

The Influence of Creativity and Employee Engagement on Employee Performance at PT. Karya Bahana Media Televisi Bekasi in West Bekasi

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Abstract

Employee performance at PT Karya Bahana Media Bekasi can be influenced by many factors, including creativity and employee involvement. The better the creativity and involvement of employees, the better the enthusiasm and dedication of these employees so that it will improve the performance of employees of PT Karya Bahana Media Televisi Bekasi. This performance appraisal is very important to determine whether the company will continue to work with employees if their performance is good. This study aims to determine the effect of creativity and employee involvement on employee performance at PT Karya Bahana Media Televisi Bekasi. Based on the results of this study, the partial effect of the Creativity variable or X1 on Performance or Y has a value of 40.2%, then the performance variable or X2 on Performance has a value of 59.1%. The results of the research variables on creativity and employee involvement jointly affect performance by 57.5%. This means that together creativity and employee involvement have an influence of 57.5% on the performance of KBM TV Bekasi employees, while the remaining 42.5% is influenced by other variables outside the research.

Keywords: *Critical thinking, English language teaching, reading*

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INTRODUCTION

Today all aspects of life are required to compete to show the best, because it is the best who will survive to remain competitive in the globalization stage. Apart from that, in the information sector, there has been a shift in public interest which has begun to shift in the use of media from television to the internet. This can be seen from the survey results from Political Indicator regarding media access and digital behavior. Because of the importance of this, television broadcasting, in this case, needs to monitor the performance of each employee, whether they have carried out their duties and obligations as expected. This performance appraisal is very important to determine whether the company will continue to work with employees if their performance is good.

According to the Creative Economy Agency, the television and radio sub-sector still lacks production houses and human resources who can design quality programs. Looking at the roles, opportunities, obstacles and challenges faced by the media industry, especially television, knowledge of the television business model is an interesting matter. More broadly, this paper also presents the quality of television media as part of the creative industry sub-sector.

According to Handoko (2001) Human resources are the driving force of innovation and creativity within a company which will increase the company's



reputation and profits in the long term. Because of the importance of this, television broadcasters operating in the creative economy sub-sector, in this case, need to monitor the performance of each employee whether they have carried out their duties and obligations as expected. This performance appraisal is very important to determine whether the company will continue to work with employees if their performance is good.

The same thing is also said in research (Eldor, 2017) which has shown that engaged employees are better at developing creative solutions, thinking innovatively and using flexible reasoning in challenging situations within the organization.

In this case, companies usually form supportive employees with employee engagement strategies. By having an attachment to the company, employees are not only sporty but also positive. That way, all of the company's vision and mission can be achieved thanks to the performance of employees who are sporty and always think positively.

Based on the phenomenon of the problems above, the researchers conducted research on employee creativity and involvement on performance, the study entitled "The Influence of Employee Creativity and Employee Engagement on Employee Performance at KBM TV Bekasi in West Bekasi".

LITERATURE REVIEW

1.1 Creativity

According to Amabile in (Ina Kurniawati. H & Elisabet Siahaan, 2021) Creativity is defined as an innovative construction design in problems related to work that are legally resolved through a step-by-step process, illustrating an individual's ability to develop solutions that are useful for facing challenges and solving problems on their own. According to Imam Musbikin in (Widiastuti, 2018) Creativity is the ability to generate ideas, see new or unexpected relationships, formulate concepts that are more than just memorizing, produce new answers to existing questions, and generate new questions that need to be answered.

The following are indicators of creativity according to Guilford in (Sidiq, 2016)

1. Fluency is the ability to generate many ideas;
2. Flexibility is the ability to propose various approaches and/or ways of solving problems. An individual is able to see a problem from different perspectives, look for alternatives or different directions, and is able to use various approaches or ways of thinking;
3. Originality is the ability to generate original ideas as a result of one's own thinking. Originality is the ability to generate ideas in an original and authentic way without exposing them to many people;
4. Elaboration (elaboration) is the ability to describe something in detail.
5. Redefinition (Redefinition) is the ability to reinterpret a problem through ways and perspectives that are different from the general one.

2.2 Employee Engagement

According to (Aziez, 2022), Employee Engagement is one of the terms used to describe the involvement of an employee in achieving maximum performance. On the other hand (Bale & Pillay, 2021) mentions employee involvement is the relationship between workers and companies; engaged employees are employees who are truly engrossed and passionate about their work and therefore take positive steps to advance the prestige and interests of the organization.

Three important indicators of work engagement that have been described by Lodahl and Kejner in (Ryan et al., 2013) are:

1. Work is important

Employees will think that this job is important for themselves and their survival, so indirectly these employees will give their best effort for this job.

2. Work as identity

Employees have assumed that this work can represent themselves and become their identity, with that the employees will be proud of doing their jobs.

3. Attachment to work.

Employees have begun to be attached to their work and feel that their work can have a positive influence on themselves and their lives.

2.3 Performance

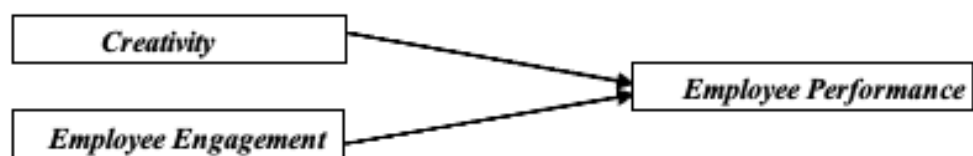
According to Al Mehrzi and Singh in (Ridwan et al., 2020) performance is the result or overall level of success achieved by an individual during a certain period in carrying out a task compared to various possibilities, such as work standards, targets or predetermined requirements that has been agreed. Meanwhile (Asbari et al., 2021) states that performance is a goal-oriented process to ensure that every organizational process exists to maximize the productivity of employees, teams, and the organization itself.

Employee performance indicators according to Viswesvaran in (Siswono. D, 2016) are as follows:

1. Enterprising and initiative
2. Knowledge, skills and understanding of the task.
3. Thoroughness and accuracy.
4. Achievement of targets.
5. Understanding and compliance with company rules.
6. Collaboration between colleagues

RESEARCH METHOD

The research method used is descriptive verification method with a quantitative approach. The population in this research is 78 employees and the resulting sample is 78 respondents. The sampling technique is using simple random sampling. The applications used are Microsoft Office and SPSS 25.



- H1 : Creativity partially affects the Employee Performance.
 H2 : Employee Engagement partially affects the Employee Performance.
 H3 : Creativity and Employee Engagemeng siltmultaneously affect to the Employee Performance.

RESEARCH RESULTS AND DISCUSSION

The regression coefficient of Creativity variable (X1) on Performance (Y) is 0.402. Which shows that the regression coefficient is positive, so that there is a unidirectional relationship between the Creativity (X1) and Performance (Y) variables of 0.402. It can be interpreted that every time there is an increase in Creativity of 1%, there will be an increase in performance of 40.2% assuming that other variables are constant.

The regression coefficient of the Employee Engagement variable (X2) on Performance (Y) is 0.591. Which shows a positive regression coefficient, so there is a unidirectional relationship between the Employee Engagement variable (X2) and Performance (Y) of 0.591. It can be interpreted that every time there is an increase in Performance Engagement of 1%, there will be an increase in performance of 59.1% assuming that other variables are constant.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.586	.575	.46087

It was found that the coefficient of determination or R square was 0.575. This shows that the variables Creativity and Employee Engagement together influence the dependent or dependent variable, namely performance of 57.5% while the remaining 42.5% is influenced by other variables outside of this study.

T-test

1. Results of the first hypothesis (Partial influence between Creativity variables on Performance Variables) Based on the table above it can be seen that the significance value (Sig.) is 0.00 < 0.05 and the t count value is 3.788 > t table which is 1.992. In which case it can be concluded that there is a partial effect between the Creativity variable (X1) on Performance (Y).
2. Results of the second hypothesis (Partial effect of the variable Employee Engagement on Performance) Based on the table above it can be seen that the significance value (Sig. 0.00 < 0.05 and t count value is 8.825 > t table is 1.992. Which this can be it can be concluded that there is a partial effect between the Employee Engagement variable (X2) on Performance (Y).

Model	t-test	t-table	Hypotheses
Creativity (X1)	3,788	1,992	H1 Accepted
Employee Engagement (X2)	8,825	1,992	H2 Accepted

F-test

The results show that the Creativity variable (X1) and Employee Engagement (X2) together have an influence on the Performance variable (Y). Which can be seen from the significance value (sig.) $0.00 < 0.05$ and F count $53.027 > F$ table value 3.12.

CONCLUSION

The partial effect of the creativity variable on the performance variable is 0.402 or 40.2%. Which value is positive. This means that the creativity variable has a positive influence on the performance of KBM TV Bekasi employees. This means that the more creativity, the better the performance of KBM TV Bekasi employees. The partial effect of the employee involvement variable on the performance variable is 0.591 or 59.1%. Which value is positive.

This means that the employee involvement variable has a positive influence on the performance of KBM TV Bekasi employees. That means that the more employee involvement, the better the performance of KBM TV Bekasi employees.

Based on the research results, the variables of creativity and employee involvement jointly affect 0.575 or 57.5%. Which means that together creativity and employee involvement have an influence of 57.5% on the performance of KBM TV Bekasi employees, while the remaining 42.5% is influenced by other variables outside the research.

ADVICE

The suggestions that researchers can give are to do a lot of brainstorming between superiors and subordinates and provide additional training to employees in order to increase creativity. This is reinforced by research (Ahmed, 2021) if an employee's creativity is managed properly and systematically it can improve the overall performance of organizational projects.

In improving the performance of employees so that they can further increase employee involvement, because the lack of cooperation in one agency greatly affects employee performance. It is suggested that the company should be able to make them feel appreciated for the work that has been given by their superiors, or employees to discuss together with colleagues between fields in order to achieve good performance for the agency. Then the advice that researchers can give is to provide appropriate regulations. Which is reinforced by research (Ismail et al., 2019) involvement has an impact on performance, in work you should also consider employee creativity first.

This can further help open the “black box” between engagement and performance. Managerial systems and practices that encourage employee creativity in the workplace are important organizational tools for increasing the impact of employee engagement on performance.

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