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Employee Work Behavior in Creative Industries

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ABSTRACT

This study aims to determine the effect of thinking style, integrity, and meaning of work on counterproductive work behavior in creative industries. The concept in explaining phenomenon start from elaboration from each of the keywords mentioned: thinking style, integrity, work meaning, and counterproductive behavior. The research method used in this research is explanatory research. The data used are primary. The population in this study is the entire creative industry sector in Indonesia. This research model is multivariate using SPSS as an analytical tool in this research. The results showed partially and simultaneously that the style of thinking, integrity, and meaning of work did not affect counterproductive behavior. So we can conclude that this study shows that if there is counterproductive behavior in employees in the creative industry who have a more open-minded pattern but no influence from thinking style, integrity, and work meaning.

1. Introduction

The creative industry is seen as a critical economic sector by governments all around the globe (Hyz & Karamanis, 2017). Countries such as France, Germany, Singapore, and Hong Kong use the creative industries to improve their economy (Hyz & Karamanis, 2017; Keane, 2013; Puchta, Schneider, Haigner, Wakolbinger, & Jenewein, 2010). Other countries' growing economic success as a consequence of the growth of creative industries may serve as an example for emerging nations. The creative sector's growth is reliant on the development of creative individuals as individual competences; thus, a company will be successful in the future if it focuses not only on technology and market development, but also on human resource development (Kamprath &

Mietzner, 2015). Individual creativity is valued in the creative industries (Murphy, 2012). As a phenomena of the creative industry's growth, some workers' conduct in the creative sector is beneficial, whether for individuals, group cooperation, or businesses, while others are not. This entails adhering to company policies, working hard during business hours, and collaborating in a group setting (teamwork). Negative conduct is more detrimental to the workplace, the business that employs these workers, and the organization's performance in the eyes of the consumer or client. A lucrative work conduct is productive, while a non-profitable work behavior is unproductive (CWB). "Counterproductive work behavior" will be shortened to "counterproductive



behavior" from now on.

The need for a creative workforce seems to be universal across industries, drawing the attention of academics from all around the globe. The creative industry, according to Rodgers (1989), employs a significant number of temporary employees who are paid on a project-by-project basis and have little control over their work. When recruiting employees in this area, there are many things to consider. In the creative sector, temporary worker recruitment aims to bring in outside expertise and creativity to help businesses become more proactive in providing solutions to issues. That the creative industry's work pattern, especially in Indonesia, has a contract structure for each work project, necessitating the use of human resources to complete the job.

If the creative worker can satisfy the job requirements while fulfilling the company's expectations, human resource fulfillment based on projects in the creative industry's work pattern may be helpful. Both in terms of knowledge and work ethic. With contract-based work patterns prevalent in the creative industry, certain workplace patterns of unproductive behavior may be disturbing, not only to their working conditions but also to the company's performance in the eyes of the client or customer.

Robinson and Greenberg (1998) look for various definitions of unproductive conduct in the literature. A more recent thorough analysis was provided by Sackett and DeVore (2001). Counterproductive conduct is defined as any deliberate action by employees that is deemed harmful to company standards. Unproductive conduct is defined as behavior that is focused on the action itself rather than the work result or the behavior's negative consequences. This term is only applicable to deliberate conduct. Despite the fact that it is uncommon, unintentional damage may occur. In the literature, there are many definitions of counterproductive behavior; this study chose Gruys and Sackett (2003)'s definition, which is defined as any

deliberate conduct on the part of an organization member that the organization considers to be adverse to its legitimate interests, which is defined as behavior that is purposely against the organization's interests. In this instance, the interests of the organization are those that regard universal ethics and moral standards.

Several experts examined Blasi's explanation of integrity in moral identity theory, including Puka (2004), Schlenker, Miller, & Johnson (2009), and Walker (2009). (2004). According to Walker (2004), integrity or self-consistency is a basic motivation that may cause people to alter their judgments and behaviors. Integrity is the expression of one's innermost emotions, which are conveyed to others via one's actions. This integration will enhance action consistency, which Blasi (in Puka, 2004) refers to as integrity creation. Individuals' thinking patterns, according to the description above, may lead people to act in destructive ways, but if their integrity is strong, they will be able to prevent them from doing so.

2. Literature Review

Counterproductive behavior is not always carefully thought out and planned, according to the theory of dual-process thinking processes, because what appears rational can be influenced by experiential thinking processes, namely fast thinking processes based on experience and triggered by stimuli that can cause emotions (Teglasi & Epstein, 1998). Individuals will logically process information that is full of thought and logic, as well as information that is based on intuition. Both work at the same time and have an impact on one another. Individuals have the freedom to choose how they will process the information or stimulus they receive in order to generate specific behaviors or decisions. Thinking style, according to Epstein & Pacini (2000-2001) and Zhang & Sternberg (in Zhang, 2008), is the way people choose to process information. Perception and thinking style are related in that they are both part of the cognitive process and



are influenced by emotions and personal experiences. Although thinking style has never been linked to unproductive conduct, based on the similarities between perception and thinking style, it is anticipated that thinking style explores its effect on counterproductive work behavior in this study. This study will link the impact of thinking style on unproductive work behavior based on this explanation.

H1 : Thinking Style Affects Counterproductive Behavior

Augusto Blasi's moral identity theory is used in this research (1983, in Narvaez & Lapsley, 2009). Integrity is defined as the individual's deliberate constancy between self and commitment. Blasi (in Walker, 2004) defines self as a collection of experiences, attitudes, beliefs, and characteristics that actively filter and change moral ideals within an individual. Several experts, including Puka (2004), Schlenker, Miller, & Johnson (2009), and Walker (2009), looked into Blasi's account of integrity in moral identity theory (2004). Integrity or self-consistency, according to Walker (2004), is a fundamental drive that can force individuals to change their judgments and actions. Integrity expresses the deepest feelings that are not only felt by the individual but also known and known to others as a result of their actions. Based on the aforementioned explanation, this study believes that integrity can cause people to act in counterproductive ways. As a result, the focus of this research will be on the impact of integrity on counterproductive job

behavior

H2: Integrity Affects Counterproductive Behavior

Meaningful work reflects feelings about work and the types of goals one aspires to achieve at work, as well as views about the function of work in life. Meaningful work, according to Beuker and Elrie (2013), is the amount of general importance of an individual's subjective experience at a given time. Some people and organizations succeed at bringing purpose and mission to work, while some businesses excel at building a meaningful workplace where every employee contributes to success, cohesiveness, and culture (Steger et al, 2011). Meaningful work encompasses not only the meaning of the paid work people do, but also how people live their lives, which includes the alignment of goals, values, relationships, and activities. Work, in this study, is defined as a situation in which employees feel at ease at work and are able to execute tasks to their full potential. A job can also lead to issues with employee conduct, which can be unproductive in the workplace. When considering the definition of unproductive workplace behavior, Collins and Griffin (1998) point out that almost all definitions state that it is characterized by a disdain for social and organizational rules and values. As a result, we will discuss the impact of work meaning (meaningful labor) on counterproductive work behavior in this study.

H3 : Meaningful Work affects Counterproductive Behavior

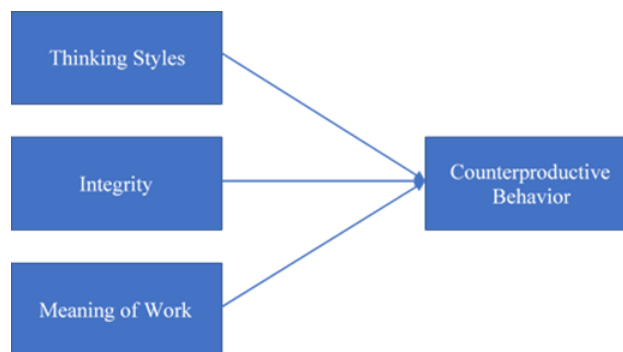


Figure 1. Research model



3. Methods

This study is descriptive, meaning it uses a method to explain or analyze a research result without drawing any broad conclusions. We conduct a survey in this study utilizing a survey instrument in the form of a questionnaire that is distributed to respondents. Our sample can be categorised as purposive sampling, with population of this survey included all areas of the Indonesian creative industry, with a total of 40 respondents.

A questionnaire, according to Sekaran (2006), is a set of pre-written questions that responders must answer. There are 15 indicators in this study, with a total of 59 surveys. Participants ranged in age from 20 to over 35 years old, with educational backgrounds ranging from high school and equivalent to bachelor's and master's degrees. Men and women with a tenure of one to five years are eligible to participate. Those respondents should work within creative industries, as follow architecture, interior design, visual communication design (DKV), product design, fashion, video animation films, advertising photography, crafts, culinary, music, applications, game development, publishing, advertising, TV, radio, performing arts, fine arts, and others are among the creative industry fields studied in this study.

The Workplace Deviance measuring scale is used to assess unproductive conduct based on self-report (Bennett & Robinson, 2000). According to Dalal (2005), using frequency ratings to measure counterproductive conduct will cause people to pay more attention to their actions, resulting in stronger evidence of discriminant validity than using agreement ratings. In this variable, there are three indicators to gather data in the form of sabotage, production variation, and withdrawal.

The thinking style variable is then measured by randomly selecting target respondents, namely associations, associations, and communities in Indonesia's creative industry across various industries. Individual concerns, inspiring motivation,

and intellectual stimulation are the four markers used to collect data in this category.

We employ psychological ownership in the context of its dimensions to measure the integrity variable: self-efficacy, sense of belonging, self-identity, and transactional. The Psychological Possession scale (Avey, Avolio, Crossley, and Luthans, 2009) was used in conjunction with a Likert scale. Relational, transactional, self-efficacy, sense of belonging, and self-identity are the five markers used to measure this dimension.

Meanwhile, a systematic questionnaire was utilized to collect data on the meaning of work, which was divided into two components (Ghafoor, Qureshi, Khan, and Hijazi, 2011). Affective commitment, continuation commitment, normative commitment, and staff performance are the four indications of this variable.

We gather information using a survey with a scale. This test kit's scales are all Likert scales. The subject responds to the conformance of each item on a continuum consisting of many response alternatives in its application. Explanatory research is the research method used in this study. The information used is primary. The population of this study is Indonesia's total creative industry sector. This study methodology is multivariate, and it employs SPSS as an analytical tool.

4. Results and Discussion

The study questionnaires received 38 responses after one month of dissemination. This figure bolsters the case for using SPSS as a testing tool. Furthermore, there is no difference in the number of female and male responders, according to the statistics. The majority of those who responded had worked in the creative sector for more than five years, with their most recent education being at the undergraduate level. The vast majority of respondents are employed in the photography industry, which is a subset of the creative business. As a consequence, the results of this research will be used to reflect the situation that exists



in the creative sector for workers with more than five years of expertise, especially in the photography

industry. The quality and integrity of the incoming data will also be evaluated.

Table 1. Factor analysis

Kaiser-Meyer-Olkin		.679
Bartlett	Approx. Chi-Square	61.480
	df	3
	Sig.	.000

Based on the assumption of factor analysis, we calculated a distance comparison index between the correlation coefficient and its partial correlation coefficient and found that the Kaiser Myer-Olkin

(KMO) value was 0.679, or fulfilled (KMO > 0.5), and then the Bartlett value, which had significance 0.000 (0.05).

Table 2. Communalities

Communalities		
	Initial	Extraction
Thinking Style	1.000	.725
Integrity	1.000	.879
Meaning of Work	1.000	.780
Extraction Method: Principal Component Analysis.		

The communality value is more than 0.5, which means it fits the conditions, according to the table

above. Then, as follows, test the validity and reliability of table 3.

Table 3. Validity

	Thinking Style	Integrity	Meaning of Work	Counterproductive Behavior
Corrected Item-Total Correlation	.252	.634	.658	-.080
	.332	.666	.704	-.005
	.543	.715	.706	.781
	.614	.832	.562	.872
	.575	.685	.756	.871
	.745	.357	.659	.880
	.718	.811	.663	.867
	.779	.778	.725	.789
	.631	.774	.477	.897
	.515	.777	.722	.858
	.788	.720	.783	.831
	.624	.681	.750	.738
		.796	.633	
		.862	.749	
		.786	.623	
		.843	.612	
		.837		
		.521		
		.675		



Table 3 shows that two items in the Counterproductive Behavior variable are invalid, so

they are excluded from the next test.

Table 4. Reliability

	Reliability (Cronbach's Alpha)
Thinking Style	0,883
Integrity	0,956
Meaning of Work	0,934
Counterproductive Behavior	0,938

According to the reliability table above, all of the variables are trustworthy enough to proceed to the

next testing step, hypothesis testing multiple linear regression.

Table 5. Multiple regression

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	29.974	14.055	2.133	.040
	Thinking Style	-.098	.483	-.202	.841
	Integrity	-.147	.357	-.412	.683
	Meaning of Work	.260	.328	.794	.432

Dependent Variable: Counterproductive Behavior

$$Y = 29,974 - 0,098X_1 - 0,147X_2 + 0,260X_3 + \epsilon$$

Or, formulation as follow:

Table 6. Correlation coefficient

R	RSquare
0,133	0,018

According to the table above, the interaction of independent factors has a 0.018 impact on the dependent variable, which means that thinking style, integrity, and job meaning may all have a 0.018 effect on counterproductive behavior. Despite the fact that this number is far from ideal, it is nevertheless considered important to investigate in management studies, even if it is just slightly below 0.5.

Following that, the results are given in the next section. Thinking style is the way individuals choose to analyze information. Perception and thinking style are linked since they are both affected by emotions and personal experiences and are part of the cognitive process. Based on the parallels between perception and thinking style, the findings of this research

indicate that thinking style has little impact on unproductive job behavior, especially for workers in the creative sector. Several experts, including Puka (2004), Schlenker, Miller, & Johnson (2009), and Walker (2009), looked into Blasi's account of integrity in moral identity theory (2004). According to Walker (2004), integrity or self-consistency is a basic motivation that may cause people to alter their judgments and behaviors. Integrity is the expression of one's innermost ideas, which one feel and share with others via their actions. However, based on the previous explanation, it seems that the notion that integrity may lead people to act in unproductive ways was not supported in this research, especially among creative professionals.



Some individuals and organizations succeed in instilling a sense of purpose and mission in their work, while others succeed in creating a meaningful workplace where every employee contributes to success, cohesion, and culture (Steger, 2011a). Work is defined in this research as a condition in which workers are at ease at work and can do duties to their full capacity. Employee behavior problems may arise as a result of a job, which can be counterproductive in the workplace. Collins and Griffin (1998) point out that nearly all definitions of unproductive workplace conduct indicate that it is characterized by a disregard for social and organizational norms and values. This condition was not shown in this research, especially for creative sector workers' work behavior.

5. Conclusions

The purpose of this study is to see if employees in the creative industry's unproductive conduct are influenced by their thinking style, integrity, and the meaning of the work they do on a daily basis. The findings show that this has no effect on counterproductive conduct, particularly among employees in the creative business. The findings revealed that unproductive behavior was unaffected by thinking style, integrity, or job meaning in part and concurrently. As a result, we may conclude that unproductive behavior in creative industry personnel with a more open-minded pattern does not affect the thinking style, integrity, or job meaning. Employees in the creative business have a tendency to have a more open perspective so that issues connected to unproductive conduct do not have a substantial impact on their thinking style, integrity, or purpose of work. The counterproductive conduct in our research indicators appears to be a counterweight to their thinking style, integrity, and meaning of work, which causes them to work more creatively in discovering ideas for the continuation of their work, especially for employees in the creative industries.

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