
ANALYSING THE INFLUENCE OF CREATIVITY AND INNOVATION EMPLOYEE ON DEVELOPMENT OF MAQNA HOTEL GORONTALO**MENGANALISA PENGARUH KREATIVITAS DAN INOVASI KARYAWAN TERHADAP PERKEMBANGAN HOTEL MAQNA GORONTALO**

by

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Abstract: Within the company in order to be able to compete with other companies it is necessary to carry out creativity and innovation continuously. With the creativity that creates new ideas or ideas that are able to produce new products that have not been previously available and can be used by companies. innovation that gives more values to a product with a new idea that is different from other products. This study aims to determine the effect of creativity and innovation employee of Maqna Hotel Gorontalo. The population is 150 employees and the sample is 60 respondents and researchers use slovin's formula. The analytical method using multiple regression analysis. The result of this study indicate that simultaneously creativity and innovation on development of Maqna Hotel Gorontalo. It is better for Maqna Hotel Gorontalo employee to improve and development the creativity and innovation that is owned for the development of Maqna Hotel Gorontalo.

Keywords: *creativity, innovation, development company*

Abstrak: Di dalam perusahaan agar bisa bersaing dengan perusahaan lain maka perlu melakukan kreativitas dan inovasi secara terus-menerus. Dengan adanya kreativitas yang menciptakan ide atau gagasan baru yang mampu menghasilkan produk baru yang belum ada sebelumnya dan bisa di gunakan oleh perusahaan. inovasi yang memberikan nilai lebih pada suatu produk dengan ide baru yang berbeda dengan produk lainnya. Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas dan inovasi karyawan terhadap perkembangan Hotel Maqna Gorontalo. Populasi adalah 150 karyawan dan sampel adalah 60 responden dan peneliti menggunakan slovin's formula. Metode analisis yang digunakan adalah kuantitatif menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa secara bersamaan kreativitas dan inovasi memiliki pengaruh terhadap perkembangan Hotel Maqna Gorontalo. Sebaiknya karyawan Hotel Maqna Gorontalo dapat meningkatkan dan mengembangkan lagi kreativitas dan inovasi yang dimiliki untuk perkembangan Hotel Maqna Gorontalo

Kata Kunci: *kreativitas, inovasi, perkembangan perusahaan*

INTRODUCTION

Research Background

In every company there are listed in the government and some are not. Every listed company is regulated, they have a business entity for the company and this is official. Increase business competition and the development of creativity and innovation in the era of globalization forcing the company to continue to enhance creativity, such as in expressing ideas and producing new products.

Indonesia creative is a flagship program launched by the government to develop a creative economy, Indonesia creative is dedicated to support and help accelerate the programs of various government agencies to develop a creative economy. Indonesia creative is a digital platform that aims to activate a collaboration signal between creative economic stakeholders. This platform offers space for creative minds to connect with each other and be directly involved in the development of Indonesia's creative economy. In Indonesia, the Government, in the Era of President Jokowi has boosted the creative economy wheel, especially with the Indonesian Creative Economy Agency. The President and his staff understand exactly how much potential of this country that has not been well dug.

Employees are also the most important asset in a company that has a major impact on the company's success. Because without employees the work inside the company can not be resolved and of course the company can not operate. That's why every company needs employees for every operational. Every employee must also have a strong desire to develop, who have adequate knowledge and skills to advance the company and every employee must have the creativity and innovation in order for the company to increase productivity.

Barron (2013:44) creativity is defined as the ability to create something new. So the company wants employees who have creativity in developing the competitiveness of the company, in producing new things and employees must also have brilliant ideas that can make a product or a good work that is creative to be seen. Rogers (1983) Defines that innovation is an idea, idea, practice or object / object that is realized and accepted as something new by a person or group to be adopted. So in innovating also issued a new invention to produce something that has added value in the activities of the company, the company employees are also required to always innovate in improving the quality of products produced because this is not independent of consumer demand is changing.

In Hotel Maqna Gorontalo, this company has many employees who have good quality and employees have the creativity and innovation that makes the Hotel to be the best Hotel in Gorontalo, can have a broad insight and can create something new, which makes the company into a quality company.

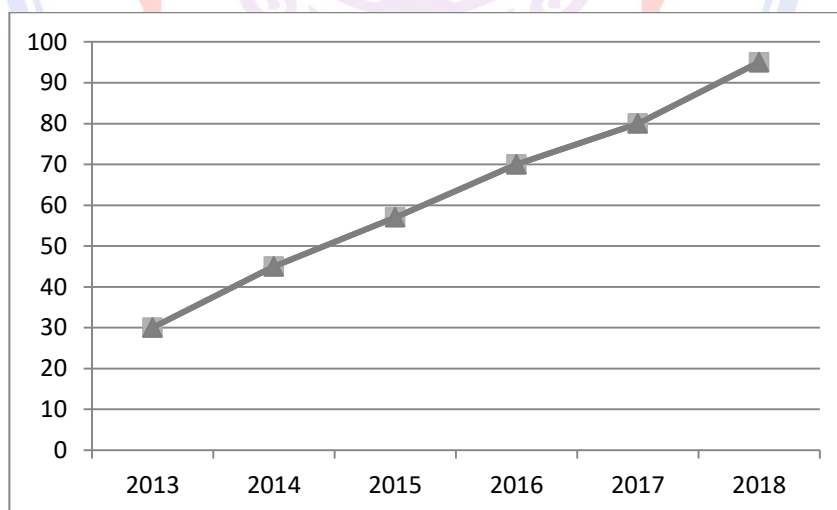


Figure 1. Increase of Maqna Hotel Gorontalo

Source : Maqna Hotel, 2018

According to Maqna Hotel Gorontalo in table increase Hotel Maqna from 2013 until 2018 percentage from 30% year 2013, until year 2018 increase up to 95%. This increase occurs because of creativity and innovation in employees. every year employees have new ideas and products so that every year there is an increase.

So are companies in Indonesia, creativity and innovation itself can be realized both in service companies and companies that produce products. In the company's product innovation materialized in the form of ideas about innovation for example: motorcycles, the necessary innovations that are about style, design, machine. While the creativity services company can be realized in the form of increased customer or develop thinking in solving problems encountered. So within the company Creativity and innovation is a potential that must be owned by all employees because it is very important and should be fostered and developed in every employee. This will also greatly support the productivity of work, and overall will improve the performance of work or performance of a company, so the efficiency and effectiveness of the company will be achieved.

Therefore, the success of a company is determined by the creativity and innovation of its employees, so that the company can improve creativity and innovation of its employees have a great chance to be a winner in the competition. Then creativity and innovation of employees become important factors to be noticed by the company in order to achieve business goals. Based on the above background discussion, researchers are interested to analyze more deeply about *The Influence of Creativity and Innovation Employee on the Development of Maqna Hotel Gorontalo*

Research Objectives

This research aims to analyze the affect of:

1. Creativity and Innovation employee toward the development of Maqna Hotel Gorontalo
2. Creativity toward the development of Maqna Hotel Gorontalo
3. Innovation toward the development of Maqna Hotel Gorontalo

THEORETICAL FRAMEWORK

Human Resource Management

Human resource management is the planning, organizing, directing and controlling of the procurement, development, compensation, integration, maintenance, and reproduction of human resources to the end that individual, organizational and societal objectives are accomplished Flippo (1980). An efficient human resource management enables the workforce pf an organization to contribute efficiently and effectively towards the overall achievement of a company's goals and objectives.

Creativity

Guildford in Ali and Asrori (2006:41) presents two ways of thinking that is, convergent and divergent. Convergent thinking is the way individuals think of things by believing that there is only one correct answer. While the divergent way of thinking is the ability of the individual who seeks various alternatives of answers to the problem. Creative employees desperately need support from colleagues who help encourage employees to be more energetic, promote healthy competition that encourages the development of new ideas and insights Cummings and Olham (1997).

Innovation

Robbins (2007) defined, innovation as a new idea that is applied to initiate or improve a product or process and services. Innovation are new creations (in material or intangible form) that have significant (economic value), which is generally done by the company or sometimes by individuals. Someone who is innovate will always try to make improvements, bring something new/unique that is different from the existing ones.

Development Comapany

In develop the company is not easy, many people think that a good company is a company that always make a profit. While a good company is a company that is able to grow, in developing a company is not easy, there are many risks faced if deciding to develop a business or company. Not infrequently these risks even make companies fail to grow, but decline. Research and Development (R & D) is a process or steps to develop a new product or refine an existing product, which can be accounted, a company is a production organization that uses and coordinates economic resources to satisfy needs in a favorable way, Swastha and Sukotjo (2002)

Previous Research

Ramalingam, et al (2005) are studied about creativity and innovation (organizational factor) influence on firm performance: an empirical study on Malaysian telecommunication mobile network operators. This research stated that creativity and innovation has become an essential to any organization that wish to sustain their competitive advantage in today's world that has higher growth of new knowledge, ideas and accelerated rate of globalization. Mobile network operators, it is vital for each organization to adapt the finding of this study that indicate strong support on conceptualization of innovation and creativity as an emergent property of organizations that will have positive outcome on firm performance.

Darini, et al (2011) are studied about Relationship between Employee's Innovation (Creativity) and time management. This research stated the relationship between time management behaviors and attitudes with measures of creativity, as assessed by self-rated creativity and a measure of creative personality that self-perceived creativity is positively related to daily planning, confidence on long-range planning, total time management, perceived control of time, tenacity and negatively related to preference for disorganization.

Bisadi, Mozaffar, Hosseini (2012) are studied about Future Research Centers: The place of creativity and innovation, The built environment is considered as one of the influential aspect in creativity and innovation and its appropriate features are sought here. Among various choices, academic research centers of architecture and urban design are adopted for the sake of this study. These studies focused on the innovation in university research centers and supposed that communication and face-to-face consultation are the main sources of innovation. They analyzed the layout of research offices and labs associated with six university research centers, categorized them into three arrangements, and introduced one of them as the best arrangement in increasing innovative outcomes.

Conceptual Framework

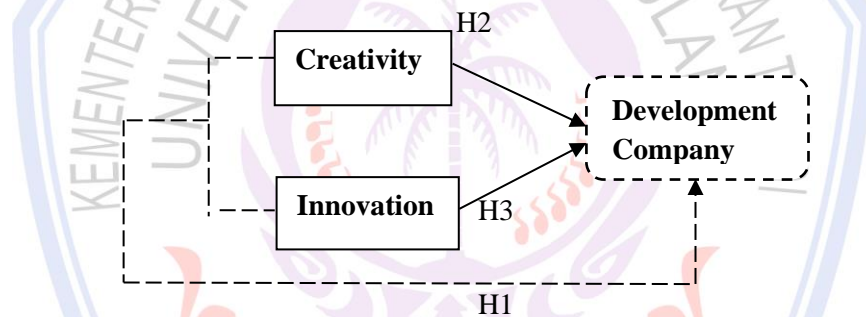


Figure 2. Conceptual Framework
Source : *Data Analysis Method, 2018*

RESEARCH METHOD

Research Approach

The purpose of this research is to know the influence of creativity and innovation employee on the development company. This research is quantitative method. The study using a quantitative approach emphasize his analysis on numerical data are processed by statistical methods Anzwar (1998:5). Quantitative research or quantitative method based on sugiyono (2013) defined as research method based on positivism paradigm that used to investigate specific population or sample.

Population, Sample and Sampling Technique

Population is the whole of the characteristics or unit of measurement results that become the object of research. The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate Sekaran and Bougie (2005). The population of this research is 150 employee of maqna hotel Gorontalo.

Sampling is the process of selecting a group of subjects for a study in such a way that the individuals represent the larger group from which they were selected Gay (1987:101). Slovin's formula to achieve minimum viable sample data which is Umar (2005). The sample of this research is 60 respondent. In this study researchers used a sample technique that is random sampling. Simple random sampling is a method of drawing

from a population or universe in a certain way so that each member of the population or universe has the same opportunity to be selected or taken Kerlinger (2006:188).

Data Collection Method

There are two types of data that are collected in this research which were primary data and secondary data. Primary data Researcher collected the data is collected by using questionnaire. The respondent reads and answer the questionnaire directly by themselves and secondary data the background, literature review, research method and discussions.

Operational Definition of Research Variables

There are two main variables and indicators, which is Creativity (Ideas, Skill, Solution/solve the problem), Innovation (Expertise, Organization, Ability, Create something new) and Development company (Quality and Quantity).

Measurement of Research Variables

The measurement of the data collected in this research uses likert scale. Malhotra and Peterson (2006:264) stated that the end points of a Likert scale are typically “strongly disagree” and “strongly agree”.

Testing of Research Instrument

The instrument testing are Validity and Reliability Test. The analyze validity of questionnaire, validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure Sekaran and Bougie (2009:157). By using reliability test, Cronbach’s coefficient alpha to adopted by averaging the coefficient that result from all possible combination of split halves Malhotra (2006).

Multiple Regression Analysis

Multiple Regression Analysis involves a single dependent variable and two or more independent variables Malhotra and Peterson (2006:513), The analysis used multiple linear regression analysis using SPSS application can be formulated as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Where:

Y = Development company

α = Number constant

b_1 = Regression coefficient of creativity

b_2 = Regression coefficient of innovation

X_1 = Creativity

X_2 = Innovation

e = Error

RESULT AND DISCUSSION

Result

This study aims to find out the influence of the creativity and innovation employee on the development of the company in Maqna Hotel Gorontalo. The research results collected were processed and analyzed. The analysis used in this study includes an overview of the research object respondent characteristic, Research variables, Research Result (validity and reliability), Multiple Regression Analysis Model, Classical Assumption test and Hypothesis Testing. The Questionnaire is conducted from the informants who are employees in Maqna Hotel Gorontalo.

Validity and Reliability

Table 1. Validity Statistcs

	Creativity	Innovation	Development Company
Creativity	1	.452**	.400**
Innovation	.452**	1	.428**
Development Company	.400**	.428**	1

Source : SPSS Output, 2018

Validity test result is stated as valid because the correlation value of Creativity is 0.759 which is above 0.3 and significant level is below 0.05 which is 0.0 and also the innovation is stated as valid because the correlation value is 0.808 which is above 0.3 and the significant level is below 0.05 which is 0.0 and the last development company is stated as valid because the correlation value is 0.789 which is above 0.3 and the significant level is below 0.05 which is 0.0

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.820	30

Source : SPSS Output, 2018

Reliability test result is show that Alpha Cronbach is 0.820 which mean that value of Alpha Cronbach is higher than the acceptance limit of 0.6 and it indicates that the data is acceptable or indicates good internal consistency. Therefore the research instrument is reliable.

Multiple Regression Analysis

Multiple Regression analysis model is used to determine the influence of several independent variable on a dependent variable. SPSS 20 software is used to find the result of multiple regression.

Table 3. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	16.388	6.317		2.594	.012
Creativity	.306	.154	.259	1.996	.051
Innovation	.313	.131	.311	2.392	.020

a. Dependent Variable: Development Company (Y)

Source : SPSS Output, 2018

The Equation is as follows: $Y=16.388+0.306X_1+0.313X_2+e$

1. Constants (α) of 16,388 shows the influence to relationship between Creativity (X_1) and Innovation (X_2) to Development Company (Y).
2. Variable X_1 (creativity) have an influence to Y development company is 0.306.
3. Variable X_2 (innovation) have an influence to Y development company is 0.313.

Classical Assumption Test

Table 4. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Creativity	.795	1.257

a. Dependent Variable: Development.Company

Source: SPSS Output, 2018

The value of Tolerance and VIF for Creativity (X1) are 0.795 and 1.257; The Innovation (X2) are 0.795 and 1.257. The VIF value of Creativity (X1) and Innovation (X2) is 1.257 it means that the VIF of both variables are less than 10. it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity

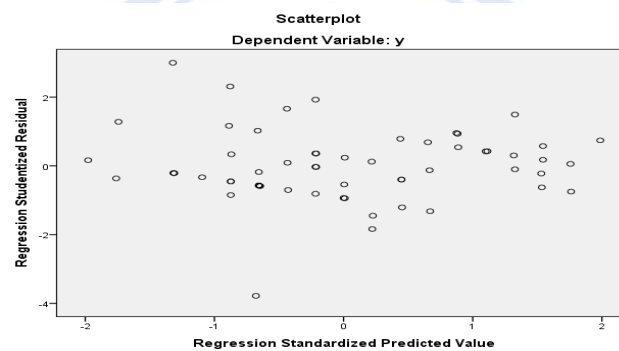


Figure 3. Heteroscedasticity Result

Source: SPSS Output, 2018

Figure 3 shows that the scatterplot graph shown for heteroscedasticity test shows points that spread randomly and there is no clear pattern formed and in spreading the points spread below and above the number 0 (zero) on the Y axis. it identifies no heteroscedasticity in the model regression, so that the regression model is worth using to predict variable development company (Y).

Normality

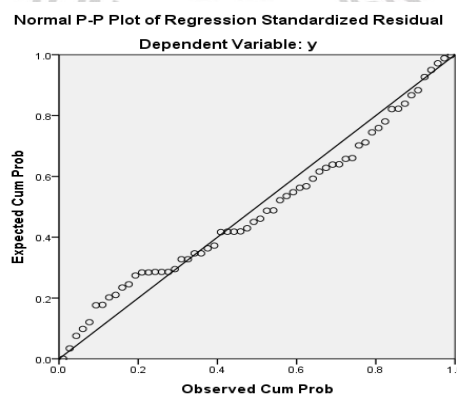


Figure 4. Normality Result

Source: SPSS Output, 2018

Figure 4 shows that the normal graph P-P of standardized residual regression describes the distribution of data around the diagonal line and its distribution follows the direction of the diagonal line of the graph, the regression model used in this study affects the assumption of normality.

Auto-Correlation**Table 5. Normality Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.486 ^a	.236	.210	2.57831	2.249

a. Predictors: (Constant), Innovation, Creativity

b. Dependent Variable: Development Company

Source: SPSS Output, 2018

From the calculation results obtained DW values (2,249). then the value of DW will be compared with the value of dU and dL, in table DW with criteria significant level of 0.05, then the value of dU = 1.652 is obtained. DW values 2,249 > 1,652 and < 4-dU (4-1,652) = 1,648. So it can be concluded that there is no auto correlation.

Hypothesis Testing**Table 6. F-Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	117.266	2	58.633	8.820	.000 ^b
Residual	378.918	57	6.648		
Total	496.183	59			

a. Dependent Variable: Development Company

b. Predictors: (Constant), Innovation, Creativity

Source: SPSS Output, 2018

The result of F-Test is by using the level of significant of 0.05 ($\alpha = 0.05$) and degree of freedom (df) of 2, the F value from F distribution table is $F_{table} = 3.158$ while the value of F_{count} from also shows that the significant value is $0.000 < 0.05$. H_0 is rejected and H_1 is accepted. It means that the independent variables significantly affect the dependent variable simultaneously. Therefore hypothesis is accepted.

Table 7. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	16.388	6.317		2.594	.012
Creativity	.306	.154	.259	1.996	.051
Innovation	.313	.131	.311	2.392	.020

a. Dependent Variable: Development Company

Source: SPSS Output, 2018

1. Creativity and Development Company

T_{count} Value on variable creativity (X1) is equal to 1.996 and T_{table} is 2.002.

$T_{count} = 1.996 < T_{table} = 2.002$ meaning that H_0 is accepted and H_1 is rejected.

Creativity (X1) has no significant partial influence on development company (Y).

2. Innovation and Development Company

T_{count} Value on variable innovation (X2) is equal to 2.392 and $T_{table} = 2.002$.

$T_{count} = 2.392 > T_{table} = 2.002$ meaning that H_0 is rejected and H_1 is accepted.

Innovation (X2) has significant partial influence on development company (Y).

Creativity on Development Company

Cropley (1994) that the ability of creativity is the ability to create ideas, recognize the possibility of alternatives, have unexpected combinations, have the courage to try something new. From the results of hypothesis testing that has been done obtained coefficient value on creativity variable of 0.306, with a significance value of 0.051. probability value of 0.051 is smaller than the value of $\alpha = 0.05$, so it can be

concluded that variable creativity has a significant effect on variable development company. So that it can be said when creativity is obtained by employees in applying creative solutions, by having ideas and ideas that come from their own thinking and able to create creative skill to be able to develop the company so that the company is able to compete with other companies by being able to apply creativity to develop company. With creativity, employees can develop all the ideas they have, employees also don't run out of ideas to express or give their creativity ideas to the company. So that from the creativity gained by employees or the creativity that employees have, employees can develop the company well by using creativity that employees have and the company can compete with other companies.

Innovation on Development Company

Innovation is about staying relevant. We are in a time of unprecedented change. As a result, what may have helped an organization be successful in the past could potentially be the cause of their failure in the future. Companies need to adapt and evolve to meet the ever changing needs of their constituents. From the results of the hypothesis testing that has been done is obtained the standard beta coefficient of the innovation variable of 0.313, with a significant value of 0.020. probability value of 0.020 is smaller than the value of $\alpha = 0.05$, so it can be concluded that variable innovation has a significant effect on the variable development company. So that it can be said that the greater the innovation that employees have in developing the company, the greater the development of enterprises in increasing company competition today. With innovation employees are able to adapt ideas to create products that are different from other companies, employees are also able to make new combinations to be able to develop the company well. So that with innovation that employees have employees can make a new thing by being able to develop the company and be able to compete with other companies.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion in the previous chapter, we can conclude some points here which are:

1. Creativity and Innovation simultaneously affect toward development company in Maqna Hotel Gorontalo.
2. Creativity affect significantly toward development company in Maqna Hotel Gorontalo.
3. Innovation affect significantly toward on development company in Maqna Hotel Gorontalo.

Recommendation

This research has some recommendations proposed and found for the company, university and further researchers:

1. For the company, Companies must pay attention to the wants and needs of employees so that employees can work well and every employee's creativity and innovation by their employees can use them very well and optimally so that employees can compete with other companies. Likewise, the researchers suggest to the Maqna Hotel Gorontalo, with the creativity that is owned and the innovations made by the employees, Maqna Hotel Gorontalo will be able to provide something, ideas or something new that can provide comfort for visitors who want to visit Maqna Hotel Gorontalo so with the creativity and innovation of the employees of Maqna Hotel Gorontalo can develop well and can achieve high competitiveness into a Hotel that is of quality and quantity and can develop well. Employees should also be able to use the creativity and innovation they have so that the hotel can continue to develop and can provide the best for visitors.
2. For the University, hopefully can give the student, lecturers and other parties in University knowledge and additional information regarding the creativity and innovation employee on the development of the company.
3. For the future researcher, the researcher hopefully will help in doing their research using the finding regarding with the topic and even help as guidance in selecting the method of the research.

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