



The Effect of Passion, Persistence and Effort on Creative Performance as Mediated by Entrepreneurial Intention in Creativepreneur Students in Semarang

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Abstract. When associating it with youth generation, demographic bonus phenomenon, and attempt to strengthen the economic structure, creativepreneur has a strategic position. Colleges play the role of getting their graduates ready when the chance to be creativepreneurs with their tendency to think out of the box comes. From the review of theories, a hypothesis was built on the association between passion, persistence, effort, entrepreneurial intention, and creative performance. For this reason, research was conducted to prove the positive effect of independent variables (passion, persistence, effort) on the dependent variable (creative performance) both directly and through a mediating variable (entrepreneurial intention). Employing purposive sampling, questionnaire was distributed to 170 creativepreneur student respondents. Likert scale with 5 response points was used. The research was conducted in Semarang Municipality. The descriptive analysis showed that the respondents' response to all question items in the questionnaire was high. Utilizing the SEM-Amos analysis, critical ratio and outlier tests, it was found that the data were normally distributed. All data were also found valid and reliable. Finally, the hypothesis tests showed that all hypotheses were confirmed. This research result could give both theoretical and practical contributions.

Keywords: passion, persistence, effort, entrepreneurial intention, creative performance

1 Introduction

The strengths in various factors found in most developed countries can intangibly be seen as characterized by the presence of entrepreneurs who have strategic contribution, in both their quantity and quality, to their economic structure. Therefore, for Indonesia to achieve the predicate as a developed country, it must attempt to grow and develop entrepreneurs in various fields of business. Building on the momentum of demographic bonus, it is only appropriate that various efforts are made to encourage younger generation to actively participate as entrepreneurs, especially in creative economic sector. For this reason, a study on numerous factors possibly playing roles in the growth and development of entrepreneurs, and factors potentially strengthening creativepreneurs in the youth generation is needed. Creativepreneur is now one of many professions that many youths are attracted in [1].

Creativepreneur is a business activity that utilizes creative ideas to add the value of arts and designs as its main focus [2]. Creativepreneur keeps on striving to develop and apply effective and unique strategies, as well as creative methods to produce probability and to be known better. Some studies have investigated and examined creativepreneur.

and to be known better. Some studies have investigated and examined creativepreneur. Some ways to be creative and innovative entrepreneurs are, among others, formal education, training and self-learning [3]. Creator always wishes and strives to create something original and unique, to enable themselves to compete as they wish to and to be more efficient [4]. Creativity makes a difference from being ordinary to extraordinary and is viewed as the main character in contemporary society [5]. Creativepreneur is like a wholesome process of creation, both for chances and threats by referring to company's resources, their combinations and changes [6].

While reviewing some previous studies, some findings were still found inconsistent with the existing theories. Thus, it could be said that there was a research gap in studies conducted by [7][8][9]. This makes it possible/necessary to conduct research on creative performance using a concept that does not entirely the same as the previous studies. Various alternatives can be chosen as the element of novelty in the research to be carried out. This novelty can be in the research design, the variables to be investigated, the characteristics of research objects, or the methods/tools of analysis.

To be able to investigate creative performance, the planned behavior theory was used as the basis to develop the framework of thought. This planned behavior theory explains that attitude towards a behavior is an important point that can predict an action. Nevertheless, it is important to consider an individual's attitude in testing subjective norms and measuring this person's perceived control of behavior. When the behavior is positive and there are support from people around and perceived ease thanks to the absence of barrier to behave, then an individual's intention to behave will also be higher [10].

Based on this planned behavior theory, the thought framework built in this research was the presence of association between such variables as creative performance, entrepreneurial intentions, passion, persistence and effort. It was assumed that creative performance was affected by passion, persistence, and effort, both directly or as mediated by entrepreneurial intentions. This research offered a novelty in the research design/model concept, in which it placed the entrepreneurial intentions variable as a mediating variable, something that had not been found in previous studies on creative performance.

1.1 Planned Behavior Theory

Planned behavior theory is one of approaches through individual intention to perform an action. Individual intention causes changes in attitude or character, indicating how brave the individual is. In other words, this theory has has a foundation on the belief perspective that can affect someone to perform a specific behavior. Planned behavior theory distinguishes belief into three, namely behavioral belief, normative belief, and control belief, where they are associated with the constrution of attitude, subjective norm, and perceived behavior control [10].

1.2 Creative performance

Creative performance is the main source of promoting innovation, improving competitiveness and gaining competitive advantage. Even though the formation of creative performance mechanism has been studied for a long time, some of the factors

that drive creative performance remain ambiguous, and its formation mechanism is still unclear [11]. Meanwhile, creative performance is a boundary where their ideas are conveyed, working methods are used, and all of the produced working outputs are new and useful products. Creative performance is a combination of ability, effort, and chance that can be assessed from the deliverables from both the quality and quantity that generate innovative outputs. Creative performance is a boundary where ideas from the organization's members are conveyed, working methods are used, and all of the produced outputs are new and useful. One of the indicators of creative performance is divergent thinking. Divergent thinking is something important and basic in creativity [12].

1.3 Entrepreneurial intentions

Entrepreneurial intention is the intention emerging from within someone to perform entrepreneurial actions. This can be based on the person's individual factors [13] and can be affected by their parents' cultural background and experience. Furthermore, [14] conducted research in students from Spanish Technology and found that children whose parents were entrepreneur had greater drive to be entrepreneurs than those whose parents were civil servants.

Entrepreneurial intention is defined as a condition when the consciousness that someone wants to start a new business or create core values of new companies in an existing organization grows [15]. Human thought is controlled by some psychological processes to produce entrepreneurial intention and advanced behavior. Therefore, entrepreneurial intention explains an individual thought and action in relation to their desire or intention to create a new business. Moreover, entrepreneurial intention can be triggered by an event during an individual's life path [16]. Meanwhile, [17] mentions that a person's entrepreneurial intention can be viewed from four dimensions, namely desires, preferences, plans and behavior expectancies. [18] reveal that measuring a person's entrepreneurial intention can be done using certain statement approaches such as: desire (I want to), self-prediction (how likely it is) and behavioral intention (I intend to).

1.4 Passion

Passion is defined as an accessible awareness, strong positive feeling experienced during the involvement in entrepreneurial activities related to the meaningful and important role for self-identity of entrepreneurs [19]. Passion is a cognitive attribute of entrepreneur related to the success and continuity of an entrepreneurial businesses [20]. [21] also suggests that passion is a strong feeling towards the importance of personal values that drive a person's behavior to express these values. Passion can prevent beginner entrepreneur from quitting or leaving their business [22]. [23] also found that entrepreneurs could leave their businesses for such reason as no longer having the passion to run the business. [24] mentions that passion is the key to be a successful entrepreneur and motivates a person to start a business and to strive for survival under difficult circumstances. It is even stated that passion is the main ingredient to be successful entrepreneurs [24]. Passion shapes the wish to act and behave in a way that any entrepreneur should, and bonds entrepreneurs to achieve the entrepreneurial

objective [25]. Passion has dynamics and forms attraction to entrepreneurship and thus aims to bring to success or support the business performance [26].

1.5 Persistence

Persistence, defined as the personal tendency to survive difficulties to achieve goals, is highly appreciated in an organization of “startup era” [27]. Persistence refers to an individual’s ability to keep on trying and endure to achieve their goals, even when they are in the face of barriers and challenges emerging on their way to these goals [28][29]. They can only stand in the face of barriers and challenges because they have some hope they need to realize. Hope is a measure of expectation that individual has towards their future achievement [30]. On the other hand, hope refers to one’s belief in their ability to achieve goals. Someone with high hope will be more motivated to learn and achieve something [31][32]. Some studies show that such factors as motivation, social support, and ability to address stress and pressure have significant effect on persistence [33].

1.6 Effort

Effort is different from motivation. Effort constitutes the amount of energy spent by individuals in working per time unit, and motivation is the individual’s psychological state related to behavior. Initially, we might conclude that effort and the contribution itself represent the same phenomenon. However, effort is more related to time and resources used, while performance result, or contribution, can be regarded as the result of effort [34]. Effort can be distinguished from demand or difficulty. Effort is related to the mental or physical work intensity performed by an organism to achieve certain goals, while demand or difficulty refers to the property of task itself (for example, holding 7 items vs. 3 items in memory processing), particularly how vulnerable is the error [35].

2 Method

The size of sample used in this research was based on the “5 X 34 indicators” formula, hence it obtained 170 respondents, with the site being in Semarang Municipality. The research instruments were closed-questionnaire. It also used 5 levels of response in collecting the data. The use of these 5 levels of response referred to the Likert scale.

The data were analyzed descriptively using SPSS and inferentially using SEM-Amos. Meanwhile, the steps taken in analyzing the data included instrument quality test, mean test, assumptions of SEM use (sample adequacy, outlier test, data normality test, multicollinearity test), theoretical model development, path diagram development, selection of Input matrix and model estimation, possibility of identification issue to occur, goodness-of-fit criteria evaluation, and hypothesis test.

4 Result And Discussion

From their characteristics, the respondents consisted of female (38.1%) and male (61.9%), aged ≤ 20 years old (38.1%), $20 < \leq 23$ years old (57.1%), and $23 < \leq 26$ years

old (4.8%). The two top age groups were generally the age of most students of diploma and bachelor's degree (S1) programs. From this, it could be understood why both age groups dominated the respondents of this research. In terms of the time they were playing the role of creativepreneur actors, the respondent components were ≤ 1 year (19%), $1 - \leq 3$ years (42.9%), $3 - \leq 5$ years (28.6%), and > 5 years (9.5%). This finding showed that most respondents, who were still students and creativepreneur actors at the same time, had relatively enough time to consider how serious they were to be creative business actors. In other words, they did it not just half-heartedly to grab the chance of being creative business actors. Meanwhile, the composition of respondents' lines of business were trending culinary (33.3%), creative industry (19%), digital-based business (4.8%), and other businesses (42.9%). This could be assumed that creativity in opting the line of business was relatively high, leading to the relatively high variations of business and the high extent to which they matched the market opportunities.

The descriptive analysis of respondents' response to the variables showed that the respondents' mean scores were 3.8066 (high) for creative performance, 4.3225 (very high) for entrepreneurial intention, 4.3162 (very high) for passion, 4.0794 (high) for persistence, and 4.2941 (very high) for effort.

The data quality test showed that the data had met the SEM assumptions, namely 170 data as recommended, i.e., 100 – 200 data. The normality test was carried by comparing the C.R (critical ratio) value in assessment of normality with a critical ± 2.58 at 0.01 level. The normality test table showed that univariately most data were normally distributed since the critical ratio (C.R) value for both kurtosis and skewness were within the range ± 2.58 . Meanwhile, multivariately the data met the normal assumption since the -1.565 value was within the range ± 2.58 . The evaluation of multivariate outliers could be seen through the AMOS Mahalanobis Distance output. The criteria used was at $p < 0.001$. The distance was evaluated using X^2 at a degree of freedom of the same size of measured variables used in the research. In this case, there were 19 variables, then using Excel program at Insert – Function – CHINV submenu, the probability and number of measured variables were inputted and the result was 43.820. This means that all data/cases greater than 43.820 were multivariate outliers. The outlier test showed the value of Mahalanobis Distance, and from the processed data no one was detected to have value greater than 43.820. Therefore, it could be concluded that none of the data was outliers.

The result of CFA validity test showed that the value of factor loading in all items of variable > 0.5 , and the value of construct reliability of each variable > 0.7 . This means that all items were valid and the variables were reliable, thus these analysis results could be used for the next tests.

As per the model developed in this research, the tool for analyzing the data used in this research was structural equation modeling (SEM) operated using AMOS 24 application. The AMOS 24 program showed structural measurement and problems, used to analyze and test the hypothesis model. Converting the flow diagram into equation, both structural equation and measurement model equation, the following figure was generated:

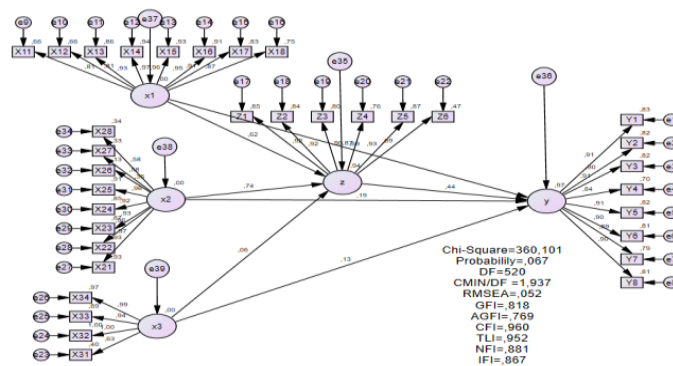


Figure 1. Full SEM

One way to see whether or not there was a problem identification was by seeing the estimation result. SEM analysis could only be done when the model identification result showed that the model was over-identified. This identification was done by seeing the value of df from the constructed model. The result showed that the value of model df was 520. This means that the model was over identified since the df value was positive. Therefore, the data analysis could proceed to the next stage. Assessing the goodness of fit served as the main objective in SEM to find out how far the hypothesized model “fitted” or matched the sample data. Based on the goodness-of-fit test, it was found that the research model was close to be a good-fit model. Based on the entire measurement of goodness of fit, all indices showed that the research model was good. Therefore, the model proposed in this research was acceptable since all of the values met the fit criteria.

This research had a total of 10 hypotheses. Out of this number, 7 hypotheses were about the positive and significant effect between 2 variable, and 3 other hypotheses were about the effect between 2 variables through the mediating variable. All hypotheses would be tested for their acceptability. From the data processing, it was found that the association was positive between variables if the C.R value was greater than 1.96 and the p value was less than 0,05. Below is Table 2 which showed the C.R and p values to figure out whether or not there was a positif and significant association between variables in this research, thus showing whether the 7 hypotheses were accepted or rejected. The Table 1 below highlights the key data points discussed in this discussion.

Table 1. Hypotheses Test Result

	Hipotesis		Estimate	S.E.	C.R.	p
CP	<---	PAS	0,522	0,039	13,365	***
CP	<---	PER	0,493	0,024	20,313	***
CP	<---	EF	0,076	0,033	2,282	0,023
EI	<---	EF	0,158	0,038	4,1	***
EI	<---	PER	0,162	0,08	2,023	0,043
EI	<---	PAS	0,737	0,097	7,574	***
CP	<---	EI	0,56	0,159	3,531	***

Based on the result in Table 1, it could be seen that all values of sig (p) < 0.05 and C.R. > 1.96, hence it could be said that the 7 hypotheses on the association between 2 variables were accepted or significant. In the calculation of p value, some showed *** values. This could be interpreted as the presence of highly strong/highly significant effect.

The effect of passion on creative performance as mediated by entrepreneurial intention was shown in the Table 2:

Table 2. Hypotheses X_1 to Z With Mediation Variable Y

Input:		Test statistic:	Std. Error:	p-value:
a	0.522	Sobel test: 3.40606463	0.08582339	0.00065907
b	0.560	Aroian test: 3.39720861	0.08604712	0.00068077
s _a	0.039	Goodman test: 3.41499028	0.08559907	0.00063784
s _b	0.159	Reset all	Calculate	

The p value was $0.0065 < 0.05$, thus it could be stated that variable Y mediated X_1 on Z, or the entrepreneurial intention mediated the effect of passion on creative performance. The effect of persistence on creative performance as mediated by entrepreneurial intention was shown by the following table:

Table 3. Hypotheses X_2 to Z With Mediation Variable Y

Input:		Test statistic:	Std. Error:	p-value:
a	0.493	Sobel test: 3.521495	0.07839852	0.00042912
b	0.560	Aroian test: 3.52145329	0.07839945	0.00042919
s _a	0.0024	Goodman test: 3.52153672	0.07839759	0.00042905
s _b	0.159	Reset all	Calculate	

The p value was $0.0004291 < 0.05$, thus it could be stated that variable Y mediated X_2 on Z, meaning that the entrepreneurial intention mediated the effect of persistence on creative performance. The effect of effort on creative performance as mediated by entrepreneurial intentions was shown by the following Table 4:

Table 4. Hypotheses X_3 to Z With Mediation Variable Y

Input:		Test statistic:	Std. Error:	p-value:
a	0.076	Sobel test:	3.48153579	0.01222449
b	0.560	Aroian test:	3.47833319	0.01223575
s _a	0.0033	Goodman test:	3.48474724	0.01221322
s _b	0.159	Reset all	Calculate	

The p value was $0.0004985 < 0.05$, hence it could be stated that variable Y mediated X_3 on Z, meaning that entrepreneurial intention mediated the effect of effort on creative performance.

5 Conclusion

The conclusion of every research should be able to answer all of the previously stated research objectives. Therefore, in brief it could be concluded that creative performance was affected by passion, persistence, effort, and entrepreneurial intention. Moreover, the position of entrepreneurial intention as a mediating variable strengthened further the effect of the independent variables (passion, persistence, effort) on the dependent variable creative performance. Based on the research findings, the following recommendations can be offered: In empowering the human resources of students running creative economic-based or simply creative business, it is important to make some intervention to achieve an optimal creative performance, by leveraging on the passion, persistence, and effort they have. To strengthen this creative performance, the entrepreneurial intention that these creativepreneur students own can be an alternative way to bridge the attempts to be made. For researchers aspiring to investigate this creative performance topic, further research can use other alternative variables to figure out more accurately the dominant factors that determine creative performance.

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