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by Iwan Sidharta

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The Influence of Readiness to Use Technology and Creativity on Task Performance: Perspectives from the Fashion Creative Industry in Bandung City

ABSTRACT

It cannot be denied that technology is one of the factors driving business competition. Thus, technological preparation is one of the determining factors in winning business competition. In the creative industry sector, fashion requires a high level of creativity. So, it is necessary to prepare employees to use technology that can increase creativity, which has implications for employee work; this study focuses on predicting the construct of technological readiness that impacts employee creativity and its implications for completing employee assignments in the fashion industry sector in Bandung. The 243 respondents involved with the structural equation-PLS model prediction approach showed different results where the overall construct of technological readiness can increase employee creativity and have implications for performance. The research results indicate that efforts are needed to select innovative, easy, comfortable, and safe technology. So it can speed up work productivity. The results of this research cover the gap in previous research, showing that yet to be research has examined the effect of technological readiness and creativity on increasing employee work in the fashion creative industry.

INTRODUCTION

Technology has been widely used in economics and business as a tool that can facilitate the creation of better products, enhance the capabilities of existing products, create new components, and create new products and services supported by knowledge. (Giones & Brem, 2017; Song, 2019; Srinivasan & Venkatraman, 2018)

The challenges faced by the Indonesian state to increase the knowledge-based economy's superiority need to be carried out by various parties considering the results of the 2020 global economic index. Indonesia's country ranking is ranked 81 out of 138 countries. (United Nations Development Program (UNDP), 2021) Indonesia's country index results are ranked 76 out of 116 countries. (Acs et al., 2021) In 2021, Indonesia's ranking is 87th compared to the 2020 ranking, down two places from which it was previously ranked 85th. (Dutta et al., 2021)

The utilization of technology is a crucial issue for Indonesia, referring to the data mentioned above, where the human resources possessed are abundant, with demographic bonuses as an opportunity. However, human resource capabilities are different from global demands. For this reason, it is necessary to measure whether HR in the creative fashion industry sector has been able to take advantage of technological advances due to the shift from the closed innovation

paradigm to an open innovation paradigm in supporting their ability to complete their duties and obligations to the organization so that it can have an impact on increasing the level of a better life. The problem of weaknesses in the use of technology has been identified in the Strategic Plan of the Ministry of Tourism and Creative Economy. It requires the creativity of human resources in the Creative Fashion industry. Such as the development of content, creation, and creative technology that could be more optimal, the software that produces creative products and services is expensive, the lack of content research, and the lack of content archiving activities. Developing a creative economy with human resources could be more optimal, as is the lack of material research and product development.

Creativity is essential for individuals to complete their duties and obligations to the organization. (Cai et al., 2020) To take advantage of technological advancements, creative individuals are needed to solve problems encountered in completing their organizational tasks and obligations. It can be identified that the existence of creative individuals and individuals who can utilize technology will be able to complete their duties and responsibilities optimally, which will have an impact on improving the overall performance of the organization or company.

In a knowledge-based economy, technology's efficient and effective use encourages innovation. It enforces the basic framework for building prosperity and creating wealth based on a knowledge-based economy. (Srinivasan & Venkatraman, 2018; Sussan & Acs, 2017) Digitalization has reduced processes and reduced barriers in organizational operations. (Nambisan, 2017) To handle a broad customer base, find financial support and fast growth occurs in the digital world with agile and more productive work mechanisms. (Björkdahl, 2020) One example of a digitally driven business in Indonesia is Gojek and Reddoors. This condition indicates that certain people create value and that value creation occurs among people whom the company does not employ. (Giones & Brem, 2017; Song, 2019)

Organizations need to think outside the box to form ideas, detect market imperfections, identify opportunities, and capitalize on them by creating new value. (Anderson et al., 2014) Creativity requires intellectual ability, domain knowledge, thinking style, an inquisitive mind interested in solving problems, and a helpful and supportive environment. At the individual level, creativity is the basis of innovation. At the organizational level, this facilitates utilizing new opportunities provided by constantly changing environmental conditions and the need for organizational and creative efforts to trigger innovation processes. (AlEssa & Durugbo, 2022)

Research (Ahmad et al., 2020; Zhang et al., 2021) shows that the rapid development of technology has also created situations and opportunities for innovation in products, development processes, manufacturing, and marketing models in the fashion industry. There are still many SMEs in Indonesia who do not have the readiness of reliable human resources with knowledge and skills in information technology and have infrastructure devices with substandard networks and internet connections, unstable communication networks from vendors, and research limitations regarding telecommunications infrastructure. (Priambodo et al., 2021) The finding (Sun et al., 2020) is that the relationship between ESM affordance and creative performance is mainly mediated by knowledge provision.

Previous research shows that there has yet to be research that has tested the influence of technological readiness and creativity on improving employee work in the fashion creative industry.

METHOD

The research method used is a survey approach. The survey will be conducted in the fashion creative industry sector in the city of Bandung. The respondents who will be sampled are employees who have worked for at least one year in a company engaged in the fashion sector in the city of Bandung. To ensure that the model specifications test is met, the minimum data required is around 300 employees of the creative fashion industry in Bandung. The data analysis technique is a structural approach (Structural Equation Modeling).

At the research stage, an information search was carried out regarding the creative fashion industry in Bandung by collecting primary and secondary data from related parties. Make a research design as a reference in completing the research to be carried out.

The proposer makes a research design to facilitate the implementation of the research. The research design includes an essential step in completing the research. In the early stages, the proposer clarifies the research problem by digging deeply into the problems that will become the research theme. After conducting a previous literature review to map the research position, the proposer proposes a problem statement and estimates the results to be predicted. Initial guesses need to be verified by first determining the problem's method. The proposer uses a quantitative approach by collecting research data. The research data obtained are respondents who will be used to verify research allegations. The collected data will be tested for data quality and then analyzed using statistical techniques. The results of data analysis will be discussed so that conclusions will be drawn on the proposed research.

In the initial stages, the proposer prepares a research proposal identifying the research problem. The research problem to be formulated is how much influence the readiness to use technology and creativity have on employee task performance. To answer the formulation of the problem, the proposer collects research data, especially to complete the literature review in developing a research model and conducting the latest review of relevant research results by seeking primary reference sources. Based on previous research studies on the state of the art and novelty, the proposer proposes developing a research model consisting of three variables,

Readiness to use technology, which is the tendency of employees to use new technology to achieve goals at work. (Blut & Wang, 2020; Parasuraman & Colby, 2015; Parasuraman & Grewal, 2000) There are four dimensions for measuring technology readiness: innovation, optimism, insecurity and discomfort. Creativity is the ability to develop new and valuable ideas. This creativity is closely related to innovation; as a process, it is necessary to integrate the vision of the future with experience and knowledge, using their brain's logical and intuitive abilities to be creative and generate new ideas. (Amabile, 1988; De Jong & Den Hartog, 2010; Janssen, 2000) Creativity requires an attentive mindset with enthusiasm to accept uncertainty. (Afsar et al., 2014; AlEssa & Durugbo, 2022; Kör et al., 2021) Measuring creativity uses the dimensions of idea generation, idea promotion, and idea implementation. Employee performance is a behavior or what

individuals do to complete their duties at work. (Aguinis et al., 2012; Casu et al., 2021; Koopmans et al., 2014; Na-Nan et al., 2018)

After determining the conceptual variables and their measurements, the proposer will test the validity and reliability of the research instrument and conduct an exploratory factor analysis to ensure the validity of the research instrument to use. After conducting validity testing and factor analysis, the proposer will conduct further testing by carrying out structural analysis to produce research model predictions. Carry out data analysis using the Structural Equation Modeling approach to produce valid research as one of the novelties in the fashion creative industry sector research.

RESULT AND DISCUSSION

Respondent Characteristics

Characteristics of Respondents Based on Gender

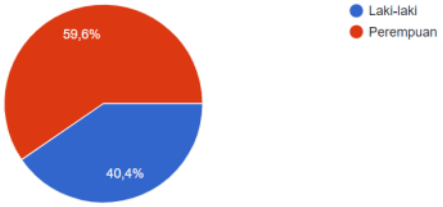

Figure 1. Characteristics of Respondents by Gender

According to the statistics presented in Figure 1, it can be noticed that within the sample or population under consideration, 59.6% of individuals are identified as males, whereas 40.4% are identified as females. Stated differently, the group has a higher proportion of males than females. A gender imbalance in the sample or population can be identified when there is a substantial disparity of over 10% between the proportions of males and females. The significance of this phenomenon becomes more salient in specific circumstances, such as social research or job recruitment, whereby gender disparity can influence outcomes or dynamics.

Characteristics of Respondents Based on Age

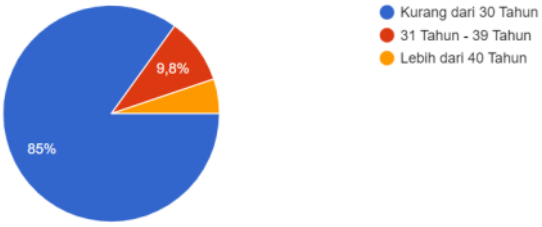

Figure 2. Characteristics of Respondents Based on Age

The data presented in Figure 2 depicts the distribution of ages within a given sample or population. Three distinct age groups have been identified: individuals under 30, those between

the ages of 31 and 39, and individuals aged 40 and above. The age group classified as "less than 30 years old" exhibits a predominant representation, accounting for 85% of the total population. This finding suggests that a significant proportion of individuals within the sample or population belong to this particular age category. The age cohort of individuals between 31 and 39 is a minority, comprising around 9.8% of the population. This cohort exhibits a much lower age distribution than the older population segment. The age group classified as "over 40 years old" comprises a proportion of 5.2%, indicating the presence of a relatively modest subset of individuals within the sample or population who fall into this senior age category.

Characteristics of Respondents Based on Length of Work

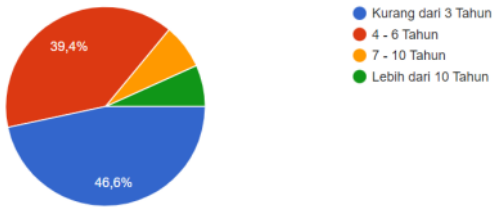

Figure 3. Characteristics of Respondents Based on Length of Work

The data presented in Figure 3 illustrates the duration of employment for people within the sample or population. The study categorizes individuals into four distinct tenure groups based on their length of service: less than three years, four to six years, seven to ten years, and above ten years. The tenure group categorized as "less than three years" exhibits the highest proportion, almost 46%. This finding suggests that a significant proportion of individuals within the sample or population must be more experienced in their respective roles within the job or organization. The tenure group consisting of individuals with a "4-6 years" tenure represents around 39.4% of the total population. This observation indicates that most individuals have accumulated several years of work experience in their respective jobs or organizations. The tenure categories labeled "7-10 years" and "over ten years" represent minority segments within the population, accounting for 7.3% and 6.7%, respectively. This observation suggests the presence of a minority group of employees who have maintained their tenure with the job or company for an extended duration.

Characteristics of Respondents Based on Education Level

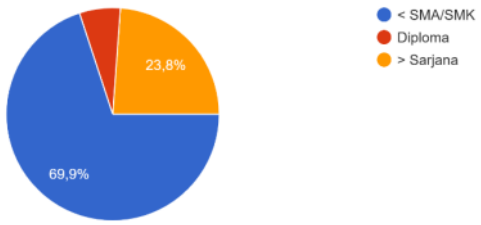

Figure 4. Characteristics of Respondents by Education Level

Based on the data presented in Figure 4, it is evident that most persons possess educational qualifications below the high school level, specifically SMA/SMK. This particular group constitutes approximately 69.9% of the total population under consideration. This observation highlights a pressing educational concern within the community that necessitates immediate response. Insufficient educational achievement below the high school level might be a barrier to accessing suitable work prospects and enhancing one's overall quality of life. Approximately 6.2% of the population has a diploma-level education. The above phenomenon may be ascribed to restricted availability or insufficient prospects for post-secondary education.

Nevertheless, those with a Diploma level of education may have access to more employment prospects compared to individuals with educational qualifications below the high school level. The percentage of individuals possessing a bachelor's degree is 23.8%, indicating a notable level of attainment in this educational category. Higher levels of education can lead to improved career opportunities and increased earning potential. Furthermore, this phenomenon manifests society's increasing emphasis on pursuing higher education, which can be seen as a strategic investment in cultivating a more proficient and capable labor force.

Characteristics of Respondents Based on Business Classification

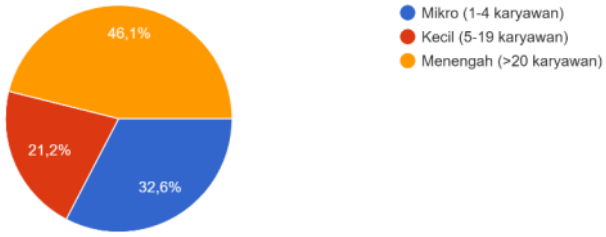

Figure 5. Characteristics of Respondents Based on Business Classification

Based on the data presented in Figure 5, many businesses may be classified as micro-enterprises, employing 1-4 individuals, comprising approximately 32.6% of the sample. Furthermore, a substantial proportion of businesses can be categorized as medium-sized enterprises, employing more than 20 individuals, accounting for approximately 48.6% of the sample. This observation highlights a notable disparity between small and large enterprises, with most organizations being classified between these two groups. The observed prevalence of enterprises falling under the medium group, defined as having more than 20 employees, may suggest that these entities have progressed to a more advanced development phase. The observed phenomenon can be ascribed to expanding commercial operations, heightened demand, or acquiring more assets that have assisted the overall growth. The group of small businesses, specifically those with 5-19 employees, exhibits a somewhat smaller proportion, amounting to 21.2%. This observation may signify difficulties tiny enterprises encounter in maintaining their expansion. This group may be more susceptible to instability, resource limitations, and competitive challenges than smaller micro-businesses and more prominent medium-sized organizations.

Characteristics of Respondents Based on Business Field

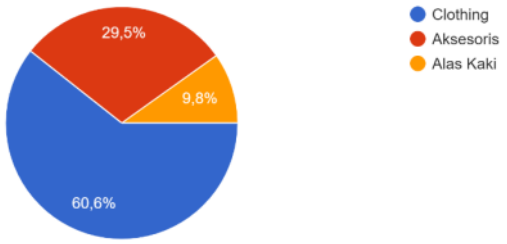

Figure 6. Characteristics of Respondents by Line of Business

According to the data in Figure 6, the clothes industry exhibits a dominant proportion of 60.6%. This observation suggests that the garment industry is the predominant or favoured sector among the three mentioned. The phenomenon above can be ascribed to either a consistent level of demand or robust fashion trends. While the proportion is somewhat smaller, the accessories sector still holds a notable share of 29.5%. This implies a robust market for accessories, including jewellery, luggage, and other supplementary things. The dynamic nature of fashion trends and evolving lifestyles can influence the popularity of this business sector. The footwear industry possesses a relatively modest market share, accounting for approximately 9.8% of the overall market. This suggests that there may be a somewhat reduced demand for footwear compared to clothing and accessories. Various factors, including seasonal variations, individual lifestyles, and prevailing local fashion trends, might influence the demand within this particular sector.

Table 1. Research Outer Loading Calculation Results

	Creativities	Contextual Performance	Discomfort	Innovation	Insecurity	Optimism	Task Performance
K1	0,786						
K10	0,858						
K11	0,765						
K12	0,788						
K13	0,857						
K2	0,790						
K3	0,783						
K4	0,838						
K5	0,850						
K6	0,759						
K7	0,842						
K8	0,847						
K9	0,860						
KT1							0,873
KT10		0,865					

KT11		**0,783**					
KT12		**0,830**					
KT13		**0,705**					
KT2							**0,835**
KT3							**0,870**
KT4							**0,866**
KT5							**0,821**
KT6		**0,687**					
KT7		**0,768**					
KT8		**0,829**					
KT9		**0,860**					
T1.1						**0,843**	
T1.2						**0,875**	
T1.3						**0,858**	
T1.4						**0,830**	
T2.1				**0,772**			
T2.2				**0,838**			
T2.3				**0,762**			
T2.4				**0,810**			
T3.1			**0,757**				
T3.2			**0,811**				
T3.3			**0,745**				
T3.4			**0,750**				
T4.1					**0,824**		
T4.2					**0,589**		
T4.3					**0,526**		
T4.4					**0,715**		

According to the findings presented in Table 1, the research instrument demonstrates an outer loading value surpassing 0.5. Consequently, the subsequent phase entails conducting supplementary assessments to evaluate the validity and reliability of the research concept.

Table 2 Results of Construct Validity and Reliability Calculation

	Cronbach's Alpha	**Composite Reliability**	**Average Variance Extracted (AVE)**
Creativities	**0,959**	**0,963**	**0,669**
Contextual Performance	**0,915**	**0,931**	**0,630**
Discomfort	**0,766**	**0,850**	**0,587**
Innovation	**0,807**	**0,873**	**0,633**

Insecurity	**0,737**	**0,763**	**0,503**
Optimism	**0,874**	**0,914**	**0,725**
Task Performance	**0,907**	**0,930**	**0,728**

Table 2 displays that the research construct has values higher than 0.7 for both Cronbach's Alpha and Composite reliability. Similarly, the Average Variance Extracted value exceeds 0.5, indicating that the constructs in this study are considered valid and reliable.

Subsequently, the researcher conducted data analysis that revealed outcome variations, as observed in Table 3 and Figure 1.

Table 3 Calculation Results of Path Coefficient, R Square and Hypothesis

	Original Sample (O)	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Decision**
Creativity -> Contextual Performance	0,844	0,036	23,209	**0,000**	**Significant**
Creativity -> Task Performance	0,682	0,085	7,983	**0,000**	**Significant**
Discomfort -> Creativity	0,057	0,059	0,966	**0,335**	**Not significant**
Innovation -> Creativity	0,639	0,060	10,699	**0,000**	**significant**
Insecurity -> Creativity	-0,032	0,071	0,456	**0,649**	**Not significant**
R square	**R square**		**R Square Adjusted**		
Creativity	0,610		0,610		
Contextual Performance	0,713		0,713		
Task Performance	0,465		0,465		

The calculation results indicate that in the context of Creativity, Task Performance has significant importance based on the p-value. Kreativitas juga memiliki pengaruh yang signifikan terhadap kinerja tugas. Namun, kurangnya kenyamanan tidak memiliki dampak yang signifikan terhadap tingkat kreativitas. Innovation holds significance about creativity. However, insecurity does not have significance about creativity. The respective R-squared values of 0.610, 0.713, and 0.456 support the findings, indicating that the developed model can be classified as good.

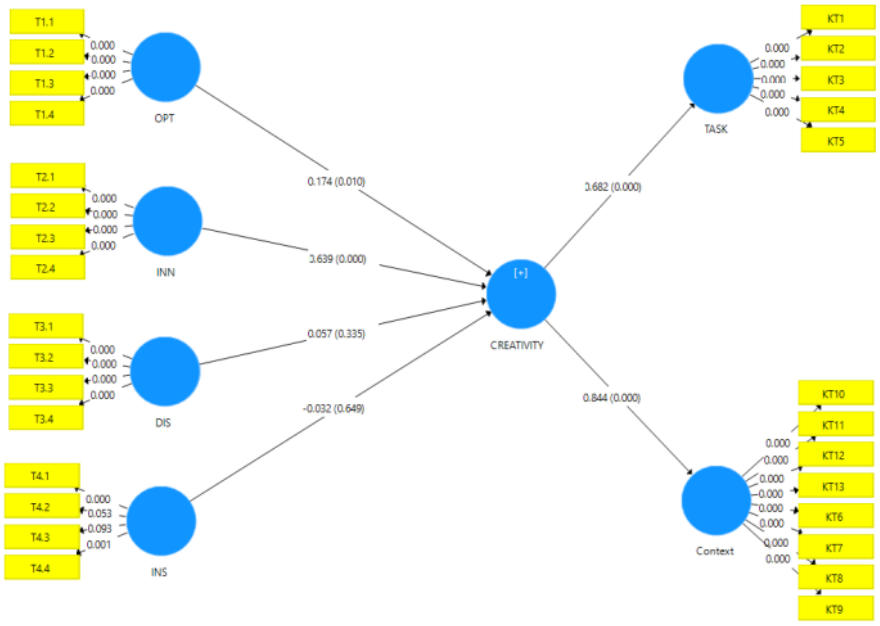

Figure 7. Calculation Results of the Research Model

The analysis of Figure 7 reveals notable variations in the predictive outcomes of the research constructs, precisely task and contextual, on creativity and performance. The constructs associated with the variable of Technology Readiness, namely optimism, inventiveness, discomfort, and insecurity, have diverse influences. Among the four constructs under consideration, it is noteworthy that optimism and innovation exert a substantial influence on creativity. In contrast, the remaining two categories, discomfort and insecurity, lack substantial influence on the creative process. Nevertheless, it is crucial to acknowledge that the impact of creativity on both task performance and contextual performance is substantial.

The data above suggest that the degree of preparedness in utilizing technology significantly influences individuals' creative abilities, thereby impacting their overall performance. The results of this study are consistent with recent research conducted by Venkatesh V, Speier C, and Morris MG, which emphasizes the significance of comprehending the process via which user perceptions are shaped prior to the implementation of a system, utilizing the Technology Acceptance Model (TAM). According to Albors-Garrigos J's research, technology is valuable for facilitating communication with consumers.

Within the framework of Industry 4.0, the dimension of human capital is regarded as the foremost critical factor in preparing for successful technology adoption. According to a study conducted by Adebanjo D, Laosirihongthong T, Samaranayake P, and The PL, a key determinant of success in the creative fashion sector is the establishment of collaborative partnerships with technology providers and startups, fostering the development of innovative solutions.

Efficient information systems are vital in the fashion industry's decision-making and human resource management. This observation is consistent with the research findings reported by Dissanayake DG and Weerasinghe D. Moreover, a body of study conducted by Hoque MA, Rasiah R, Furuoka F, Kumar S; Park-Poaps H, Bari MS, and Sarker ZW as well as Castañeda-Navarrete J, Hauge J, and López-Gómez C, indicates that the use of technology plays a crucial role in the fashion sector.

Furthermore, studies conducted by Jin BE, Shin DC; Wijewardhana GE, Weerabahu SK, and Nanayakkara JL, along with Samaranayake P, suggest that within the context of the Fourth Industrial Revolution, the fashion industry has the potential to tackle challenges related to hyper-personalization, environmental sustainability, and enhanced productivity.

CONCLUSION

Based on the data shown in Figure 1, notable variations can be detected in the predictive effects of the research components on creativity and performance, namely in the task and contextual domains. The constructs associated with the Technology Readiness variable, namely optimism, innovation, discomfort, and insecurity, exert diverse influences. Among the four constructs under consideration, it is noteworthy that two of them, optimism and innovation, substantially impact creativity. In contrast, the remaining two components, namely discomfort and insecurity, exhibit no influence on the creative process. Nevertheless, it is crucial to acknowledge that the impact of creativity on both task performance and contextual performance is substantial.

The data above suggest that the degree of preparedness in utilizing technology significantly influences the extent of creativity exhibited, thereby impacting overall performance. The findings above are consistent with prior research conducted by Venkatesh V, Speier C, and Morris MG, which emphasize the significance of comprehending the process by which user perceptions are shaped prior to the installation of a system, employing the Technology Acceptance Model (TAM). According to Albors-Garrigos J's research, technology is valuable for facilitating communication with consumers.

Within the framework of Industry 4.0, human capital is regarded as the foremost critical factor in ensuring the successful adoption of technology. According to a study by Adebanjo D, Laosirihongthong T, Samaranayake P, and The PL, a key determinant of success in the creative fashion sector is establishing partnerships with technology providers and startups to foster innovation.

The optimal application of information technology is critical in decision-making and human resource management within the fashion industry. This is consistent with the research findings of Dissanayake DG and Weerasinghe D. Moreover, several studies conducted by Hoque MA, Rasiah R, Furuoka F, Kumar S; Park-Poaps H, Bari MS, and Sarker ZW, as well as Castañeda-Navarrete J, Hauge J, and López-Gómez C, have indicated that the use of technology plays a significant role in the fashion sector.

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REFERENCES

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