

Influence of Absorptive Capacity and Creativity on Worker Performance with Social Media as Moderation

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Abstract

The purpose of this study is to examine The Effect of Absorptive Capacity and Creativity on Job Performance: The Moderating Role of Social Media Usage. The primary data collection method used is the questionnaire method the data were analyzed using Covariance-Based Structural Equation Modeling (SEM). The results of this study to show that absorptive capacity and creativity have a positive impact on job performance. The result also to show that social media usage has strengthened on the effect of absorptive capacity on job performance. In the contrary, the social media has no strength on the effect of creativity on job performance.

Keywords

absorptive capacity; creativity; social media; job performance; structural equation modeling



I. Introduction

Various condition economy moment this demand every company for keep going attempted reach goal with operate company the with effective and efficient. Success destination company depending on ability and expertise a leader. Companies also need employees who have ability for work more good . Employee Becomes determinant success in reach destination something company, so a leader must could give instruction to employee for increase performance (Sanjiwani & Suana, 2016). Performance is size ability somebody for do Duty certain. Job performance is to what extent are employees attempted for reach destination organization. This means how a employee attempted for reach destination organization and try for reach standards set by the organization (Khalid, et al, 2012). Job performance has been defined as Mark organization could expect from behavior discrete performed by a employee from time to time. Job performance leads to definition this including idea that performance profession is behavioral, episodic, evaluative and multidimensional. However, must there is clarification about difference Among behavior and performance; behavior is what people do and performance is Mark anticipated organization from what people do (Abozoum, Nimran , & Musadieg, 2015).

A number of study before has test factors that can influence performance job performance, including Ince et al.(2021), Lin and Wang (2021). As for Ince et al. (2021) test factor absorptive capacity and creativity to job performance or performance job . Besides it, Ince et al. (2021) using social media as moderator. Temporary it Lin and Wang (2021) test factors that can influence performance profession with use supervisor proactivity and job demands. Study this use factors with follow Ince et al.'s research (2021), so that restrictions problem only investigate including absorptive capacity , creativity, and social media.

Absorptive Capacity is ability something company for recognize, acquire, adapt with information in the environment external then analyze and adjust existing knowledge then then

combined with knowledge around from environment external for next utilise all existing knowledge for destination core commercial enterprise (Cohen and Levinthal, 2021). Next basics theoretical from Absorptive Capacity (ACAP) can be explained more continued by view based on source power, view based on knowledge and theory ability dynamic (Seo et al, 2015). Every individual or a employee is Foundation base company as means learning and improving ability from various factor external (Enkel et al., 2017; Schweisfurth and Raasch, 2018). Focus this Becomes need for investigate ACAP at the level individual. Even though ACAP is seen as phenomenon level organization in relevant literature, then studies certain limited to level concern individual in understand draft base micro ACAP (Sjodin et al., 2019). That thing determined the importance of ACAP for understand employees and the resulting output company. ACAP on company depending on the employee , namely the individual 's Absorptive Capacity play a role urgent for ACAP organizations (Schweisfurth and Raasch, 2018; Zahra and George, 2002). Besides that, individual ACAP must checked by detail because activity individual is constituent from results organization based on theory micro-basic (Lowik et al, 2016). According to Zahra and George., 2002 Absorptive Capacity consists of from enabling routines and processes for acquire, internalize, transform and utilize knowledge new.

Creativity defined as a process of generating new and useful ideas (Amabile et al, 2005). That thing is a process of activity of new and useful ideas not yet Becomes realized activities (Chen and Chen, 2012). In meaning if that idea too simple or no suitable then the idea no creative (De Dreu, 2010) by short explain characteristic creativity as combination from usability and renewal. From explanation the if one no works, then creativity no could happen . More continued, creativity still related with development of new ideas and have benefit To use interest organization or society. A number of researchers (Amabile, 1988; Woodman et al., 1993; Shalley et al., 2004) argue that creativity is function from characteristics personal, condition work employees and interactions between them. Creativity has studied in various fields, including sociology, arts and humanities, philosophy, education and psychology (Runco, 2007). Component urgent from creativity is skills. Amabile (1997) argues that creativity occur when Skills individual overlap overlap with interest intrinsic them, and passions. Creativity individual is factor urgent for organization for get superiority competitive (Seo et al ., 2015).

Creativity can very effective because using social media. Social media allows people to could gather together without limit time and space, mutually share information for produce knowledge new more in (Sigala and Chalkiti, 2015). This including service network social media (e.g. Facebook), video sharing and hosting services (e.g. YouTube), micro-blogging platforms (e.g. Twitter) and blogs (Kaplan and Haenlein, 2010; Kietzmann et al., 2011; Bashir et al., 2017). Social media Becomes part urgent from life daily in a number of year last. Many people around the world use it for share thoughts, knowledge, comments, experiences and even life personal with other people. Individual using social media with a number of motivation. According to usage and theory gratification, motivation this appear from desire for fulfil social, hedonic and needs cognitive (Cao and Yu, 2019). Social media facilitate creation knowledge because diversity knowledge and experience involved in reach goals (Sujatha and Krishnaveni, 2018).

Job performance influenced by creativity shaped by Absorptive Capacity with using social media social as moderator will leads to satisfaction work, including intrinsic, extrinsic, interpersonal relationships, opportunities for promotions, and bonuses (Doargajudhur and Dell, 2019; Meijerink et al., 2021; Moqbel et al., 2013). Satisfaction work very stand out in many the place work because considered as consequence job. In other words, achievement work could Becomes source satisfaction work. Connection Among various level performance

profession has discussed by broad in field business and management and have interesting significant interest from practitioners and scholars (Doargajudhur and Dell, 2019; Li et al., 2018). High work performance defined as effort positive subordinate to organization them and maybe have effect positive on commitment organization they when they work with good (Bakker et al., 2014; Bakker and Demerouti, 2007; Yurchisin and Park 2010).

Thus, the research this aim for test influence Absorptive Capacity and creativity to performance worker with social media as moderator who in the end will influence satisfaction work.

II. Review of Literature

2.1 Absorptive Capacity Individual and Creativity

In study this explain influence individual with more ACAP tall tend creative and innovative because they could utilise knowledge external and make it could accessed by others in team organization (Schweisfurth and Raasch, 2018). However when the influence of Absorptive Capacity with individual low, potential value of creative ideas generated employee not enough effective realized because of that creativity very contribute to performance when influence Absorptive Capacity at a high level (Ince et al, 2021). Employee or employee in something company must have good knowledge in environment external and its surroundings in relation with growing technology that has develop fast, information becomes more easy obtained. Higher Absorptive Capacity strong could expand capacity cognitive they for apply creative ideas (Gong, et al ., 2013). With building on the existing knowledge base (Jalur et al., 2006), ACAP created base for emergence of pure and useful ideas. This thing allow individual for find connection new between different ideas and information and improve creativity them (Tiwana and McLean, 2005). Theory exploration-exploitation potential useful for understand the creative process because enter past success as influencing factors trend for explore new ideas (Adia and Goncalo, 2007; Gong et al ., 2013). Also, creativity individual generated from application mental surgery, such as analogy, on structure existing knowledge (Adia and Goncalo, 2007; Bangsal, 2004).

H1 : Absorptive Capacity individual relate positive to creativity.

2.2 Worker Creativity and Performance

Something organization in company have employee creative looked at urgent because as a strategic asset for help make rapid progress and gave rise to superiority competitive (hann et al., 2015). That thing Becomes urgent remember condition current global competition, be adaptive and innovative is factor main for success and progress a organization in company. Creativity allow organization for improve their process so that make innovation and discover useful solution for problems and growth (Cummings and Oldham, 1997). They could think by effective in make repair To use create change positive and clear goals in organization. Have management right time for work and commitment in organize (Cumming and Oldham, 1997). Employee very need generate new ideas, approaches new, and method innovative for reach destination job. Based on characteristic their job , they must more creative than employees at many other professions because they need high creativity for get high performance by special, that including managing a fast and effective R&D process, having enough understanding for produce solution new for problems and create processes, products, and services new or improve the already exists (Ince et al , 2021). Based on discussion deep, research this submit hypothesis study that there is influence positive creativity with performance workers.

H2 : Creativity relate positive with performance workers.

2.3 Moderation Role Use of Social Media between Absorptive Capacity Individual and Creativity

According to Caleb T. Carr and Rebecca A. Hayes (2015) social media is an internet based media that allows user chance for interact and present self, good by momentarily or delayed, with audience wide nor not pushing. Mark from user-generated content and perception interaction with other people. People use social media for exchange information, socialize with more cost low. Clear fact that social media is a platform that provides more many interaction social between somebody specifically in study this use of social media handled with consider motivation individual, thing the could evaluated by appropriate from aspect theory change social (Ince et al., 2021). Cropanzano and Mitchell (2005) show that connection exchange social could be a moderator because give profitable bonds, relationships and returns from influencing connection employee about attitude positive they to work and behavior efficient and productive work. In this thing, SET with clear explain moderator role of use of social media. Social process allow organization and team for build consensus to use determine knowledge external for make use of it as good as possible and with thereby get results in accordance with desired. Social media is also possible individual for rest, relax and let go self from stress work. Ali Hassan et al., (2015) this help worker from pressure and stress, increase well-being them and chase idea generation and creativity use knowledge externally obtained that can more effective (Weinberger et al., 2018).

H3 : Use of social media by positive moderate connection Among Absorptive Capacity individual and creativity .

2.4 Moderation Role Use of Social Media between Worker Creativity and Performance

Creativity is effort stringing repeat knowledge in the thoughts humans who let herself for think by more free in awaken things new. Although creativity looked at as pusher performance high work, still little is known about condition different influences connection. (Tian and Soo, 2018). Interaction with environment is pusher main enter creativity that to in action positive. Various results work, such as excellent performance, can more easy achieved with apply creative ideas with success whenever the interaction is (Ince et al., 2021). As for social media could motivate employee for exchange information, establish connection with colleague work and rest. That thing beneficial To use increase effectiveness and efficiency workers and will for doing work with more well (Cropanzano and Mitchell, 2005). Remember many benefits, social media increase quality work, give access more information easy and possible development network related business and network social (Koo et al., 2011).

H4 : Use of social media by positive moderate connection Among creativity and performance workers.

2.5 Worker Performance and Satisfaction Work

A number of studies empirical has show that performance profession leads to satisfaction work, including intrinsic, extrinsic, interpersonal relationships, opportunities for promotions, and bonuses (Doargajudhur and Dell, 2019; Meijerink et al., 2021; Moqbel et al., 2013). Satisfaction work very stand out in many the place work because considered as consequence job. In other words, achievement work could Becomes source satisfaction work. Besides that, relationship among various level performance profession has discussed by broad in field business and management and have interesting significant interest from practitioners and scholars (Doargajudhur and Dell, 2019; Li et al., 2018). High work performance defined as effort positive subordinate to organization them and maybe have effect positive on commitment organization they when they work with good (Bakker et al., 2014; Bakker and Demerouti, 2007; Yurchisin and Park 2010). In other words, commitment organization will

increase if subordinate show level expected performance. With thus, the hypothesis following proposed: Worker Performance relate positive to satisfaction work. According to Yani in Syardiansyah (2020) performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skill, experience and sincerity as well as time. This means that in work contains elements of the standard that achievement must be met, so, for those who reach the standards set means good performance (Wahjudewanti, 2021).

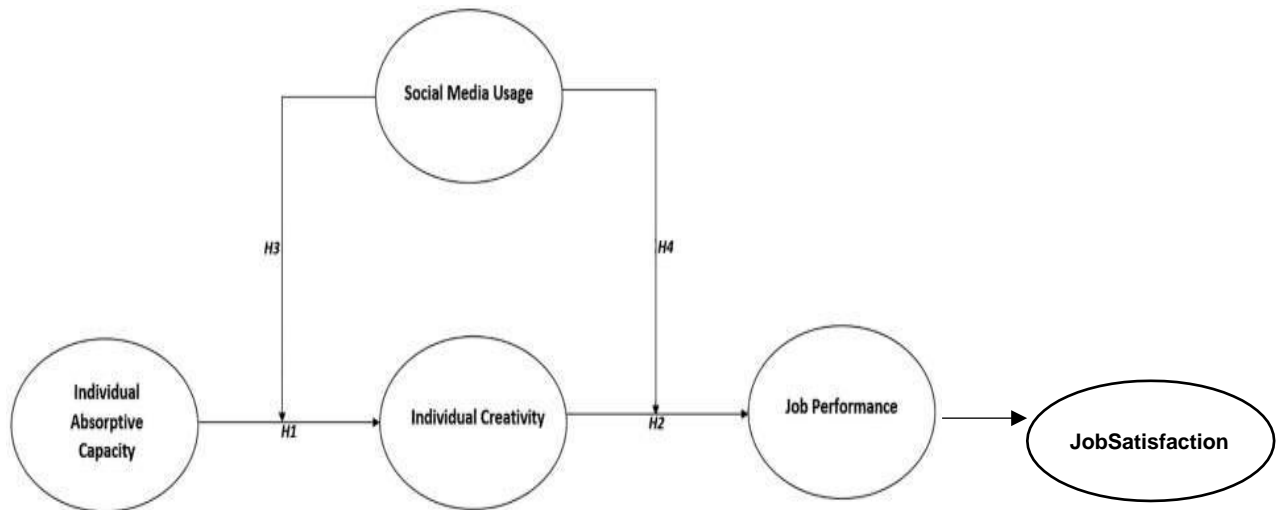


Figure 1. Illustrates the Research Model Related with Hypothesis H1, H2, H3, H4 and H5

III. Research Methods

3.1 Action

For measuring individual ACAP, creativity, performance work, and use of social media, as well as satisfaction work in study this apply adopted multi-item scale from study before. Research scale used for measure attitude and opinion in study this is a Likert scale respondent requested for complete a questionnaire that requires they for show level his approval to series question. Five- point Likert scale start from "very" no agree (1)", " no agree (2)", " neutral (3)", " agree (4)" to " very much " agree (5)" then applied for evaluate variable study this . Destination use method this is for produce accurate and tested data the truth. Explanation short from steps this as following: For individual ACAP, Research this adopt items from study by Kang and Lee (2017). ACAP measured using 12 items. Creativity be measured with using 13 adopted items from study of Zhou and George (2001). Variable performance work, which includes 4 items, is adopted from study Sigler and Pearson (2000). Moderator that is use of social media, adopted from study by Ali-Hassan et al. (2015), out of 5 items for use social , 5 for use cognitive and 5 for use hedonic. Variable satisfaction work includes 5 items for satisfaction intrinsic and extrinsic and 6 items for satisfaction connection work.

Study enter type gender (0 = female, 1 = male) age employees (in years), years of service company (in year). Study this relate with creativity employees and performance profession by whole as suggested by research previously (Zhang and Bartol, 2010; Liu et al., 2016a, b).

3.2 Taking Sample

Studies this performed on employees Civil Servant at Service Office Tax located in the West Jakarta area. Taking sample by random storey in the Service Office Taxes that develop

service new, and employees who regular for knowing individual ACAP roles in push creativity involved in activity creative (use of creative content for service new) with using social media as encouraging moderator. Job Performance and which in the end influence Job Satisfaction a workers. Population taken in Object Study this is employees who work in the Service Office West Jakarta area tax which has at least 235 employees. For investigate nonresponse bias, Researcher do analysis suggested by Armstrong and Overton (1977). Researcher compare results “initial” respondents with respondent “too late ” for assess nonresponse bias. As suggested by Heide et al. (2014) and Miles and Arnold (1991), these data shared Becomes two sets based on time return with quarter first represent " early " and quarterly respondents final represent respondents " late " or " no ". For test hypothesis, research this use modeling equality structural (SEM). SEM, is something technique modeling statistics that are very cross- sectional, linear and general.

IV. Discussion

4.1 Results

On research this using surveys with refers to scale likert as reject measure it. Following is results acquisition from a survey that has done.

Table 1. Results Acquisition from a Survey

Construct	Items	Measurement	Biggest result
Acquisition (Kang and Lee (2017))	ACAP_1	I personally regular visit or contact another department for get knowledge new	Agree 33-54%
	ACAP_2	I often interact with other departments	
	ACAP_3	I personally regular approach party third like consultant or expert external	
Assimilation Kang and Lee (2017)	ACAP_4	I'm fast recognize changes in the market (eg competition , regulation)	Agree 52-59%
	ACAP_5	I'm fast understand opportunity new for serve consumer with product / service new (for example competition , regulation)	
	ACAP_6	I'm with fast analyze and interpret change market demand	
Transformation Kang and Lee (2017)	ACAP_7	I'm with fast recognize utility knowledge external new for knowledge moment this	Agree 59%
	ACAP_8	I'm with fast capture opportunity for product or service new from knowledge external new	

	ACAP_9	I personally periodically discuss consequence market exploitation and development product new	
Exploitation Kang and Lee (2017)	ACAP_10	I know with clear how profession conducted	Very agree 50-59%
	ACAP_11	I continue consider method utilise knowledge with more good	
	ACAP_12	I share same language _ with colleague work about our products and services	
Creativity Zhou and George (2001)	C_1	I show creativity in profession when given chance	Agree 50-56%
	C_2	I develop adequate plans and schedules _ for implementation of new ideas	
	C_3	I often have new and innovative ideas	
	C_4	I have solution creative for problem	
	C_5	I often have approach new for resolve problem	
	C_6	I suggest method new in do Duty work	
Use of social media Ali-Hassan et al (2015)		At the office I , I using social media for :	
	high school_1	1. create connection new in place work	
	high school_2	2. recognize people who don't one office with I	
	high school_3	3. guard connection social with people on the spot work	
	high school_4	4. could get to know with people who have same interest _	
	high school_5	5. access peer - generated content _ work	
Use cognitive Ali-Hassan et al (2015)		At the office I , I using social media for	
	high school_6	share content with colleague work	
	high school_7	work same with colleague work make something content	
	high school_8	make content for work	
	high school_9	spread on -site content work	
	high school_10	access peer - generated content _ work	
Use hedonic		At the office I , I using social media for	

Ali-Hassan et al (2015)		
	high school_11	fill in time free
	high school_12	rest from profession
	high school_13	as entertainment self alone
	high school_14	for relax on the spot work
Job performance . Sigler and Pearson (2000)	P_1	I finished profession I appropriate time
	P_2	I can fulfil even exceed target
	P_3	I make sure that product fulfil or beyond standard quality
	P_4	I respond with fast when problem appear
Satisfaction work (Warr et al ., 1979)		Satisfaction intrinsic / extrinsic :
		I'm satisfied with total not quite enough the answer given .
		I enjoy environment work
		I fit with superior live
		I'm satisfied with working hours
		I'm satisfied with security work
		Satisfaction Connection work :
		I agree with confession company on work done _
		I'm satisfied with wages
		I'm satisfied with connection Among management and employees company
		I'm satisfied with chance promotion given _
		I like with management company
		I'm satisfied with response company to the suggestions I made.

Hypothesis Test

For test hypothesis, researcher displays the structural equation model. Figure 2 shows connection between ACAP, creativity, and performance job. During analysis researcher put ACAP and use social media as construction second. ACAP has four indicators and social media has three indicators.

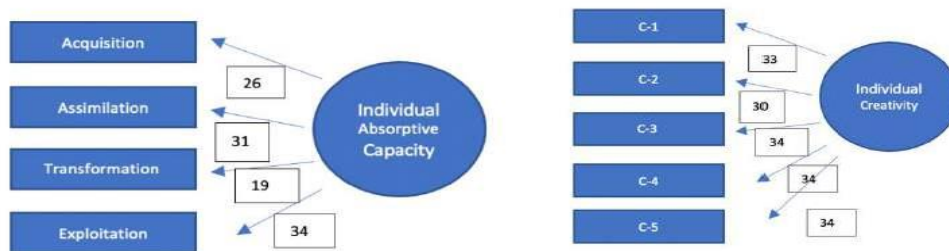


Figure 2. Quantity Respondents who Choose Agree against Indicator

4.2 Discussion

Study this conducted for test connection between Individual ACAP, creativity, and performance job. It was also done for test use social media as a moderator for know connection between individual ACAP and creativity and relationships among creativity and performance job first hypothesis in the study this sounds Absorptive Capacity individual relate positive to creativity. Research results show that individual ACAP relate positive to creativity. Study this in tune with Seo et al (2015) who found that ACAP affects creativity individual.

The second hypothesis sounds that creativity relate positive with performance workers. Research results show that the data obtained in study this support existing hypothesis. If creativity increase so employee will get success at work. Because of that, work they will affect to quality work them (job performance). Finding this support studies of Liu (2016) and Tian and Soo (2018), which found connection positive among creativity and performance job.

Hypothesis third test is use of social media moderate connection between ACAP and creativity employees. Research results it turns out support hypothesis. Moderate role use of social media in connection between ACAP and creativity have influence positive. Research results in accordance with that expressed by Cropanzano and Mitchell (2005), they say that connection exchange social Possible be a moderator because produce influencing relationship attitude positive employee to job.

Hypothesis fourth test is use of social media moderate connection among creativity employees and performance profession they are real. However, found that use of social media no moderate connection among creativity and performance. Because of that, result study this no support hypothesis that. Results show that the employees using social media for guard connection social with colleague work them. Finding this no in accordance with that described by Corazza (2016) where social media give suitable conditions for employee for pouring creativity they to in Action.

Study this have a number of implication to contribution theory. First, research this contribute to ACAP literacy with investigate individual ACAPs. ACAP has get enhancement attention more on level organization. So that ACAP is known as a learning process that occurs in organizations and individuals (Dzhengiz and Niesten, 2020). Individual is the main factor that creates knowledge and individual ACAP is a key that leads to the achievement of an ACAP company with good (Cohen and Levinthal, 1990). Individual ACAP push by live from positive business and non-business output for individual.

Second contribution is creativity employee help development performance job. Research about creativity and performance profession very little and minimal investigation about Thing this because weak understanding. Eisa et al. (2017) stated that there is shocking gap in literature and research supportive empirical connection creativity-performance job. However, it has been alluded to in many research. Because of the relationship this previously

has neglected and lacking studied, our research provides contribution effective empiric for study about creativity with test by empirical connection among creativity and performance actual work.

In research this has found that no use of social media only used for hone creativity but also for guard social relationship with colleague work. Performance can be influenced by various factors, both internal factors and environmental factors directly or indirectly. According to Ivancevich, Konopaske and Matteson (Busro in Edward, 2020) that performance shows the ability and skills of workers. Performance is a person's success in carrying out tasks, work results that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities (Wulandari, 2021). In this thing, can leads to awareness that social media as environment allow interaction employees, get source knowledge, relax, collaboration, new ideas (Weinberger et al., 2018). Finally, our findings show that use of social media no affect the relationship among creativity and performance conflicting work with what have recommended by theoretical. This show that creativity is antecedent urgent from performance work, regardless from what is social media used or no. With so, fine argument that use of social media have effect positive on success work and that every effect negative use of social media on success work invalid and not means for this connection.

Study this offer proof empirical on the relationship between ACAP Individual, creativity, and performance job and role from use of social media in association between ACAP and creativity. First, an employee must follow constant and changing environment technology that becomes request from profession them. Besides that something company or organization must take action for increase ability employee them because of it, policies and training programs that improve employee ACAP for maximizing creativity they must prepared and implemented in the organization. These programs Possible be in the relevant area for use knowledge newly acquired and become fully aware will useful knowledge.

Implication second, manager must ensure that there is climate organizations that facilitate and encourage creativity individual. Furthermore, organization must provide right conditions for increase creativity employees for various practice organizations, such as training and development. In context here, employee must given chance for be creative and encouraged for show creativity. Besides that, all employee must invited consult about problem on the spot work and supported in develop solution creative for problem that. If space flexible left open for them for do profession them, they Possible find method new and creative for do it.

Lastly, relationship among individual ACAP and creativity of course strengthened if use of social media high. Connection this imply that use of social media no can blocked, on the contrary, should be strengthened by the R&D department. In this social media must promoted by a company nor employee for help they create and maintain connection with colleague work inside office and outside profession use social media. Besides that not social media either can be blocked Social media

Platforms the place employee could share content must created, and interactions on existing platforms must supported. Besides that , time spent using social media no can seen as wasting activity time when used for non business purpose because of creative ideas no have limitation space and time. Employee Possible want to using social media for relax, rest, or entertaining. Activity this help they recover from stress work and improve well-being they by whole as employees. Possible for employee for use information obtained outside profession with very effective and helpful they develop creative ideas on the spot work.

V. Conclusion

Study this provide an empirical model that tests connection between individual ACAP, creativity and performance with use moderator use of social media. Result show that individual ACAP relate positive with creativity and use of social media by positive moderate connection special this. More go on, p that pathetic that creativity relate positive with achievement work. Studies this with thereby fill in significant gap in literature and provide infrastructure urgent for future researchers for use and offer valuable perspective for all practitioner.

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