

The Effects of Moral Awareness and Ethical Behavior on Product Innovation with Creativity as Mediating Variable

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ABSTRACT

The purpose of this study was to test the mediating effect of creativity in the influence of moral awareness and ethical behavior on product innovation among SMEs. We collected data using online google form and 100 SME's owners in Greater Jakarta were participated in this survey. Data analysis in this study was using SEM PLS software. From the hypotheses testing, we concluded that creativity has mediating effect in the influence of moral awareness on product innovation, as well as in the influence of ethical behavior on product innovation in SMEs. Theoretically, this study corroborates previous studies in the literature of SME's studies. Practical implications of this study can become considerations for SMEs to enhance creativity in the process of creating product innovation.

Keywords: Moral awareness, ethical behaviour, creativity, product innovation, SME

1. INTRODUCTION

Product innovation is needed for new ventures to increase external visibility and legitimacy, to achieve market share, and increase the chances of survival. However, there is something contradicting the ethical level of entrepreneurs and product innovation. An entrepreneur in innovating can get rules and norms of behavior to strengthen the ability to innovate new businesses in order to achieve competitive advantage. This means that the level of entrepreneurial ethics is negatively related to innovation. However, the quality of ethical decisions (eg, imagination, creativity, novelty, and sensitivity) is very much in tune with their spirit of innovation, from this point on, the relationship between the ethical level of entrepreneurs and product innovation may be positive [1]. Entrepreneurs regularly face ethical dilemmas and need to choose between pursuing personal gain and following moral principles. These choices not only affect the company's stakeholders, but also affect the company's behavior and performance. The high level of ethics of an entrepreneur can also positively affect company outcomes such as profits, employee commitment, job satisfaction, and trust from key stakeholders including employees, investors, and customers [2].

Product innovation capability is one of the significant indicators of company performance in today's dynamic global environment. Ethics are increasingly important and visible in the decision-making process related to product innovation. Low ethical levels are closely related to

generating creative ideas that facilitate product innovation [3]. Entrepreneurs who make ethical decisions can ensure better organizational outcomes including employee creativity and product innovation [4].

One of the reasons this may be contradictory is that the ethical level of an entrepreneur may be a multidimensional concept. Entrepreneurship theory mostly focuses on ethical decision making and entrepreneurial behavior but pays less attention to moral awareness [5]. An entrepreneur's moral awareness is defined as his ethical level as an individual who is aware of the moral values embedded in everyday decisions, while the ethical behavior (leadership) of an entrepreneur reflects the ethical level perceived by members of the founding team based on the entrepreneur's leadership behavior.

Moral awareness and ethical behavior can be inconsistent in two ways. First, the moral awareness and ethical behavior of entrepreneurs may be inconsistent due to a cognitive process known as moral detachment [6]. Moral renunciation, when operating, disables the self-regulatory processes that normally deter individuals from acting that violate their moral standards. Contingent factors that cause this inconsistency include both individual (e.g. knowledge, values, attitudes and intentions) and situational factors (e.g. organizational culture, job characteristics, possible consequences of unethical decision making). Thus, entrepreneurs may be morally aware that they are breaking the rules but still choose to act unethically, especially when acting morally could result in significant financial loss. For

example, Mark Zuckerberg may have been aware of user privacy concerns in Facebook's early days, but addressing these issues may indicate that Facebook cannot benefit from the extensive user data they collect, which could result in significant financial losses.

Another situation where the entrepreneur's moral awareness and ethical behavior can become inconsistent is when the entrepreneur lacks ethical awareness but is considered to have a high level of ethical behavior because they seek to build an ethical culture by encouraging the founding team and employees to make ethical decisions. In this case, members of the founding team can help entrepreneurs to become aware of ethical issues and make ethical decisions [7].

Since the moral awareness and ethical behavior of an entrepreneur can be inconsistent, it is important to study the influence of an entrepreneur's ethical level on product innovation by determining the different mechanisms through which moral awareness and ethical behavior influence product innovation. Entrepreneurs with low levels of moral awareness tend to be more individually creative, which facilitates product innovation, and entrepreneurs with high levels of ethical behavior can make the founding team more creative, which also promotes product innovation.

1.1. Literature

1.1.1. Product Innovation

According to [8], "Product innovation is creating new products that can meet the needs and desires of consumers so that there will be interest in buying these products, which are expected to be realized through purchasing decisions"

According to [9], Product Innovation is the result of new product development by a company or industry, both existing and non-existent. From old products that have reached saturation point in the market, an innovation is needed to replace these old products. This replacement can be in the form of a completely new replacement product or with the development of an old product that is more modern and up to date, so that consumers' desire can continue to increase in purchasing decisions for the product.

[10] stated that innovation is "seeking new opportunities, improving existing goods and services and creating new goods and services or combining existing production elements in a new and better way".

1.1.2. Creativity

According to [11] "Creativity is defined as the ability to develop ideas and find new ways to solve problems and face opportunities". [12] states that: "creativity is thinking about something new and different. Creative people are people who always think about novelty, difference, use, and can be understood".

[13] stated that creativity is a characteristic that is owned by an individual which indicates the ability to create something completely new or a combination of existing works into a new work that is done through interaction with their

environment for facing problems and looking for alternative solutions through comprehensive ways of thinking.

Meanwhile, according to [14], creativity is a person's ability to produce something new, both in the form of ideas and real works that are relatively different from what has been there before. [15] stated that creativity is the result of interactions between individuals and their environment, the ability to make new combinations, based on data, information, or elements that already exist or are known before, namely all experiences and knowledge that a person has acquired during his life be it in the school environment, family, and from the community.

1.1.3. Moral Awareness

According to [16], "awareness is the attitude of someone who voluntarily obeys all the rules and is aware of their duties and responsibilities". According to the Big Indonesian Dictionary, "consciousness is realization, a state of understanding, what a person feels or experiences". Based on the explanation above, it can be concluded that awareness is a condition in which a person understands the rights and obligations that must be carried out

[17] defined moral awareness as "a person's determination that a situation contains moral content and can legitimately be considered from a moral point of view." Therefore, a person can show different patterns of moral consciousness in different situations

[18] said: moral awareness is an important factor to enable human actions to always be moral, to behave morally, and their actions will be in accordance with prevailing norms. Moral consciousness is based on values that are truly essential and fundamental. Human behavior which is based on moral awareness, its behavior is always realized as it should be, anytime and anywhere.

1.1.4. Ethical Behavior

According to [19], ethical behavior is the principles, beliefs and values of right and wrong describing the basis of organizational behavior so as to formulate the basis for leaders influencing employees in achieving organizational goals.

[20] defined ethical behavior as behavior which is morally accepted as "good" and "right" as opposed to "bad" or "wrong" in a given situation. Based on the definition of ethical behavior from the experts above, it can be concluded that ethical behavior is the behavior that conforms to the norms and values that apply to achieve company goals.

1.2. Hypotheses

With today's intense business competition, business actors must continue to be able to compete with their competitors in order to survive and develop their business. Innovation gives the company a strategic orientation to solve the problems faced by the company. Therefore, the better the innovation, the higher the level of business success. Entrepreneurs may be morally aware that they are breaking

the rules but still choose to act unethically, especially when acting morally could cause significant financial loss. The moral awareness and ethical behavior of entrepreneurs can influence product innovation by determining different mechanisms through which moral awareness and ethical behavior affect product innovation. Entrepreneurs with low

levels of moral awareness tend to be more individually creative, which facilitates product innovation, and entrepreneurs with high levels of ethical behavior can make the founding team more creative, which also promotes product innovation.

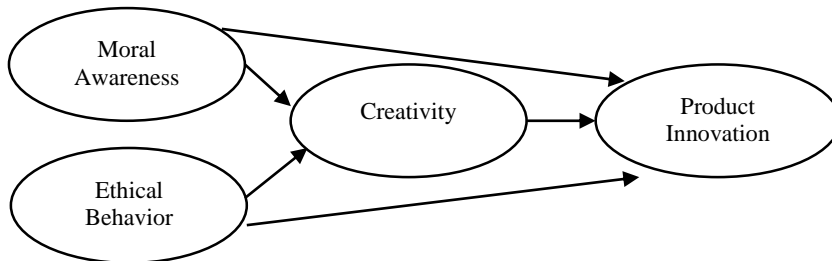


Figure 1 Research Model

Based on the review above we the proposed hypothesis are below:

- H₁: There is a significant effect of moral awareness on creativity in SMEs.
- H₂: There is a significant effect of ethical behavior on creativity in SMEs.
- H₃: There is a significant effect of moral awareness on product innovation in SMEs.
- H₄: There is a significant effect of ethical behavior on product innovation among SMEs.
- H₅: There is a significant effect of creativity on product innovation among SMEs.
- H₆: Creativity mediates the effect of capital awareness on product innovation in SMEs.
- H₇: Creativity mediates the effect of ethical behavior on product innovation among SMEs.

2. RESEARCH METHOD

2.1. Population and Sample

This study uses a causal research design that aims to make systematic, factual, and accurate descriptive of the facts and characteristics of the population. Through the application of the causal method, it is hoped that researchers will get precise and accurate information and a description of the influence of moral awareness (X₁), ethical behavior (X₂), creativity (M) on product innovation (Y) among SMEs in West Jakarta. In this study, the population is all SMEs in the West Jakarta area. In this study, the sampling was carried out non-randomly using judgment sampling techniques. The number of respondents used is 100 people who are the owners of Small and Medium Enterprises (SMEs) engaged in the sale and purchase of products and / or services.

2.2. Data Analysis

Data were analyzed using PLS-SEM where the data were processed with the SmartPLS 3 software program. First, processing was carried out on the outer model to test its validity (convergent and discriminant) and reliability. Convergent validity test is seen from the outer loadings value between 0.5-0.7 then AVE > 0.5. Furthermore, for the discriminant validity test, refer to the Fornell-Larcker Criterion and Cross Loadings [21]. Then in the reliability analysis, referring to the Cronbach's alpha value and composite reliability > 0.7.

Second, processing is carried out on the inner model to test the hypotheses that have been generated. Before testing the hypothesis, first testing the relationship between constructs by looking at the R-square value (R²) with the criteria (1 - 0.75) as "strong", (0.74 - 0.5) as "moderate", and (0.49 - 0.25) as "weak", the Q-square value (Q₂) with the criteria Q² > 0 has "predictive ability", and the GoF (Goodness-of-Fit) value with the criteria 0.1 as "the feasibility of a small model", 0.25 as "medium model eligibility", and 0.36 as "large model eligibility". Furthermore, hypothesis testing, to see the effect that occurs, see (positive / negative) of the coefficient generated, and use t-statistics > 1.645 (hypothesis is not rejected) and p-values < 0.05 (significant effect) [21].

Regarding the identity of the respondents above based on gender, the majority of respondents were male respondents as many as 79 respondents or 79% of the total respondents. The majority of respondents' last education was high school education, namely 66 respondents or 66%. Respondents aged 30-40 years were 43 respondents (43%), regarding the identity of the above respondents based on marital status, the majority of respondents were married respondents by 88%, and the length of business of respondents 5-10 years as much as 54%.

In the results of convergent validity, all numbers > 0.7 in the outer-loadings value for each statement are obtained,

and all numbers > 0.5 in the Average Variance Extracted / AVE value are obtained, so the statement used is valid with convergent validity. In addition, in the results of discriminant validity, the researcher uses the value of Cross Loadings where the correlation value between statements on the variable itself must be greater than statements on other variables based on the calculation results of SmartPLS 3, it is found that all the numbers in the statements for the variables themselves are greater than those of the other

variables other variables then the statement is valid with discriminant validity.

All statement items have a loading factor of more than 0.7 so that all statement items are convergent validity. The highest value in the KM2 indicator is 0.942 and the lowest value is in the PE9 indicator, which is 0.729. So it can be concluded that all the indicators used in this study meet the requirements. The following is a diagram of the loading factors for each indicator.

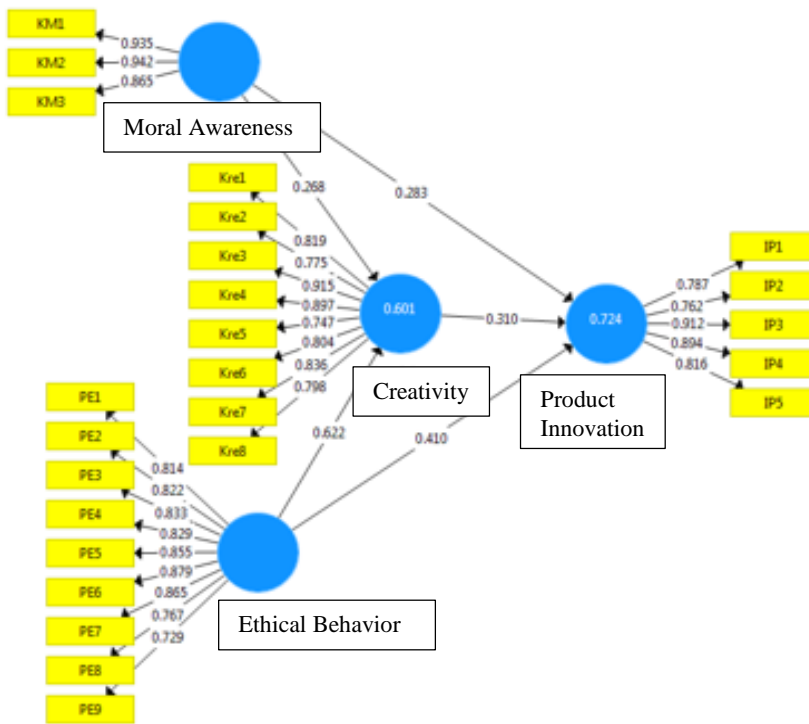


Figure 2 Bootstrapping Model

Based on the results of the Average Variance Extracted (AVE) in this study has good results whereas in each indicator value is above 0.5. That means the Average Variance Extracted (AVE) value meets the criteria. The results of all validity tests in the outer model by assessing convergent validity, discriminant validity, and AVE values show that all indicators are valid.

On the reliability results, based on the results calculated by the SmartPLS 3 program, all the numbers on Cronbach's Alpha value for each statement are > 0.7 and on the Composite Reliability value all numbers for each statement are obtained > 0.7. So, the statement used in this study is reliable based on the two reliability values, namely Cronbach's Alpha and Composite Reliability.

Based on Figure 1, all statement items have a loading factor of more than 0.7 so that all statement items are convergent validity.

Test Results of R-Square (R²), Q-square, f-square and GoF (Goodness-of-Fit). The effect of moral awareness and ethical behavior on creativity has an R-Square value of 0.601, meaning that 60.1% of the variation in creativity can

be explained by variations in moral awareness and ethical behavior. The remaining 39.9% is explained by other variables. The effect of moral awareness, ethical behavior and creativity on product innovation has an R-Square value of 0.727, meaning that 72.7% of variations in product innovation can be explained by variations in moral awareness, ethical behavior and creativity. The remaining 27.3% is explained by other variables.

The division of categories on f² is divided into three, namely 0.02 is weak effect, 0.15 is moderate effect, and 0.35 is strong effect. From Table 1, it is known that: The moral awareness variable has a small impact on the creativity variable, which is 0.147, the ethical behavior variable has a large impact on the creativity variable, which is 0.793, the moral awareness variable has a moderate impact on the product innovation variable, which is equal to 0.206, the variable ethical behavior has a moderate impact on the product innovation variable, which is 0.277, the creativity variable has a small impact on the product innovation variable, which is 0.139.

Table 1 *f*-Square Results

Variable	<i>f</i> -Square
Moral Awareness → Creativity	0.147
Ethical Behavior → Creativity	0.793
Moral Awareness → Product Innovation	0.206
Ethical Behavior → Product Innovation	0.277
Creativity → Product Innovation	0.139

Table 2 Path Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ([O/STDEV])	P Values
Moral awareness → creativity	0.258	0.265	0.089	3.010	0.003
Ethical behavior → creativity	0.622	0.633	0.080	7.758	0.000
Moral awareness → product innovation	0.283	0.278	0.079	3.558	0.000
Ethical behavior → product innovation	0.410	0.410	0.102	4.030	0.000
creativity → product innovation	0.310	0.312	0.103	3.015	0.003

2.3. Hypotheses Testing and Discussions

Table 2 represents path analysis of the model testing. Based on the results of testing the influence of the moral awareness variable on creativity, it can be concluded that H₁ is not rejected because it has a t-statistic value of 3.010 and a p-value of 0.003. The t-statistic value is greater than the criterion limit value of 1.96 and the p-value is less than 0.05 or 5%. So, it can be said that the variable of moral awareness has a significant effect on the creativity of SMEs in West Jakarta.

Based on the results of testing the influence of the variable ethical behavior on creativity, it can be concluded that H₂ is not rejected because it has a t-statistic value of 7.758 and a p-value of 0,000. The t-statistic value is greater than the criterion limit value of 1.96 and the p-value is less than 0.05 or 5%. So, it can be said that the variable ethical behavior has a significant effect on the creativity of SMEs in West Jakarta.

Based on the results of testing the influence of the moral awareness variable on product innovation, it can be concluded that H₃ is not rejected because it has a t-statistic value of 3.558 and a p-value of 0.000. The t-statistic value is greater than the criterion limit value of 1.96 and the p-value is less than 0.05 or 5%. So, it can be said that the variable of moral awareness has a significant effect on product innovation for SMEs in West Jakarta.

Based on the results of testing the influence of the variable ethical behavior on product innovation, it can be concluded that H₄ is not rejected because it has a t-statistic value of 4.030 and a p-value of 0.000. The t-statistic value is greater

than the criterion limit value of 1.96 and the p-value is less than 0.05 or 5%. So, it can be said that the variable ethical behavior has a significant effect on product innovation for SMEs in West Jakarta.

Based on the results of testing the influence of the creativity variable on product innovation, it can be concluded that H₅ is not rejected because it has a t-statistic value of 3.015 and a p-value of 0.003. The t-statistic value is greater than the criterion limit value of 1.96 and the p-value is less than 0.05 or 5%. So, it can be said that the variable creativity has a significant effect on product innovation for SMEs in West Jakarta.

The results of the mediation test of the moral awareness variable on product innovation through the creativity variable have a t-Statistics value of 2.268 and a p-value of 0.024, so H₆ is accepted because the t-Statistics is greater than the t-value of 1.96 and the p-value is less than or equal to 0.05 or 5%. This means that the creativity variable is able to mediate the effect of moral awareness on product innovation for SMEs in West Jakarta

The results of the mediation test of the ethical behavior variable on product innovation through the creativity variable have a T-Statistics value of 2,664 and a p-value of 0.008, so H₇ is accepted because the T-Statistics is greater than the T-value of 1.96 and the p-value is less than or equal to 0.05 or 5%. This means that the creativity variable is able to mediate the effect of ethical behavior on product innovation for SMEs in West Jakarta.

The first hypothesis shows that the variable of moral awareness has an effect on creativity, so it can be concluded that H₁ is not rejected. So, it can be said that the variable of moral awareness has a significant effect on the creativity of

SMEs in West Jakarta. These results are in agreement with [22] and [23] who concluded that moral awareness affects creativity. Dishonesty – unethical behavior – can lead to individual creativity because dishonest individuals have a heightened feeling of not being constrained by rules. Conversely, if an entrepreneur has a high level of moral awareness, he tends to be more aware of ethical problems in certain situations and think about problems from an ethical perspective. These ethical considerations can lead entrepreneurs to think within the bounds of widely accepted conventions and norms and become more conservative when thinking about problems, which can lead to lower levels of individual creativity.

Then for the second hypothesis, the variable ethical behavior has a significant effect on the creativity of SMEs in West Jakarta. This result is in accordance with the research of [23] which concluded that ethical behavior affects creativity. Then in [24] concluded that the ethical behavior of a leader can affect the creativity of his subordinates. The ethical behavior of entrepreneurs can encourage group learning behavior, which is defined as “the extent to which [group] members seek opportunities to develop new skills and knowledge, embrace challenging assignments, are willing to take risks on new ideas, and undertake tasks that require skills. And enough knowledge. In today’s dynamic business environment, continuous learning is essential for creativity. The ethical behavior of entrepreneurs can encourage the learning behavior of the founding team through the development of productive group learning norms and behaviors and the establishment of formal procedures for disseminating knowledge in groups. In addition, the ethical behavior of a leader can also facilitate an ethical climate that fosters team creativity. Research on team processes shows that team creativity is a function of the patterns of interaction among team members. The third hypothesis shows that the variable of moral awareness has a significant effect on product innovation for SMEs in West Jakarta. This result is in accordance with the research of [23] which states that moral awareness has an effect on product innovation. Apart from that, in [5] also said that an entrepreneur with moral awareness would be able to make product innovations. Someone who has a high moral awareness will be able to create innovations that can be accepted by the community. They will not violate the rules that are against the prevailing morals and rules.

The fourth hypothesis shows that the variable ethical behavior has a significant effect on the product innovation of SMEs in West Jakarta. These results are in accordance with the research of [23] and [24] which concluded that ethical behavior has an influence on product innovation. A leader who behaves ethically will influence employees in making product innovation. Ethical leadership behavior can mean a person’s ability and readiness to influence and guide a person or group of people to achieve common goals by emphasizing the importance of moral values. The intended moral values are morality, sense of responsibility, respect, character, discipline, hard work, honesty and religion. A leader’s ethical behavior can positively influence employee outcomes such as OCB, job satisfaction and helping behavior and employee ability to resolve conflicts, work

motivation, and performance. The ethical behavior of a leader can also reduce employees’ perceptions of work stress, which ultimately leads to employees innovating for the benefit of the company

The fifth hypothesis shows that the variable creativity has a significant effect on product innovation for SMEs in West Jakarta. These results are in accordance with the research of [23] which concluded that creativity has an effect on product innovation. Then in the research [25] also stated that creativity has an effect on product innovation. In addition, [26] also concluded that creativity can influence someone to innovate. An entrepreneur applies new and creative ideas to introduce innovations in a product or service to obtain product results more efficiently through innovative pathways. Innovation in new product development can enhance existing products or develop completely new concepts to create original and innovative products

The results of the mediation test of the moral awareness variable on product innovation through the creativity variable show that the creativity variable is able to mediate the effect of brand awareness on the product innovation of SMEs in West Jakarta. This result is in accordance with the research of [23] which concluded that creativity is a mediating variable for the effect of moral awareness on product innovation. An entrepreneur who has moral awareness will also have high creativity which in the end will be very easy to make product innovations.

The results of the mediation test of the ethical behavior variable on product innovation through the creativity variable show that the creativity variable is able to mediate the effect of ethical behavior on the product innovation of SMEs in West Jakarta. This result is in accordance with the research of [23] which concluded that creativity is a mediating variable for the effect of ethical behavior on product innovation. An entrepreneur who behaves ethically will influence employees to be able to increase their creativity and make product innovations.

3. CONCLUSIONS

Based on the analysis and discussion, the following conclusions can be drawn:

1. Moral awareness has a significant effect on the creativity of SMEs in West Jakarta.
2. Ethical behavior has a significant effect on the creativity of SMEs in West Jakarta.
3. Moral awareness has a significant effect on product innovation for SMEs in West Jakarta.
4. Ethical behavior has a significant effect on product innovation for SMEs in West Jakarta.
5. Creativity has a significant effect on product innovation for SMEs in West Jakarta.
6. Creativity is able to mediate the influence of moral awareness on product innovation of SMEs in West Jakarta.

7. Creativity is able to mediate the influence of ethical behavior on product innovation for SMEs in West Jakarta.

In this study, the suggestions that will be given would benefit the company and researchers in the future. Entrepreneurs are expected to increase their moral awareness, because by having high moral awareness, entrepreneurs will always behave honestly and not violate ethics in entrepreneurship, so that in the end they will easily invest their thoughts to be able to develop their business honestly without violating rules. Or the prevailing ethics. Entrepreneurs are expected to always behave ethically in running their business. With this ethical behavior, it is easily accepted by the community so that it will have an impact on their business development. Because in entrepreneurship, it is not only looking for profit but how to get that profit must also be considered. Entrepreneurs are expected to be able to develop their creativity, because creative thinking in entrepreneurship can produce various product innovations which in turn can improve the company's development.

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