

The Effect of Work Ability on Employee Creativity in the Digital Era in Mediating Work Motivation and Job Opportunities in Company Employees START UP Sleman, Yogyakarta

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ABSTRACT

This study examines the effect of employee work ability on work creativity in the digital era mediated by work motivation and job opportunities. This research was conducted on Star Up companies spread across Sleman district, Yogyakarta. This study used quantitative methods using sampling methods that were the same as the population in this study. The sample that met the criteria amounted to 105 respondents. Test the hypothesis of this study using Smart PLS version 3.2.9. The results obtained that Employee work ability has a positive and significant effect on work motivation, Employee work ability has a positive and significant effect on job opportunities, Work motivation has a positive and significant effect on Employee Creativity in the digital era, Job opportunities have a positive and significant effect on work motivation For Employee Creativity in the digital era, there is a mediating role in the relationship between Employee Work Ability and Employee Creativity in the digital era in Job Motivation mediation, and there is a mediating role in the relationship between Employee Work Ability and Employee Creativity in the digital era in Job Opportunity mediation.

INTRODUCTION

Individual creativity is an important element for companies to remain competitive and survive in the market. Various organizations are also constantly looking for different ways to inspire their employees to work creatively and develop innovative ideas (Shafi et al., 2020). Work ability should not only affect employee performance but encourage them to provide the best work performance. This is because employees are more likely to perform tasks that are believed to have skills to handle, but avoid tasks that are believed to require greater skills than they have (Darmawan 2022).

Creativity plays an important role, as the soul of the development or change and progress of the nation. Truly creative humans have their own value systems and life appreciation systems that may not be the same as the values held by the surrounding society. A person's work creativity ability cannot be separated from the influence of culture and society around him (Shah, 2022). Organizational resilience looks beyond restoration to include the development of new capabilities and expanded capabilities to keep pace and even create new opportunities (Sunarsi 2019).

The role of creativity in the workplace for the survival and competence of the organization. Notably, in the turbulent business context of innovation, entrepreneurial leaders, unlike other types of leaders, specifically emphasize the recognition and utilization of opportunities as important organizational goals. With respect to opportunity-driven behavior, an entrepreneurial leader concentrates on creating

opportunities and/or identifying opportunities to develop new businesses through innovation (Cai et al., 2019).

Creative ideas developed by employees can also be useful resources for organizations to be able to change, grow, survive, improve organizational performance, and gain profits and success and intrinsic motivation are considered key drivers of creativity, but past research has yielded mixed findings raising questions about whether intrinsic motivation actually acts as a motivational force in directing and sustaining creativity (Ghiffari & Purba, 2021). Creativity is the ability to develop new ideas and new ways of seeing opportunities, while the application of solutions from the results of creativity is used to improve or improve something (Wilaini 2022).

RESEARCH METHOD

This research was conducted on employees of Star Up companies spread across Sleman district, Yogyakarta. The method used in this study is quantitative method, this research uses research methods with a certain population or sample, sampling techniques are usually carried out randomly and data collection is carried out using research instruments. Data analysis is quantitative or statistical with the aim of testing a hypothesis given by Creswell (2010). This research is data-based. The authors classify data into two main types: categorical data and numerical data. Categorical data consists of nominal and ordinal data, and numerical data consists of interval and ratio data.

RESULTS AND DISCUSSION

The following are the test results of the Smart Pls method of this study, namely:

Table 1. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Cut Off	Information
Employability	0.979	0.982	>0.7	Valid
Work Creativity in the Digital Era	0.941	0.955	>0.7	Valid
Work Motivation	0.956	0.964	>0.7	Valid
Job Opportunities	0.946	0.957	>0.7	Valid

Source: Data processed 2024

Based on the values in table 1, the Composite Reliability value of all research variables > 0.7 and Cronbach alpha > 0.7. These results show that each variable satisfies composite reliability and Cronbach's alpha, and it can be concluded that all variables have high reliability. Therefore, further analysis can be done by evaluating the goodness of fit of the model to ensure the inner fit of the model.

Analysis of structural models (inner model)

After testing the outer model, the next step is to test the inner model. Testing of the inner model or structural model is carried out to see the relationship between the construct, significance value and R-square of the research model.

Table 2. R Square Test Results

Variable	R-Square	R-Square Adjusted
Work Creativity in the Digital Era	0.522	0.512
Work Motivation	0.708	0.705
Job Opportunities	0.582	0.577

Source: Data processed 2024

Based on table 2 above, the R-square value of the variable of work creativity in the digital era is 0.522. The value means that the variable "employee work creativity in the digital age" can be explained by 52.2 independent variables, and the remaining 47.8 can be explained by other variables that are not in this study.

While the R-square value of the variable "work motivation" is 0.708. The value means that the variable "work motivation" can be explained by 70.8% of the independent variables, and the remaining 29.2% can be explained by other variables not considered in this study.

While the R-square value of the Job Opportunity variable is 0.582. This value means that the variable employment opportunity can be explained by 58.2% of the independent variable, and the remaining 41.8% can be explained by other variables not considered in this study.

Table 3. Predictive Relevance

Variable	Q ² (=1-SSE/SSO)	Information
Work Creativity in the Digital Era	0.418	Has predictive relevance value
Work Motivation	0.552	Has predictive relevance value
Job Opportunities	0.448	Has predictive relevance value

Source: Data processed 2024

From the data in the table, the Q-square value of the dependent variable is > 0. Looking at this value, it can be concluded that this study has good observations because the Q-square value > 0 (zero).

Table 4. Summary of Hypothesis Testing Results

Variable	Sampel Asli (O)	T Statistik (O/STDEV)	P Values	Information
Work Ability -> Work Motivation	0.842	32.789	0.000	H1 Accepted
Employability -> Job Opportunities	0.763	20.071	0.000	H2 Accepted
Work Motivation -> Work Creativity in the Digital Era	0.335	2.702	0.007	H3 Accepted
Job Opportunities -> Work Creativity in the Digital Era	0.424	3.771	0.000	H4 Accepted
Work Ability -> Work Motivation -> Work Creativity in the Digital Era	0.571	12.100	0.000	H5 Accepted
Job Skills -> Job Opportunities -> Work Creativity in the Digital Era	0.531	12.021	0.000	H6 Accepted

Source: Data processed 2024

In PLS use simulations to perform statistical tests of each hypothesized relationship. In this case, it is done using the bootstrapping method as an example. Here are the results of PL bootstrapping analysis:

The Effect of Work Ability on Work Motivation.

After testing the first hypothesis, namely the influence of work ability on work motivation, a coefficient value of 0.842 and a p-value of $0.000 < 0.05$ and t-statistics of $32,789 > 1,960$ were obtained. These results show that work ability affects work motivation. Therefore, the hypothesis that "work ability has a positive and significant influence on work motivation" is accepted.

The results of testing hypothesis 1 in this study are accepted, the higher the work ability of employees in the company, the higher the work motivation in employees in the company. The results of this study support research by Sinambela & Ernawati (2021); Maharani *et al.*,(2022); Pak *et al.*, (2019) who said that employee work ability has a positive and significant effect on employee work motivation.

The Effect of Employability on Job Opportunities

After testing the second hypothesis, namely the influence of work ability on job opportunities, a coefficient value of 0.763 and a p-value of $0.000 < 0.05$ and t-statistics of $20,071 > 1,960$ were obtained. These results show that employability affects job opportunities. Therefore, the hypothesis that "employability has a positive and significant influence on employment opportunities" is accepted.

The results of hypothesis 2 testing in this study are accepted, the higher the work ability of employees in the company, the higher the job opportunities of employees in the company. The results of this study support research by Pak *et al.*, (2019); Fadli (2020); Cai *et al.*, (2020) who said that employee work ability has a positive and significant effect on employee job opportunities.

The Influence of Work Motivation on Work Creativity in the Digital Era

After testing the third hypothesis, namely the influence of work ability on work creativity in the digital era, a coefficient value of 0.335 and p-values of $0.000 < 0.05$ and t-statistics of $2,702 > 1,960$ were

obtained. These results show that work ability affects work creativity in the digital era. Therefore, the hypothesis that "employability has a positive and significant influence on work creativity in the digital age" is accepted.

The results of testing hypothesis 3 in this study are accepted, the higher the employee motivation in the company, the higher the creativity of employee work in the current digital era. The results of this study support research by Adeel *et al.*, (2023); Listyawati (2017); Cai *et al.*, (2020) who said that employee work motivation has a positive and significant effect on employee work creativity in the digital era.

The Effect of Job Opportunities on Work Creativity in the Digital Era

After testing the fourth hypothesis, namely the influence of job opportunities on work creativity in the digital era, a coefficient value of 0.424 and a p-value of $0.000 < 0.05$ and t-statistics of $3,771 > 1,960$ were obtained. These results show that job opportunities affect job creativity in the digital era. Therefore, the hypothesis that "employability has a positive and significant influence on work creativity in the digital age" is accepted.

The results of testing hypothesis 4 in this study are accepted, the higher the job opportunities in the company, the higher the work creativity of employees in the company. This supports research conducted by Hsieh & Wu (2019); Hanim *et al.*,(2021); Cai *et al.*, (2020) who said that employee job opportunities have a positive and significant effect on work creativity in the digital era.

The Effect of Work Ability on Work Creativity in the Digital Age Mediated by Work Motivation

After testing the fifth hypothesis, namely the influence of work ability on work creativity in the digital era by mediating work motivation, a coefficient value of 0.571 and p-values of $0.000 < 0.05$ and t-statistics of $12,100 > 1,960$ were obtained. These results show that work ability towards work creativity in the digital era by mediating work motivation. Therefore, the hypothesis that states "work motivation is able to mediate the influence of work ability on work creativity in the digital age" is accepted.

The results of testing hypothesis 5 in this study are accepted, The results of this study support research conducted by Adeel *et al.*, (2023) the indirect influence of work ability on work creativity in the digital era mediated by employee work motivation shows These results show that work ability affects work creativity in the digital era mediated by employee work motivation.

The Effect of Work Ability on Work Creativity in the Digital era Mediated by Job Opportunities.

After testing the sixth hypothesis, namely the influence of work ability on work creativity in the digital era by mediating job opportunities, a coefficient value of 0.531 and p-values of $0.000 < 0.05$ and t-statistics of $12,021 > 1,960$ were obtained. These results show that employability towards work creativity in the digital era by mediating job opportunities. Therefore, the hypothesis that states "job opportunities are able to mediate the influence of employability on work creativity in the digital age" is accepted.

The results of hypothesis 6 testing in this study are accepted, the indirect influence of work ability on work creativity in the digital era mediated by employee job opportunities shows. These results show that work ability affects work creativity in the digital era mediated by employee job opportunities. The results of this study support research conducted by Adeel et al., (2023) stating that Employee work ability on employee creativity in the digital era has a positive and significant effect on employee employment opportunities.

CONCLUSION

From the results of the analysis and discussion that have been described, it can be specifically concluded that Employee work ability has a positive and significant effect on work motivation, Employee work ability has a positive and significant effect on job opportunities, Work motivation has a positive and significant effect on Employee Creativity in the digital era, Job opportunities have a positive and significant effect on Employee Creativity in the digital era, there is a mediating role in the relationship between Employee work ability and employee creativity in the digital era in work motivation mediation, and there is a mediating role in the relationship between employee work ability and employee creativity in the digital era in mediation Job opportunities.

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