



THE INFLUENCE OF CREATIVITY AND INNOVATION ON THE PERFORMANCE OF HANDMADE BATIK CRAFTSMEN IN KLAMPAR VILLAGE, PAMEKASAN REGENCY

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Abstract

In this study, the focus is on exploring the extent to which imagination and innovation influence the performance of batik craftsmen in Klampar Village, Pamekasan Regency. The study was conducted using a quantitative approach with the application of multiple linear regression analysis. A total of 27 batik craftsmen were randomly selected to become respondents. The research findings revealed that both individually and together, creativity and innovation have a significant positive impact on the work performance of craftsmen. Specifically, creativity contributes 0.599, while innovation contributes more, namely 0.643. With a determination coefficient value of 55.9%, it can be seen that variations in craftsman performance can be substantially explained by these two variables. These findings emphasize the importance of developing creativity and innovation in increasing the productivity and competitiveness of batik craftsmen. This study recommends training, technological support, and strengthening marketing networks to support the sustainability of the Klampar Village batik industry.



INTRODUCTION

In the midst of the increasingly rapid flow of globalization, science, technology, and economy are advancing rapidly like a strong wind. This phenomenon is reflected in the acceleration of changes in various aspects of human life, as well as the mindset of society which is increasingly critical and demands the best service. Every organization must be able to improve their overall function and capabilities to achieve their goals if they want to anticipate the impact and transformation of this progress. To maintain sustainability and compete in carrying out the crucial roles and responsibilities they carry, individuals with deep competence and insight are needed. It is impossible to imagine an organization being able to operate optimally without being supported by a workforce with qualified skills and professionalism.

The ability to use creative thinking processes to combine ideas or concepts to produce new products is known as creativity. According to Suryana (2010:211), Zimmerman Innovation is the ability to Use creativity as a strategic step to overcome challenges while creating innovation in the development of existing products. This creativity is born from an innovative mindset, which is rich in fresh ideas and Separate from goods that have spread in the world of buying and selling (Ernani, 2011:10; Raeny Dwi Santy, 2013). In the business world, the combination of creativity and product innovation plays an important role in maintaining sustainability while increasing competitiveness. Business actors must always develop creative and innovative ideas to ensure their business remains relevant and attractive (Aang, 2016). Thus, business development is the key to avoiding customer saturation, because creativity is Several crucial elements that play a determining role in the success of a business entity amidst the increasingly fierce market competition (Raeny Dwi Santy and Arjuna Rizaldi: 2016).

Village Klampar is located in Proppo District, Pamekasan Regency, East Java. It is one of the largest batik-making centers in Madura. With an area of around 2.79 km², this village has a broad and hereditary batik tradition. Batik skills have long been the cultural identity of the Klampar community, making it the main source of livelihood for many residents. The history of Klampar Village batik began when Kiai Mudari, a local figure, discovered how to make batik. This skill spread throughout the community through a natural process until most of the population was involved in the batik industry. The village currently has around 520 batik craftsmen, making it one of the most populous areas in Pamekasan. Its batik is famous for its diverse classic motifs and bright colors that reflect the expressive character of the local community. By building the Klampar Batik Center, the local government is trying to increase the village's economic potential through the batik industry. This will attract tourists and businesses. However, in order for this center to function properly and benefit the community, more attention is still needed. To preserve this cultural wealth, the involvement of the central government is very important.

Creativity is the art of using initiative to generate valuable, appropriate, and innovative ideas, products, or processes, especially when facing complex tasks and



requiring new approaches. It serves as an incomplete map, providing a guide to understanding, exploring, or discovering new things that are full of energy, careful in paying attention to details, seeing the world from an unusual perspective, able to accept uncertainty, and reconcile ambiguous things. They are independent in thinking and acting, full of self-confidence, and not easily influenced by norms or group pressure. Creativity requires the courage to try new things, flexibility in thinking, sensitivity to problems, and the ability to generate fresh, original ideas. Thinking imaginatively without fear of failure and being responsive to new phenomena are the characteristics of creative people. Understanding the essence of creativity is a solid foundation in designing inspiring entrepreneurship programs or courses.

Innovation has many types and can be classified based on its object. There are various forms of innovation that can be found in various aspects of life, ranging from socio-cultural systems, ecosystems, business models, products, services, to organizational structures and institutional arrangements. In addition, innovation can be distinguished based on its driving factors, such as technological advances, market needs, design, or even users. In this article, the main focus is on two types of innovation related to products or services, namely incremental innovation and disruptive innovation. Incremental innovation relates to the gradual improvement of existing products, by providing more efficient and better solutions, while disruptive innovation brings very profound changes, creating new solutions that were previously unimaginable. Disruptive innovation can be understood as the introduction of new products or technologies that have the potential to drastically change the market, creating opportunities and values that have never been thought of before (Khin et al., 2010). On the other hand, incremental innovation only improves the capabilities of existing products without making the previous product obsolete (Baković, Cingula, Lazibat, & Sutić, 2013).

Research results related to the impact of creativity on performance show similar results in various studies. Based on the opinion of Dama and Ogi (2018), Creativity plays a very important role in improving employee performance. As expressed by Putra and Bayu (2017), creativity has a significant and positive impact on the achievement of individual work results in a professional environment. In line with that, Astuti and her team (2019) found that creativity plays an important role in improving employee performance. Further research by Aprianggi et al. (2018) strengthens the findings. This illustrates a very strong and positive relationship between creativity and employee performance.

The effect of renewal on performance according to the research findings of Dama and Ogi (2018) shows that renewal has a significant impact on employee performance. Hafizah et al. (2017) showed that the renewal element has a significant positive impact on employee performance. Putra and Bayu's study (2017) also revealed that the renewal element has a significant positive impact on employee performance. Rudi and Panjaitan (2017) also concluded that the renewal element has a real positive impact on employee performance. The effect of creativity and renewal on performance according to the study

of Dama and Ogi (2018), the renewal and creativity elements have a significant impact on employee performance. On the other hand, Putra and Bayu's research (2017) found that the renewal and creativity elements together have a significant real impact on employee performance.

This exploration applies a quantitative approach through a poll. The investigation was conducted in Klampar Hamlet, Pamekasan Region. With direction from the Klampar Hamlet Apparatus and UMKM actors, 27 batik tulis UMKM entrepreneurs spread across various hamlets in Pamekasan Regency were used as study samples, selected randomly. Primary and additional data were collected directly from participants through questionnaires, interviews, and observations. A measuring instrument in the form of a Likert scale was used to assess participants' perceptions of the elements studied. Assessments were given For each answer choice, assessments were given as follows: Assessments were made by giving a score: "strongly agree" gets a value of 5, "agree" gets a value of 4, "doubtful" gets a value of 3, "disagree" gets a value of 2, and "strongly disagree" gets a value of 1. Hypothesis testing was carried out both separately (H1 and H2) and simultaneously (H3) using a multiple linear regression analysis approach..

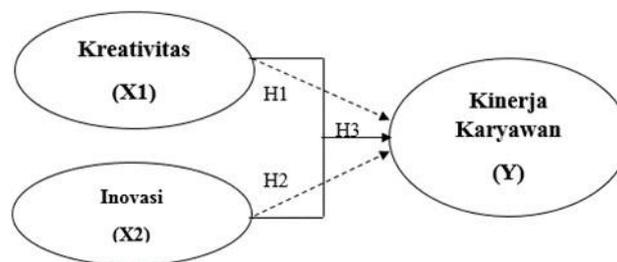


Figure 1. Conceptual Thinking Structure

OUTPUT AND DISCOURSE

Examination of Study Tools

Based on the results of the measurement tool search on 27 respondents, as stated in Table 1, all study indicators—creativity, innovation, and workforce performance—were deemed valid. This is because the measurement tool was declared reliable with a correlation coefficient exceeding 0.30 and a Cronbach's Alpha figure exceeding 0.60.

Table 1. Final Traces of Validity and Quality Assurance Testing

Variables	Question Items	Validity	Reliability



		Correlation Coefficient	Caption	Cronbach's Alpha	Caption
	X1.2	0.937	Valid		
	X1.3	0.917	Valid		
	X1.4	0.93	Valid		
Creativity (X1)	X1.5	0.892	Valid		
	X1.6	0.957	Valid	0.981	Reliable
	X1.7	0.929	Valid		
	X1.8	0.895	Valid		
	X1.9	0.886	Valid		
	X1.10	0.903	Valid		
	X1.11	0.917	Valid		
Innovation (X2)	X2.1	0.904	Valid		
	X2.2	0.852	Valid		
	X2.3	0.865	Valid		
	X2.4	0.941	Valid		
	X2.5	0.933	Valid	0.972	Reliable
	X2.6	0.937	Valid		
	X2.7	0.915	Valid		
	X2.8	0.93	Valid		
	X2.9	0.867	Valid		
	X2.10	0.84	Valid		
Batik Craftsmen (Y)	Y.1	0.9	Valid		
	Y.2	0.854	Valid		
	Y.3	0.829	Valid		
	Y.4	0.863	Valid		
	Y.5	0.863	Valid		
	Y.6	0.883	Valid		
	Y.7	0.93	Valid		
	Y.8	0.855	Valid		
	Y.9	0.913	Valid	0.982	Reliable
	Y.10	0.876	Valid		

Y.11	0.904	Valid
Y.12	0.857	Valid
Y.13	0.888	Valid
Y.14	0.93	Valid
Y.15	0.887	Valid
Y.16	0.873	Valid
Y.17	0.865	Valid

Source: processed data 2024

The normal distribution test listed in Table 2 shows that the data shows a normal distribution pattern. The visible display of the Asymp. Sig. (2-tailed) value with a magnitude of 0.432, indicates that this approach meets the established normality requirements.

Table 2. Stability Test Output

One Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal	Mean	0.00E+00
Parameters,a,b	Std. Deviation	888,942,378
Most Extreme Differences	Absolute	.138
	Positive	.138
	Negative	-.083
Kolmogorov-Smirnov Z		.872
Asymp. Sig. (2-tailed)		.432

Source: processed data 2024

Each element of the slackness number modifier If the value is greater than 0.10 and the VIF remains below 10, this indicates that the analysis did not find any significant multicollinearity disturbances between the tested variables in this mathematical relationship pattern, it does not show signs of excessive meetings between influences.



Table 3. Evaluation of Interactions Between Variables

Model		Coefficients ^a						
		Unstandardized		Standardized	T	Sig.	Collinearity Statistics	
		Coefficients		Coefficients			Tolerance	VIF
B	Std. Error	Beta						
	(Constant)	16,788	7.116		2.359	.024		
1	Creativity	.599	.206	.434	2,901	.006	.532	1,881
	Innovation	.643	.253	.380	2,540	.015	.532	1,881

Source: processed data 2024

No signs of imbalance in variability were detected, as revealed by the significance figures in the relationship mapping model in Table 4, which show that all significance figures are greater than 0.05.

Table 4. Variance Imbalance Test Output

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
	(Constant)	15,408	4,746		3,246	.002
	Creativity	.045	.138	.070	.330	.743
	Innovation	-.307	.169	-.386	-1,820	.077

Source: processed data 2024

Linear Relationship Test

The search for theoretical answers was undertaken to examine the hypotheses put forward in this research relating to the impact of ingenuity and innovativeness of ideas on worker performance.

Table 5. Impact of Linear Relationship Evaluation

Model		Coefficients			T	Sig.
		Unstandardized Coefficients		Standardized		
		B	Std. Error	Beta		

(Constant)	16,788	7.116		2.359	.024
1 Creativity	.599	.206	.434	2,901	.006
Innovation	.643	.253	.380	2,540	.015

Source: Values processed in 2024.

By performing repeated analysis through cross-line examination of List 5, we can formulate the relationship created as follows:

$$Y = 16.788 + 0.599 X1 + 0.643X2$$

$\alpha = 16.788$, According to the calculated figures, it appears that the figure remains at 16.788, which shows that if the elements of imagination (X1) and innovation (X2) remain stationary, then the output of the worker's power will remain constant at 16.788 without any change.

$\beta_1 =$ According to statistical figures, the imagination factor (X1) has a positive impact on worker performance (Y) of 0.599. This means that every spike or emergence of imagination by one unit will drive an increase in worker performance by 0.599, assuming that other factors remain stable.

$\beta_2 =$ Based on the calculated figures, a beneficial impact of 0.643 was identified between the breakthrough element (X2) and worker performance (Y). In simple terms, every surge (or emergence) of a breakthrough of one unit will lead to a surge in worker performance of 0.643 units, provided that other factors remain static.

Coefficient of Determination Review

Based on Table 6, the coefficient of determination value is recorded at 0.559. This illustrates that changes in the independent variables of creativity (X1) and innovation (X2) are able to reveal 55.9% of fluctuations in employee performance variables, while the rest, namely 44.1%, is affected by other factors outside the limits of this study.

Table 6. Findings of the Evaluation of Determinant Factors

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	.559	.535	9.127

1. The Impact of Imagination on the Productivity of Batik Craftsmen in Klampar Village



Research findings reveal that creativity has a tremendous impact on the performance of tailors. This truth is proven by the fact that the creativity factor (X1) individually has a beneficial and significant influence on the performance of tailors (Y). This is proven by the fact that the t count far exceeds the t table, and the t count is located in the H0 rejection zone according to one-sided statistical testing with a confidence level = 5%. The statement that the creativity factor (X1) has a positive and significant impact on the work results of tailors (Y), which shows that the higher the level of innovation in batik makers, the better their performance in Klampar Village, the more brilliant the achievements they achieve.

Previous research by Putra and Bayu (2017) revealed that creativity and innovation have a beneficial impact on employee performance; the more abundant creativity and innovation, the more brilliant the employee's performance. This finding is also in line with the research results of Dama and Ogi (2018), which shows that creativity and innovation play a positive role in employee performance.

CONCLUSION

This study shows that imagination and innovation have a significant positive impact on the work results of batik craftsmen in Klampar Village, Pamekasan Regency. Individually, imagination plays an important role in improving work results, as reflected in the regression figure of 0.599. Innovation also plays a positive role with a regression figure of 0.643. Multiple linear regression investigations reveal that these two factors together are able to explain 55.9% of the change in the craftsmen's work results, while other factors are influenced by other elements not calculated in this study. This finding confirms that batik craftsmen who are more imaginative and innovative tend to have superior work results. Therefore, strengthening imagination and innovation is the main tactic in driving the efficiency and success of the batik industry, especially in Klampar Village.

SUGGESTION

Efforts to stimulate the creativity of batik artisans need to be done by exploring fresh ideas through imaginative training or workshops that focus on design innovations and the latest coloring techniques that are in accordance with market demand. Strengthening breakthroughs by local government Business Every level of micro, small, and medium has a very important contribution by providing various meaningful support in the form of access to the latest technology, such as sophisticated batik tools and environmentally friendly raw materials, to improve the smoothness of the production process. In addition, it is recommended that there be training in business management for artisans, including effective fund management and marketing strategies, in order to strengthen the sustainability of their businesses. Increasing collaboration with digital platforms and online trading also needs to be done to expand the scope of the Klampar Village batik market, both nationally and internationally. Finally, artisans can collaborate



with designers, artists, or educational institutions to create more original and innovative batik works, while preserving local cultural heritage. These suggestions are intended to strengthen the competitiveness of Klampar Village batik products and maintain the sustainability of the batik industry in the future.

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