

THE ROLE OF CREATIVITY AND INNOVATION IN THE BEVERAGE AND FOOD INDUSTRY PRODUCTIVITY

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ABSTRACT

The goal of this research is to explain the role of creativity and innovation in food and beverage industry productivity. The samples that became the objects to achieve the research objectives were 99 food and beverage business units in Bekasi City. Data were collected using a questionnaire with a semantic Differential scale, and the regression model was tested. According to the findings of this study, creativity, and innovation play a role in productivity. Expertise and the ability to generate originality will boost the food/beverage industry's productivity. Productivity will rise as a result of more comprehensive marketing and innovation in the creation of items to sell.

ABSTRAK

Tujuan penelitian ini adalah untuk menjelaskan peran dari kreativitas dan inovasi terhadap produktivitas di industri makanan dan minuman. Untuk tercapainya tujuan penelitian sampel yang menjadi objek sebanyak 99 unit usaha makanan dan minuman di Kota Bekasi. Data diperoleh dengan menggunakan kuesioner dengan skala *simantic differential* kemudian dilakukan uji model regresi. Hasil penelitian ini menunjukkan bahwa kreativitas dan inovasi memiliki peran terhadap produktivitas. Keahlian dan kemampuan dalam menciptakan kreativitas maka produktivitas industri makanan/minuman akan meningkat. Inovasi dalam menciptakan produk barang yang akan dijual dengan melakukan pemasaran yang lebih meluas maka akan terjadi peningkatan produktivitas.

INTRODUCTION

The present industrial sector in Indonesia can propel the country's economic growth. The industrial sector is critical to promoting Indonesian economic growth. In addition to increasing the country's economic value, it can also provide an employment chance to help reduce unemployment. Indonesia is a country with a lot of natural resources. It can also be a chance for the food and beverage business to expand and thrive. In the backdrop of the ASEAN Economic Community (MEA), Indonesia's food and beverage industry plays a significant part in the country's economic progress. In the third quarter of 2017, the food and beverage industry contributed 34.95% to the gross domestic product (BPS Indonesia, 2022).

According to BPS statistics for 2020 in Bekasi City, one of the largest managerial industries that can enhance the economy in Bekasi City is the food and beverage industry sector. Bekasi, the largest and most populous city in West Java province, has a food and beverage sector. The mining sector dominates the economy, while in Bekasi, the food and beverage industry plays the most crucial role in the economy. Bekasi's food industry is divided into four sectors: micro markets, food shops, dining houses/restaurants, and food stores. This is accomplished through the registration of business permits filed to the city's trade and industrial agency (DISDAGPERIN). Bekasi's food industry is divided into four (four) sectors: micro markets, food shops, dining houses/restaurants, and food stores. This is accomplished through the registration of business permits submitted to the city of Bekasi's trade and industrial service (DISDAGPERIN), which is accumulated for 1 (one) year.

According to Table 1, information is predicted to expand by 1,047% from 2020 to the end of 2021. This growth can be attributed to a variety of things. Bekasi City has a strategic territory since it is not far from the core of the capital city of Jakarta, making the city of Bekasi a favorable area for business. The growth of the food and beverage business in Bekasi can fluctuate. To raise and avoid falls, the entrepreneur's productivity is expected to rise. According to Rahmawati (2018), productivity is commitment. Organizations achieve intended success by managing input (input) through organizational processing, saving, and strengthening cooperation and responsibilities between leaders and employees.

Productivity is a strategy of boosting labor production or utilizing resources more efficiently. Prasetyo and Riswati (2019). Motivation, discipline, training, creativity, dynamics, and professionalism are all important variables in increasing productivity (Sedarmayanti, 2017). Various external factors might boost industrial productivity in the food and beverage business, such as market developments and technical developments. Creativity is one characteristic that can boost production in the food and beverage business. Nowadays, growing production in a variety of industries relies heavily on creativity. Creativity is the application of information from various sectors of expertise to generate new and improved ideas.

The food and beverage industry sector in Bekasi City must employ creativity and innovation. In business, creativity and innovation are essential. Creativity and innovation are inextricably linked to entrepreneurship because they are realized in action when running a business. In addition to enhancing productivity, creativity, and innovation can boost sales by luring customers with new products that pique their interest and make them want to acquire them.

Table 1. Number of Business Units for the Food and Beverage Industry in Bekasi in 2019 – 2020

Year	Total Business	The increase decrease	
		Total Business	Percentage
2020	9.650 Unit	461	1,047%
2021	10.111 Unit		

Source: Bekasi City Statistics Agency, 2022

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

PRODUCTIVITY

Productivity is a term that has been used for millennia. Initially, productivity was thought to be solely an efficiency idea. Productivity, on the other hand, now assesses system performance, efficiency, resource utilization, and the link between real output and input. Economic growth in a country's industry is typically assessed by increasing output, which may be attributed to one of two things: a rise in the number of production factors employed (input) or an increase in productivity (Kastro, 2016). As a result, productivity is a component of growth. Machines and materials were provided to boost production and reduce labor-related losses. Productivity is defined by the European Productivity Agency as a way of thinking. It is a measure of a service or industrial organization's efficacy and efficiency in producing output while taking into account available resources. Defining input and output is critical and required. Materials, machines, people, processes, technology, land, buildings, money, markets, management tools, and information are currently input into the manufacturing business.

Productivity is commonly recognized as the most complete single measure of performance in practically any industry, as well as one of the most trustworthy and comparable dimensions (Chatzimichael & Liasidou, 2018). Productivity is defined as the link between production, or the number of items produced in a given period, and the number of production components employed to make those goods (Soehardi, 2019). According to Prabowo (2018), productivity is a comparison of the results obtained (output) and the resources used (input). Productivity is dependent on understanding the comparison of the outcomes obtained and the function of labor and time management. Productivity is critical for company employees. It is intended that through increasing work productivity, tasks will be completed more efficiently and effectively." (Utami, 2018). A tool for determining how productive a process that produces an output is. Thus, productivity is intimately tied to the extent to which a process can produce output using existing inputs. Productivity is sometimes defined as the ratio of input to output, with an emphasis on the output produced in a process. Combinations are commonly utilized to achieve a specified level of output.

According to Sadarmayanati (2017), various elements might influence productivity, including motivation, discipline, creativity, innovation, dynamic, professional, and financial spirit. According to Sedarmayanti (2018), each productivity measuring dimension has dimensions, which are as follows. Dimension attitude toward work with indicator: 1) attitude toward service; 2) attitude toward work; 3) Attitude toward work initiatives. Dimension Skill level with indicator: 1) task accomplishment abilities; 2) technology utilization abilities; 3) success evaluation abilities with indicator. Dimension The connection between the work environment with indicator: 1) work ties with leaders; 2) work relationships across departments; 3) work relationships with colleagues. Dimension Management of Productivity with indicator: 1) work coordination; 2) communication

Sutrisno (2016) asserts that dimensions are critical in gauging productivity, and the following dimensions are required: ability, rising results accomplished, morale, self-development, quality, and efficiency. Have a talent for something. A person's skills can be put to use here. The purpose of an action is to achieve outcomes, and these results indicate success or failure; morale is one endeavor to outperform prior results. Seeing challenges and hopes in what is being faced can help in self-development. Quality is the result of work that can demonstrate the quality of one's job, whereas efficiency is the ratio of results attained to total resources spent.

CREATIVITY

Creativity, defined as "the production of new and useful ideas" (Amabile, 1988), is a creative process. In contrast to innovation, which focuses on putting creative ideas into action, this strives to generate new and distinctive ideas. Creativity is defined as "the ability to discover new problems that have never been

formulated before" (Csikszentmihalyi, 1988), with creative people asking "questions that no one has ever thought of before" (Sawyer, 2013). Without new ideas, innovation will stall. As a result, in all realms of human activity, creativity is highly prized. Indeed, raising one's level of creativity can give additional benefits in all aspects of one's life, because "most or most of the things that make our lives interesting, meaningful, and valuable are the result of creativity" (Csikszentmihalyi, 2014). Because "individual creativity and organizational innovation are closely interrelated systems" (Amabile, 1988), creativity is recognized as "a key factor in the future success of companies, especially in industries with complex and constantly changing business environments" (Csikszentmihalyi, 2014). Indeed, creativity has been studied in a variety of domains, including education, art studies, psychology, and neuroscience (Sawyer, 2013).

Creativity is the ability to identify new relationships, observe subjects from new angles, and build novel combinations of two or more notions that have been imprinted in the mind (Alifudin & Razak, 2015). It is also a generator of new ideas. Creativity is the ability to create the production of new ideas and find what new techniques might be employed in solving problems and confronting possibilities (Martina, 2019). So, since the advantages of being more creative are so significant, the issue remains: Can everyone be creative? The responses were initially discouraging. Creativity was once thought to be exceptional, something comparable to a "mystical substance" (Csikszentmihalyi, 2014). What we know now, however, is significantly different from those original beliefs. It is widely acknowledged that "the real secret to extraordinary creativity is practice" (Sawyer, 2013). Most significantly, everyone can cultivate their creativity. In a society where many occupations are expected to be replaced by computers in the future, it has become clear that creativity cannot be produced by machines (Doucet et al, 2018). Individuals, on the other hand, may require a framework to boost their creativity levels. If a strong interest in a particular issue is first necessary to spark creativity, with curiosity and excitement emphasized as common characteristics in creative individuals then creativity can be increased with practice (Csikszentmihalyi, 2014). For example, in the context of administrative work, creativity assists employees in developing new tactics. The innovation paradigm can be used for all jobs in the creative process.

The study of creativity leads to the creation of unique living spaces, which are related to individuals and social levels. At the individual level, creativity is important for achieving goals in work and daily life. On a social level, creativity can improve knowledge acquisition, new student recruitment, new student retention, and new social programs. In the business world, creativity has a high value while launching a new product or expanding one's business. Individuals, organizations, and the general public must therefore adapt to the available resources to maintain their competitiveness (Riyanti, 2019). Dimensions and indicators are significant in research since they are used to assess someone's inventiveness. Each dimension of creativity that is used has several indicators that will help to clarify the dimension in question. According to Suryana (2013), dimensions of creativity include awareness, capability, and motivation.

INNOVATION

Innovation is about "the development and implementation of new ideas" (Amabile, 1988) or "the creation of some never-before-seen items of hardware" (Kline & Rosenberg, 2010). While creativity is concerned with the generation of ideas, innovation is concerned with the transformation of new ideas into new goods, practices, or services. Many innovations, as measured by their market success - such as the humble textbook, insurance, or newspapers - have resulted in significant social impacts around the world (Drucker, 1985), with an interest in delivering societal benefits through ongoing innovation (Dees et al, 2004; Acs et al, 2009; Eppinger, 2021). As the demand for long-term innovative solutions to concerns like climate change and energy efficiency has grown, discussions in the literature have shifted to the desire to stimulate long-term innovation (Bengtsson & Agerfalk, 2011; Kusi-Sarpong et al, 2018). There has never been a more important time to achieve the aim of increasing workplace creativity. Teresa Amabile

(Amabile, 1988) stated in one of her key articles on innovation titled *A Model of Creativity and Innovation in Organizations* that "it is impossible to escape the reality that corporations must be innovative to survive." In difficult circumstances, such as those caused by the Global Financial Crisis, the COVID-19 pandemic, or climate change, not only does innovation contribute to a difference in organizational performance, but it may also mean the difference between a business's doom or survival. Furthermore, because "innovation is a powerful explanatory factor behind differences in performance between firms, regions, and countries" (Fagerberg, 2004). it follows that it is necessary for economic growth (Doucet et al, 2018). Schwab (2017) is unequivocal in his statement that "to be competitive, both companies and countries must be on the cutting edge of innovation."

With such enormous potential, it is hardly surprising that there have been several conversations on the subject over the years. In his book *Innovation and Entrepreneurship*, Peter Drucker (1985), the father of management thought, speaks of innovation as a tool for leveraging changes in a company environment and turning these into opportunities to strengthen a firm's competitive advantage. However, because no single person can conceivably gather all of the knowledge required to solve an innovative problem, it has been dubbed "a team sport" (Keeley et al., 2013). The problem that remains to be addressed now is to teach as many people as possible the required methods and abilities to adapt and innovate in times of change. A person or group accepts and realizes as something new a concept, idea, plan, practice, or object to be applied or adopted (Rogers, 2012). Innovation is the act of producing knowledge by watching events and managing them using data; data is used as information, and information is placed in context to generate knowledge (Hadisty, 2019). According to Nusandini and Nugraha (2020), innovation is the management of all activities associated with the process of developing ideas, developing technology, manufacturing, and selling a product, manufacturing method, or new or improved equipment. In this case, innovation is defined as an idea that grows from education, training, and research, as well as materials and products that are modified, to generate a new and significant idea. Inovasi was defined as a necessary component of a new or improved product or process, new or improved marketing, and new or improved business organizations (Hasan, 2017).

Innovation has three dimensions: product innovation, process innovation, and market innovation. Each applied invention includes numerous dimensions that will clarify these characteristics (Soleh, 2014). The dimensions explored in this study are 1) product innovation; 2) process innovation; and 3) market innovation. Ancok (2012) defines innovation as the deliberate introduction and implementation of new ideas, processes, products, and procedures to units that apply them to benefit individuals, groups, organizations, and the larger community. consists of four components of innovation: 1) product; 2) process; 3) organization; and 4) marketing. The most visible innovation in Makna product development is the creation of new products. The goal of process innovation is to provide strategies for improving and increasing quality while decreasing costs. Market innovation is a rise in target markets, whereas organizational innovation is the design of the organizational format and a new management philosophy. (Oktaviani, 2021).

METHODOLOGY

The quantitative method is used in the design. The quantitative method is a research approach based on positivist philosophy that is used to study specific populations and samples while gathering data with research instruments. A total of 99 business units were sampled. The questionnaire approach was used to collect data, which included Semantic Differential scale computations, instrument data testing, and data analysis.

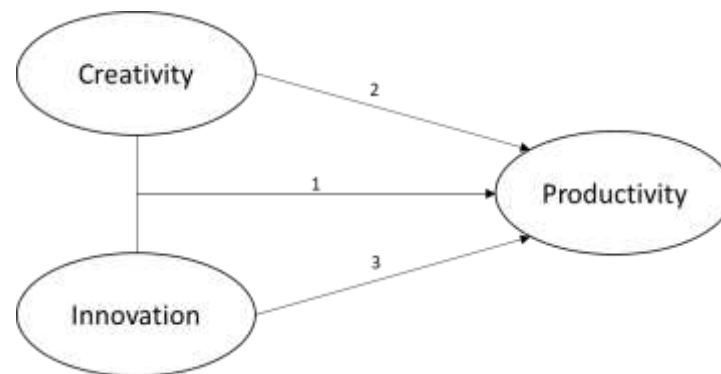


Figure 1. Conceptual Framework

Multiple linear regression analysis, correlation coefficient and determinant coefficient tests, and hypothesis testing were utilized to analyze the data. Figure 1 depicts a model constructed to provide an overview of the research. The following are the temporary conjectures in this study based on the conceptual framework created in this investigation.

H₁: Creativity and innovation have an impact on productivity in the food and beverage business in Bekasi City.

H₂: Creativity has an impact on productivity in the food and beverage business in Bekasi City.

H₃: Innovation has an impact on productivity in the food and beverage business in Bekasi City.

RESULTS AND DISCUSSION

Results

The questionnaire's validity can be tested by stating that all statement items on the variables of creativity, innovation, and productivity have valid values because the $R_{\text{count}} > R_{\text{crisis}}$ is 0,197 and has a positive value. In assessing the alpha coefficient's dependability, the productivity variable was $0,877 > 0,60$, the creativity variable was $0,874 > 0,60$, and the innovation variable was $0.847 > 0,60$. This means that all variables have been deemed dependable.

The Normality test is used to determine whether the regression model has a normal data distribution as determined by the Kolmogrov-Smirnov Test, namely by significance ($\text{sig.} > 0,05$) and P-Plot of Regression Standardized Residual. The normality test results reveal a significant value of 0,166 where the value is more than 0,05, which is the minimum significant limit in this test, and it can also be shown using the normal probability plot to further guarantee the normality analysis results. If the data spreads around the diagonal line and follows its direction, or if the histogram graph reveals a normal distribution pattern, then the regression model meets the assumption of normality.

The multicollinearity test is used to determine whether or not there is a correlation between the independent variables in the regression model. There should be no correlation between the independent variables in a decent regression model. A regression unit that is devoid of multicollines has a variance inflation factor of 10 and a tolerance value of more than 0.10. The VIF value for originality and innovation is less than 10, at 5,556. The tolerance value for variables related to creativity and innovation is 0.180, which is more than 0,10. Then the data conclusion does not occur multicollinearity.

The autocorrelation test is used to determine whether or not there is a link between variables that can cause a model to fail due to difficulties with the regression equation. This test is performed by examining the Durbin-Watson value, which must be more than dU and less than $4 - dU$ to conclude that there is no autocorrelation. The results of the tests in Table 2 reveal that this model does not exhibit autocorrelation symptoms.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,831 ^a	0,690	0,684	3,638	1,866

The Spearman test was also used to assess heteroscedasticity based on decision-making: if the value (Sig) > 0.05, there is no heteroscedasticity, and if (Sig) 0.05, there is heteroscedasticity. Table 3 shows that the significant value (Sig) for creativity is 0.709 and 0.881 for innovation. According to the grounds for decision-making utilizing the Spearman test, there were no symptoms of heteroscedasticity in this investigation.

The model used in this study is considered good, as evidenced by the R Square number of 0.690 in Table 2. This suggests that the regression model's contribution to creativity and innovation is 69%. While the remaining 31% is explained by unobserved variables such as competitive advantage, capacity for innovation, and skills. The amount of the influence between the observed variables is calculated using multiple linear regression analysis, which can determine how much influence the independent factors have on the dependent variable. It is important to understand the size of the coefficients of the independent variables, namely creativity and innovation, which have a considerable influence on the dependent variable, namely productivity. Table 4 shows the outcomes of various linear regression analysis tests in this study, as well as the findings of the regression equation formation.

$$Y = 15.504 + 0,097X_1 + 1.156X_2 \quad (1)$$

The given regression equation yields a constant value of 15,504. This suggests that if the other independent factors remain constant or unchanged, the existing productivity is 15.504; in other words, company productivity will be 15.504 if the creativity and innovation variables remain constant or unchanged. The creativity regression coefficient has a positive value of 0.097, indicating that there is a unidirectional association between creativity and productivity, which means that for each additional time of creativity or addition per unit, business productivity will grow by 0.097. The innovation regression coefficient has a positive value of 1.156, indicating that there is a unidirectional association between innovation and productivity. That is, for every one-time or per-unit addition, productivity will improve by 1.156.

Table 3. Heteroscedasticity

		Creativity	Innovation	Unstandardized Residual
Spearman's rho	Creativity	Correlation Coefficient	1,000	0,911**
		Sig. (2-tailed)	.	0,000
		N	99	99
	Innovation	Correlation Coefficient	0,911**	1,000
		Sig. (2-tailed)	0,000	.
		N	99	99
	Unstandardized Residual	Correlation Coefficient	0,038	0,015
		Sig. (2-tailed)	0,709	0,881
		N	99	99

Table 4. Test for Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,504	4,087		3,794	0,026
Creativity	0,097	0,159	0,082	2,611	0,042
Innovation	1,156	0,171	0,904	4,755	0,000

a. Dependent Variable: Productivity

The hypothesis is supported by the findings in Table 4, where the role of creativity in rising has a significant 0.042 because this value is less than 0.05. The condition of creativity in productivity is truly capable of influencing the increase in the food and beverage business in Bekasi City, as seen by the t_{hitung} value of 2.611 versus the t_{table} value of 1.984, indicating that t_{hitung} is bigger than t_{table} . This suggests that there is some influence in the acceptance of this research. The role of innovation in enhancing the productivity of the Bekasi City food and beverage industry. The significant level of the innovation variable is 0,00, which is less than 0.05. This means that the research hypothesis, which states that innovation plays a partial role in increasing productivity, is also confirmed by the count value of 4.755 while the t_{table} is 1.984; count is greater than t_{table} , indicating that there is a partial influence and this research is accepted.

The F test is used in hypothesis testing to assess whether the claim that creativity and innovation can both affect the productivity of the food and beverage industry in Bekasi City is true. The results indicate that the claim is true. The hypothesis is supported based on the significance value of 0.00 less than 0,05, which indicates that innovation and creativity work together significantly to increase productivity. The study hypothesis is approved since f_{hitung} has a value of 107.009 whereas f_{table} has a value of 3,09. This indicates that f_{hitung} is greater than f_{table} .

DISCUSSIONS

Increasing productivity through human resource integration is a critical issue in the food and consumer industries. This method is useful for enhancing productivity. Although food and drink are essential human necessities, the food and beverage industry challenges multifaceted productivity variables that do not have the same influence on all industries, including food and beverage. As a result, the focus of this inquiry is on identifying major productivity concerns in food and beverage production and resolving them through a combination of entrepreneurial ingenuity and innovation. S analysis reveals a considerable correlation and value between creativity, innovation, and production.

This article uses quotes to demonstrate the importance of creativity and innovation in enhancing the productivity of the food and beverage business. This study provides numerous distinctive contributions motivated by a desire to assist entrepreneurs in benefiting from greater creativity and innovation in more competitive national and global markets.

Table 5. F Test Analysis Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2832,907	2	1416,453	107,009	0,000 ^b
Residual	1270,730	96	13,237		
Total	4103,636	98			

a. Dependent Variable: Productivity

b. Predictors: (Constant), Creativity, Innovation

First, this study provides a conceptual model of creativity and innovation in relation to productivity, which is backed by a substantial body of research in the disciplines of flow conditions and growth mindset, as well as creativity and innovation. When used as dimensions in the model, the elements of product innovation, process innovation, and market innovation have the potential to positively boost innovation in the food and beverage industry, both individually and collectively. This strategy is also suitable for entrepreneurs who want to employ outside-the-box thinking to profit from greater innovation capability in all parts of business life by expanding the innovation dimension. Second, this study contributes to the current literature on creativity while also discussing the concepts of human resources, flow, and development mindset, based on the Human Resources theory that enhanced creativity translates into awareness, capability, and motivation. Third, this study proposes that to boost creativity and innovation, entrepreneurs' efforts should be focused on maximizing the influence of many contributing elements.

According to the literature, there is a correlation between increasing productivity, creativity, and innovation. A creativity model with three dimensions: 1) awareness, 2) competence, and 3) motivation has been shown to have a direct impact on production. Then innovate utilizing the following dimensions: 1) product innovation; 2) process innovation; 3) market innovation, and the model's results: innovation. In response to the need to "create competitive advantage through improved effective human resources," we advocate enhancing an entrepreneur's creativity and invention in the creation of products with high utility value and sanitary levels. We also encourage entrepreneurs in the food and beverage industries to collaborate to bridge the gap between what we educate and what the evolving business world requires. However, we must train professionals to be able to create effective and long-term commercial solutions to new problems in uncertain times.

In her 2016 piece *What Having a "Growth Mindset" Really Means*, Dweck advocates for genuine satisfaction when "an idea makes a difference—increasing motivation, innovation, or productivity." The productivity model we suggest here has the potential to positively improve product development, creativity, and innovation. Organizations can leverage the model's potential to drive sustainable solutions to business problems that are full of uncertainty by continuously improving the company's offerings and enriching creativity and innovation across all company roles, thereby contributing to sustainable competitive advantage in the food and beverage industry.

CONCLUSION

The study demonstrates that creativity and innovation do play a significant impact on the productivity of the food and beverage industry in the Bekasi City area. This means that if the creativity of business unit owners is conducive and encouraged by innovation, the productivity of the food and beverage industry in Bekasi City will rise. The findings of this study provide future scholars with confidence that innovation has a profitable and significant impact on the productivity of food and beverage enterprises, particularly in the city of Bekasi. This demonstrates that the greater the experience and ability to generate ideas, the greater the output of the food and beverage industry. Innovation, which has a positive and significant effect on the productivity of the food and beverage industry in the Bekasi City region, may be demonstrated by innovating in the items to be sold by implementing a smart marketing plan.

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