, namely creative self efficacy.

Data collection techniques include questionnaires, interviews, and observations. The measurement scale used in this study is using a Likert scale of 1 to 5 with categories strongly disagree, disagree, neutral, agree, and strongly agree. The analysis technique in this study is SEM (Stuctural Equation Modeling) with PLS (Partial Least Square) Program version 4.

RESULT AND DISCUSSION

Measurement Model (Outer Model) Used to assess validity and reliability. Test validity refers to (Ghozali &; Latan, 2015), convergent validity can be seen through the average variance extracted (AVE) of each latent variable and the outer loading value of the specified indicator. Ghozali & Latan (2015) said that the expected loading factor value > 0.7 but the value of 0.6-0.7 is still acceptable and considered sufficient, while the expected AVE value > 0.5. Reliability tests can be seen from the value of Cronbach's Alpha or Composite Reliability > 0.7 means a reliable variable. An overview of the outer model results is presented in Figure 1 below:

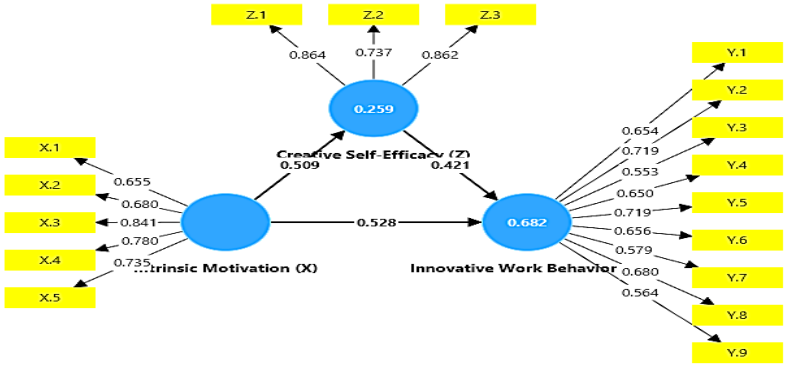


Figure 1 Outer Model

Source : Data processed 2024

Based on figure 1 of the outer model measurement output, it can be seen that there are still outer loading results whose values are below 0.60 and AVE values < 0.5, then the indicators Y.3, Y.4, Y.7 and Y.9 are removed, then the model is run again, and the measurement results of the second model are seen in figure 2.

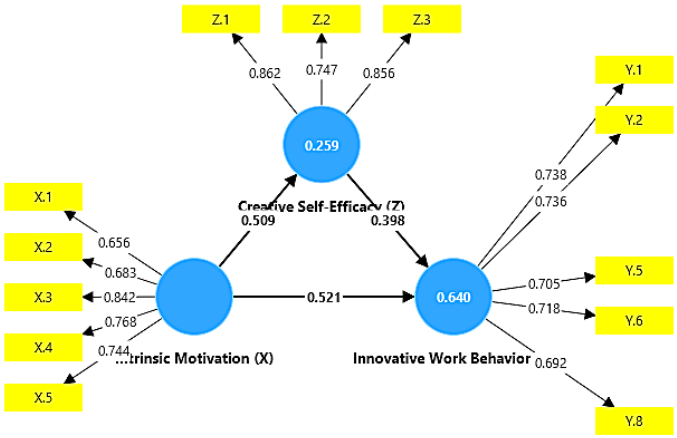


Figure 2 Outer Model

Source : Data processed 2024

Based on figure 2 of the second outer model, after eliminating the low loading factor, the model seems to have convergent validity because there is no longer a loading factor whose value is below 0.6 and has met the AVE value, so the model is worthy of further analysis.

Table 2 Validity and Reliability Test Results of Cronbach's Alpha, Rho_A, Average Variance, Composite Reliability

Variabel	Cronbach's Alpha	rho_A	Composite Reability (CR)	Average Variance Extracted (AVE)
Intrinsic Motivation	0,794	0,814	0,858	0,550
Creative self	0,760	0,766	0,863	0,678
Innovative	0,765	0,767	0,842	0,516

Source: Data processed, 2024

According to (Josephine, 2017) AVE value > 0.5 based on the table above can be known the value of AVE on motivation, creative cell-efficacy and innovative work behavior greater than 0.5 so that each variable can be said discriminant validity is met.

In addition, to test Reliability, Cronbach Alpha values: > 0.7, rho_A: > 0.7 and Composite Reability: > 0.6 (Taber, 2018). Based on the data above, it can be seen that the value of Cronbach Alpha, Composite Reability, and rho_A each variable in this study has qualified to be reliable.

Tabel 3 R Square

Variabel	R Square
Creative self efficacy (Z)	0.259
Innovative work behavior (Y)	0.640

Source: Data processed 2024

R-Square is a measure of the variable of the value that is affected (endogenous) that can be explained by the influencing variable (exogenous). The criteria are if the value of R2 = 0.75 → subsatansial (large/strong), if the value of R2 = 0.50 → moderate, and if the value of R2 = 0.25 → weak (small). So in table 3 explains that R-Square variable Z = 0.259. This means that creative self-efficacy is influenced by intrinsic motivation by 25.9%, this means that the intrinsic motivation variable has a weak (small) relationship with creative self efficacy. Next R-Square variable Y = 0.640. This means that innovative work behavior is influenced by variables of creative self efficacy and intrinsic motivation 64% (moderate). This explains that creative self efficacy has a moderate relationship with innovative work behavior.

Table 4
Results of Direct and Indirect Influence

Direct and Indirect Influence	Original Sample	T Statistic	P value	Information
Intrinsic Motivation (X) → Innovative Work Behavior (Y)	0,521	7,228	0.000	Accepted
Intrinsic Motivation (X)→ Creative Self-Efficacy (Z)	0,509	6,845	0.000	Accepted
Creative Self-Efficacy (Z) → Innovative Work Behavior(Y)	0,398	5,141	0.000	Accepted
Intrinsic Motivation (X)→ Creative self- Efficacy (Z) → Innovative Work Behavior (Y)	0,203	3,637	0.000	Accepted

Source: Data processed 2024

In Table 4 it is presented that intrinsic motivation has a significant effect on innovative work behavior. It is evident from the results that show a original sample value of 0.521, a statistical t value of 7.228 > 1.96 and a P value (0.000) < 0.05 so that it can be concluded that H1 has a significant effect or is accepted. This result means that the greater the role of intrinsic motivation owned by rattan craftsmen, the more innovative work behavior in rattan craftsmen.

In addition, it is known that Intrinsic Motivation significant effect on Creative Self-efficacy the result shows a original sample value of 0.509, a statistical t value of 6.845 > 1.96 and a P value value (0.000) < 0.05 so that it can be concluded that H2 has a significant or accepted effect. This gives the higher the meaning of the role Intrinsic Motivation hence the impact on improvement Creative Self Efficacy rattan craftsman. So that a rattan craftsman must have motivation as an encouragement for taste to arise Creative Self-efficacy in rattan craftsmen.

Creative Self Efficacy Significant effect on Innovative Work Behavior evident in the value of the original sample of 0.398, the statistical t value of 5.141 > 1.96 and P value (0.000) < 0.05 so H3 is accepted. Means higher Creative Self Efficacy The rattan craftsman has the higher it is Innovative Work Behavior in craftsmen.

Furthermore, creative self efficacy mediates the relationship between intrinsic motivation and innovative work behavior as evidenced by the results of the original sample of 0.203, statistical t 3.637 > 1.96 and P value (0.000) < 0.05. This provides evidence that H4 is acceptable. Thus, craftsmen with high creative self efficacy will increase innovative work behavior. Therefore, creative self-efficacy mediates the relationship between intrinsic motivation and innovative work behavior. Intrinsic motivation directly influences innovative work behavior but has an indirect effect through creative self-efficacy. In

other words, creative self-efficacy partially mediates the relationship between intrinsic motivation and innovative work behavior. This means that when rattan craftsmen have intrinsic motivation, it will give encouragement to each individual to creatively produce new ideas. Craftsmen with high creative self efficacy will be encouraged to do innovative work behavior and there is a tendency to implement these new ideas.

CONCLUSION

Based on the research that has been done, the results show that:

Intrinsic motivation exerts a significant influence on innovative work behavior. The higher the intrinsic motivation that can increase innovative work behavior in each rattan craftsman, then hypothesis 1 is accepted.

The role of intrinsic motivation that exists within every craftsman also exerts a significant influence on creative self-efficacy. With the intrinsic motivation in the craftsman gives the impetus to be more confident in coming up with creative ideas that exist in the craftsman, then hypothesis 2 is accepted.

Creative self-efficacy has a significant effect on the innovative work behavior of rattan craftsmen which means that high creative self-efficacy will increase the innovative work behavior of rattan craftsmen, so hypotheaic 3 is accepted.

Creative self efficacy can be a mediating variable between intrinsic motivation and innovative work behavior. Creative self-efficacy partially mediates the relationship between intrinsic motivation and innovative work behavior. In other words, intrinsic motivation directly influences innovative work behavior but has an indirect effect through creative self efficacy, hence hypothesis 4 is accepted. Another implication in this study is that rattan craftsmen can be more motivated in developing and implementing their creative ideas.

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