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THE CORRELATION BETWEEN SELF-EFFICACY AND INNOVATIVE WORK BEHAVIOUR IN THE EMPLOYEES OF TOURISM INDUSTRY IN A TOURISM CITY

Yudha Prasetya Christianto¹, Seger Handoyo²

¹ Industrial and Organizational Psychology Department, Faculty of Psychology, Universitas
Airlangga, East Java, Indonesia.

Corresponding Author E-mail: [seger.handoyo@psikologi.unair.ac.id](mailto:²seger.handoyo@psikologi.unair.ac.id)

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ABSTRACT

Innovative work behaviour is one of the keys in order to increase the work productivity of the employees in tourism industry. This is due to the self-efficacy has a correlation to the innovative work behaviour. This research aims to determine the correlation between self-efficacy towards the innovative work behaviour to the employees of tourism industry in Mataram, Nusa Tenggara Barat. This research was used the quantitative approach with the type of explanatory research to determine the emergence, to deepen, to develop and to verify the theory (Neuman, 2000). This research was involved 96 respondents from employees of tourism industry in Mataram, Nusa Tenggara Barat. The data was obtained from the questionnaire deployment containing 10 items of the self-efficacy scale (2002) and 14 items of innovative work behaviour scale (2001). All items have been adjusted into Indonesian. The data has been analyzed by IBM SPSS 22 program. The research result shows the significance value of correlation between self-efficacy and innovative work behaviour of 0,010 with a coefficient of 0,263. There is a significant correlation between the variable of self-efficacy and innovative work behaviour.

INTRODUCTION

Nowadays, the development of creative economy is a form of optimism as well as the overflowing of aspiration in order to support Indonesia's vision to be developed country. Creative economy covers creative industry in many countries today is widely believed could contribute to the nation's economy significantly. In

Indonesia itself, the various sub-sectors of creative industry are potentially developed (Pangestu, 2008).

Tourism potential is one of the development successes. According to the data from the Ministry of Tourism of Republic of Indonesia, tourism contributes 9.5% of Product Domestic Bruto (PDB). The government of the Republic of Indonesia stipulates to maximize the development of potential tourism in Indonesia and one of the tourism development destinations is Nusa Tenggara Barat. The tourism destination as well as the beauty of Nusa Tenggara Barat is considered interesting as tourist attractions, since it is awarded as World's Best Halal Destination in Dubai, United Arab Emirates back in 2015.

The interview results show the innovation challenges must be conducted in order to attract the tourists. According to Hjalager (2010) the definition of innovation is categorized into five, they are: service or product innovation, process innovation, managerial innovation, management innovation and institution management (Hjalager, 2010). On the other hand, innovative work behaviour determines the continuity of the industry itself to compete in the market. The role of innovative work behaviour is an important factor to achieve the entrepreneurship goals consisting of: idea creation, idea promotion, and idea application to all levels of work (Scott and Bruce 1994).

Generally, innovative work behaviour is described in the context of how an individual facilitates the initiation of new and useful ideas that cover process, product, or procedure (Hammond et al., 2011). innovation emphasizes on more complex process and refer to the activity to develop, carry out, react and improve ideas. Optimal employee performance could happen if the manager in the companies could manage human resource to be the reliable ones (Eliyana, Ma'arif and Muzakki, 2019).

Other research also tries to research the correlation and impact of self-efficacy with innovative work behaviour to the varied subjects. The research conducted by Hsi (2011), shows the results that teachers with high innovative work behaviour will more likely involve creative and innovative process in creating the class room and teaching styles that can support their work performance (Hsiao et al., 2011). however the same research conducted by Sura (2017), shows no significance between self-efficacy and innovative work behaviour to the employees at Radio Station X, in Surabaya (GINTING, 2017).

This research aims to know empirically regarding the correlation of self-efficacy towards the innovative work behaviour creation of the employees of tourism destinations managed by the Government of Mataram, Nusa Tenggara Barat.

This research is expected to be a useful source for the employees working in tourism industry managed by government or private sectors in the utilization of

self-efficacy in order to improve innovative work behaviour to achieve the expected industry performance.

RESEARCH METHOD

The method used in this research is to determine the success of the research. The errors occur in the method will cause the error in data collection and processing. As a result, it will show wrong conclusion by the end of the research. This research includes qualitative research emphasizing the analyses on the numerical data (numbers) and processed by statistics method (Azwar, 2004). This research is characterized as explanatory research because it does not involve observation. However, this research aims to find the correlation between the research variables through hypothesis test as formulated (Kerlinger, 1993). The population's criteria of this research are the employees of tourism industries, have a leader, and the gender is uncouncted. This research took 96 subjects as the sample that fulfill the criteria. The approach in this research uses questionnaire (list of questions) as data collection tool from a group of people or sample as parts of the research population (Neuman and Robson, 2007)

RESEARCH RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive statistical analysis consists of mean, deviation standard, range of values, skewness and kurtosis. The values on skewness column are to see the symmetric distribution of the parametric statistical calculations. Meanwhile, the values on kurtosis column are to see the distribution that more likely to be vertical or horizontal. If the data distribution is normal, skewness and kurtosis will show number 0 (Pallant, 2011). In testing descriptive statistics, the program used is IBM SPSS 22.

Based on the result of descriptive statistical analysis, the number of research subject is 96 people. Minimum value from self-efficacy variable is 42 and the maximum value is 60 minimum value of innovative work behaviour variable is 34 and the maximum value is 84. The average value of self-efficacy scale is 19 and innovative work behaviour scale is 50. Range of values are obtained from the maximum value minus the minimum value. Mean or average value from the self-efficacy variable is 4,988 with the deviation standard of 4,246. The innvoative work behaviour variable shows mean value 5,800 with the deviation standard of 11, 797.

Skewness value on self-efficacy variable is -0,230 that indicates the data tends to lead to a negative direction soaring high and moving to the right and can be considered that the dominant respondent is high. While Kurtosis on self-efficacy variable is -0,313. The result shapes flat curve since its value is less than 3 (Platikurtis). The value shows the extreme number of respondents. While skewness on innovative work behaviour is 0,150 which leads to positive direction,

as a result, the distribution of the data is horizontal and center to the left. The result shows that the value of innovative work behaviour tends to low. The innovative work behaviour kurtosis is -0,412, it shows a flat curve and too much extreme respondents because the score is less than 3 (Platikus).

The result of the measurement scale can be interpreted if there is a comparison between each data. The comparison of normalization is referring to the each variable by using the normalization stanfive on the self-efficacy scale and innovative work behaviour. The normalization consists of following categories, they are: very high, high, average, low, very low.

Based on the result of normalization from 96 employees, there have been data from self-efficacy variable that show 6 people are on very high category, 23 people are on high category, 33 people are on average category, 20 people are on low category and 14 people are on very low category. On innovative work behaviour variable, there are 6 people on very high category, 21 people are on high category, 42 people are on average category, 20 people are on low category, and 7 people are on very low category.

Assumption test analysis

Normality test is used to determine whether the acquisition of data distribution shows a normal distribution or not. In general, normal data distribution shows a curve that looks like a bell. The most data distribution shows in the middle of the curve and describes the small frequency of extreme data (Pallant, 2011). Based on the result of normality test, it has been found the significance from self-efficacy variable is 0,098 and innovative work behaviour variable is 0,352. It shows that both variables have normal distribution of data because the value is above 0,05.

Linearity test is conducted to know whether the variables in the research have correlation to each other or not. Linear correlation can be seen in significance test. Significance value less than 0.05 is linear. If the value is more than 0,05, then it is not linear. Based on the linearity test, both variables are known to have 0,001 significance value which is less than 0.05. From the test result, it can be concluded that self-efficacy and innovative work behaviour have linear correlation.

The use of statistical technique in conducting the correlation test towards the result of assumption test, they are the results of the normality and linearity tests. Based on the result of assumption test, linearity and normality are normal data. Statistical technique is measured for the correlation test in this research using Spearman's Rho technique as a part of the non-parametric analysis technique and it is also utilized to test the direction and strength from the correlation between dependent and independent variables (Pallant, 2011). Based on the significance value from the correlation of both variables, namely 0,010, it can be determined that the significance level is less than 0.05. Based on the result, it can be

concluded that H_a is accepted and H_o is rejected, which states that significant correlation between self-efficacy and innovative work behaviour.

The purpose of the research is to find out the correlation between self-efficacy and innovative work behaviour to the employees who are working in tourism industry in Mataran, Nusa Tenggara Barat. The result of test analysis shows that self-efficacy has a positive correlation with the innovative work behaviour. Therefore, the value also states H_a from the research is accepted and H_o is rejected, it shows the significant correlation between self-efficacy and innovative work behaviour to the employees in Tourism industry in Mataram, Nusa Tenggara Barat.

The strength correlation value on the research shows that the correlation between self-efficacy and innovative work behaviour is on small category, the positive correlation value also shows the self-efficacy variable with innovative work behaviour is directly proportional, if the self-efficacy is increasing, then the innovative work behaviour will also increase. The result of the research shows the correlation between self-efficacy and innovative work behaviour to the employees who are working in tourism industry in Mataram, Nusa Tenggara Barat.

The results that can be supported with a research by Christianta (2014) findings the significant correlation between self-efficacy and innovative work behaviour. The research involved 129 employees of mining company as the research sample. Christianta (2014) infers that the factor of sample demographic also determines the research significance. Age, level of education, employment period and income are determinant factors of employees' self-efficacy and innovative work behaviour at the work place.

The result of the research is also supported by Momeni research (2014), explaining the significant correlation between self-efficacy and innovative work behaviour to the employees of social security organization in the Province of Ardabil. The research also shows a positive significant value that can be concluded as the higher self-efficiency of the employees then the innovative work behaviour at the work place will also get higher. (Momeni) 2014 also adds when the employees have the same perception on the income, rewards and the improvement of the organization, they will also show the development from self-efficacy and innovative work behaviour. When the employees have the same perception from implementing procedures and are able to determine the action, it will increase their self-efficacy and work innovative behaviour.

A research from Hsu (2011) also supports the result from this research, stating that the higher self-efficacy from the employees of beauty care and spa services, then it will show that innovative work behaviour gets higher in the company. It shows that self-efficacy is an effective predictor from innovative work behaviour in various settings, such as manufactures, information systems development, schools, insurance and also spa companies as conducted in this research. Patterson

(2009) states that self-efficacy has an impact to assess the level of self-confidence in producing new ideas it also refers to the increasing of innovative work behaviour by each individual.

Wardhani (2017) says that self-efficacy will influence individual in doing particular jobs, high self-efficacy will impact to the high motivation of the employees in order to achieve the goals of the companies. The statement is supported by the result of the research from Hsi (2011), showing positive significant results between self-efficacy and innovative work behaviour of the education employees. Hsi (2011) adds, the employees require a discussion on a new ideas to their colleagues or supervisors and try to convince each other. If the ideas are accepted, innovation will more likely to be created.

CONCLUSION

The results of the research that have been explained on the previous chapter, it can be concluded that H_a from the research is accepted and H_o is rejected, as a result “there is a correlation between self-efficacy and innovative work behaviour in the employees of tourism industry in Mataram, Nusa Tenggara Barat”. The values on correlation strength are included in the small category. Correlation values between variables are positive and shows directly proportional correlation. Which is when the variables of self-efficacy increases then the variables of innovative work behaviour will also increase.

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