

SELF-EVALUATION AND THE PERFORMANCE OF COMPETITIVE CREATIVE INDUSTRIES IN ERA 4.0

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Abstract: Self-concept that describes employee behavior at work called self-evaluation can affect performance and competitive advantage. This study aims to analyze the influence of self-evaluation (self-esteem, self-efficacy, locus of control, and self-monitoring) of the performance's creative industry. The study used creative population industries. Sample researches were 40 persons as a manager or owner creative industry, proportional random sampling. The instrument test used validity and reliability test. Data were analyzed using multiple linear regressions were subsequently tested hypothesis by the F test and t-test. Based on multiple regressions analysis of the F test and t-test show that self-evaluation (self-esteem, self-efficacy, locus of control, and self-monitoring) simultaneously and partially have a positive and significant effect on performance of creative industry. No research was found on self-evaluation of the performance of creative industry entrepreneurs. Government policies in providing a sense of business security and training of creativity are urgently needed by creative industry players to face competition in imported products.

Keywords: self-evaluation, performance, competitiveness, creative industry

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The most important factor in business development and company progress is human resource management. Therefore, human resource management is very important for every company (Hasibuan, 2014). Human resource management consists of several steps, namely planning, organizing, staffing, mobilizing, and overseeing procurement, development, compensation, integration, maintenance, and separation

to achieve the organizational goals (Dessler, 2012). Every human has different behavior, attitudes, and concepts, so they cannot be compared. Self-evaluation is an appropriate measure in managing one's personality. In general, three dimensions of self-evaluation are self-esteem, self-confidence, and self-control.

Self-evaluation is a personality trait, including self-evaluation and the ability to control the environment (Iqbal, 2012). The feeling that every individual has at work is called self-esteem (Damayanti, et al., 2015). Self-esteem is the level how one likes, appreciates, and being satisfied with himself; it reflects one's self-evaluation as a whole (Wibowo, 2013). Each individual has confidence. Self-confi-

dence is one's belief in facing and solving problems from various situations to decide the actions to solve certain tasks or problems as well as to overcome obstacles and achieve the expected goals (Lunenburg, 2011). Self-control is how one controls himself in various events; it is influenced by motivation and competence (Wibowo, 2014). Self-control is the level of how someone observes his behavior in dealing with situation they have to face (Kreitner and Kinicki, 2014). With self-evaluation, an entrepreneur can make the best decisions on each problem based on their competency to perform well and achieve their goals, Cascio (2013); Gibson, et al (2012). They set goals need to be achieved, such as production targets, sales, profits, and business continuity. Several studies have shown that self-evaluation influences the success of an industry (Schmid, et. Al., 2019; Hautz, 2019), but the effect of self-evaluation on the success of Micro, Small, and Medium Enterprises (in this case is creative industry) has not yet been found, so that this research should be done to find the answer, especially in the era of industrial revolution, in which creative industries must be able to compete by utilizing the advancements in Information and Technology (IT).

One form of business that drives the country's economy is Micro, Small, and Medium Enterprise (MSME). A comprehensive MSME management program is required to develop a business unit and be competitive. The government can support them by providing capital and training to generate independent Micro, Small and Medium Enterprises. The result of some research that studied MSMEs and the performance of creative industry in Indonesia will be described later. Orientation on entrepreneurship, training and market influence the competitive advantage of MSMEs (Sulistyawati, et al., 2018). Human capital, structural capital, and customer capital affects the performance of MSMEs. There is no difference in the effect of intellectual capital on the performance of product-based company and service-based company (Zuliyati, et al., 2017). HR, Finance, Production, and Marketing influence the performance of MSMEs in Brebes City (Subroto, et al., 2016). In organizational behavior, there is self-concept. It describes the behavior of employees at

work, namely self-evaluation. The evaluation consists of self-esteem, self-confidence, self-supervision, and self-monitoring (Wibowo, 2013). Based on the review of some journals which was published in the last five years, there is only a few research that focused on self-evaluation towards the performance of MSMEs, especially in creative industries in Indonesia.

MSMEs in the formal and informal sectors in Bogor City is divided into 6 Districts (South Bogor, East Bogor, Central Bogor, West Bogor, North Bogor, and Tanah Sereal). The average number of GDP growth per capita in 2013-2017 amounted to 4.45% per year. In 2018, the number of MSMEs in Bogor City was 4312 business units, which consists of 2749 micro-businesses, 1356 small-scale businesses, and 207 medium-sized businesses. The development of creative industry in Bogor is very fast, considering that Bogor is one of tourist destinations in Indonesia. The results of a survey which was conducted to 40 creative business units in Bogor City, 16 people (40%) are graduates of elementary and junior high school, 20 people (50%) were high school graduates, and four people (10%) had Diploma and Bachelor's degree. On average, those entrepreneurs did not attend special classes or training in creative industries; most of them continue their family businesses. The average MSMEs working in creative industries in Bogor City did not reach the sales target, and sales tended to decline (24%) in 2017 - 2018, along with strict competition with foreign companies exporting their products to Indonesia. On the other hand, creative industry has a very big role in employing people living around the business location. Thus, research related to the performance of creative industries and the factors needs to be conducted to lead competitive MSMEs in creative industries.

Self-supervision determines employee performance at work (Wibowo, 2013). Self-evaluation is the process in which a person makes overall assessment of himself. The attempt to identify agreement or disagreement about positive or negative statements is a self-assessment. Someone who agrees with positive and negative statements has high self-esteem, so there is a positive relationship

between self-esteem and employee performance (Kreitner and Kinicki, 2014). According to Maddux (2016), high self-confidence will lead to success. The results of a business unit and its level of success are determined by attitude and personality. High self-monitoring indicates professionalism at work; one separates his work life and personal life. Self-evaluation includes four concepts, namely self-esteem, self-confidence, self-supervision, and self-monitoring, being part of self-evaluation. The concept of motivating entrepreneurs to realize that good performance is determined by the efforts and adjustment to the work environment is called self-evaluation. There is a positive and significant effect of self-evaluation (self-esteem, self-confidence, self-supervision, and self-monitoring) on performance.

- Hypothesis 1 : There is a simultaneous influence of self-esteem, self-confidence, self-supervision, and self-monitoring on performance.
- Hypothesis 2 : There is a partial effect of self-esteem on performance.
- Hypothesis 3 : There is a partial effect of self-confidence on performance.
- Hypothesis 4 : There is a partial influence of self-supervision on performance.
- Hypothesis 5 : There is a partial effect of self-monitoring on performance.

METHOD

This research was conducted to 40 entrepreneurs in creative industries in Bogor City in 2018. The sampling technique used was proportional random sampling. The type of this research is a survey, with questionnaire as data collection instrument. I used *Likert Scale*, from 1-5 (5 indicates Very Agree, and 1 indicates Very Disagree). The validity, reliability, and classical assumption of the research instrument used was tested to confirm that the instruments are feasible and can be used in this research. It was followed by further analysis. The result of validity testing was valid because *r* count was higher than *r* table. It was reliable because Cronbach’s Alpha was more than 0.6 (Sugiyono, 2016). The data distribution was normal, free of *multicollinearity*, and *heteroscedasticity*. The research design was quantitative research, and the method used was descriptive verificative. Verificative research is a research design describing comprehensive and detailed phenomena (Cooper, 2003). Hypotheses above were tested using data analysis of regression coefficient, correlation coefficient, determination coefficient, and significance test. Data were processed using software SPSS version 22.00 (Green and Salkind, 2016).

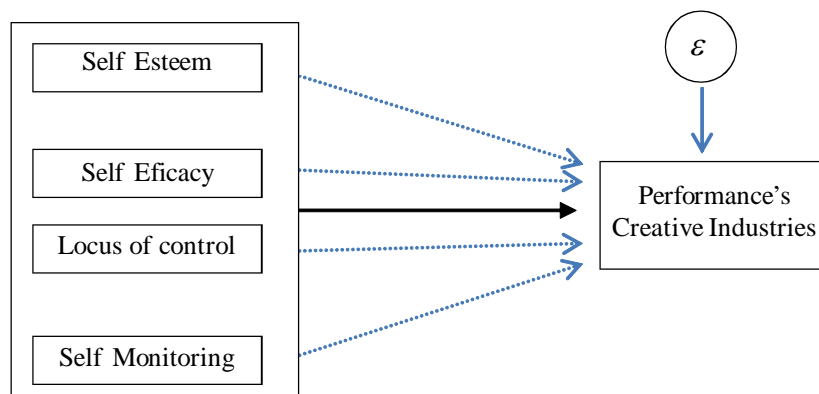


Figure 1 Conceptual Framework

RESULTS

Characteristics of entrepreneurs in the creative industry are categorized into several groups: age, sex, last education, monthly income, status, and years of service. Most of them are 26-35 years old, male,

graduates of high school/equivalent, have monthly income of <5 million rupiahs, marries, and have been working on their business units for 1-5 years. Recapitulation of variable self-esteem is presented in Table 1 below:

Table 1 Recapitulation of variable self-esteem (X_1)

No	Description	Score	Interpretation	Note
1	Feeling safe	4.13	Good	Working without any pressure
2	Comfortable work environment	4.43	Very Good	Work comfortably
3	Know his skills	4.58	Very Good	Ability to know themselves
4	Harmonious and have a good relationship with work partners	4.28	Very Good	Need each other
5	Can work more than normal work hours	4.50	Very Good	Entrepreneurial competence
6	Achievement orientation	4.53	Very Good	Satisfaction in achieving a target
Average		4.20	Very Good	Very high self-esteem

Source: Processed Data, 2019.

Based on Table 1, the average self-esteem of entrepreneurs in the creative industry is very good. The highest number of interpretations was found on the ability to recognize oneself. The lowest score

was found on the first criteria (working safely without any pressure). Recapitulation of variable self-confidence is presented in Table 2 below:

Table 2 Recapitulation of variable self-confidence (X_2)

No	Description	Score	Interpretation	Note
1	Believe that he can achieve challenging goals	3.30	Moderate	Enough knowledge and experience
2	Knowledge about business management	3.20	Moderate	Lack of knowledge
3	Achievement orientation	3.80	High	Want to get great achievement
4	Creativity in developing business	3.78	High	Have high creativity
5	Business Motivation	3.88	High	Highly motivated
Average		3.40	High	High self-confidence

Source: Processed Data, 2019.

Based on Table 2, averagely, their self-confidence is high. Motivation and achievement orientation are the main capital possessed by entrepreneurs working in the creative industry. However, the lack of knowledge in business management becomes an obstacle for entrepreneurs to excel. Recapitulation of variable self-supervision is presented in Table 3.

Based on Table 3, the respondents have good self-supervision. The highest number of interpretations was found in the ability to remain calm in dealing with every problem. The lowest score was found to avoid business fraud. Recapitulation of variable self-monitoring is presented in Table 4.

Table 3 Recapitulation of variable self-supervision (X₃)

No	Description	Score	Interpretation	Note
1	Control their lives through hard work	33.98	Good	Believe that success can be achieved by hard work
2	Avoid wrongdoing	3.93	Good	Stay away from cheating
3	Believe that motivation leads to success	3.95	Good	Have motivation and willingness to be successful
4	Adjust to work environment	4.28	Very Good	Open to new job or tasks
5	Face problems calmly	4.45	Very Good	Be calm
6	Do not believe in fortune	3.98	Good	Fortune is obtained through hard work
Average		4.10	Good	Good self-control

Source: Processed Data, 2019.

Table 4 Recapitulation of variable self-monitoring (X₄)

No	Description	Score	Interpretation	Note
1	Easy to adapt	3.65	High	Open-minded
2	Learn new things	3.85	High	Have curiosity
3	Learn from experiences	4.53	Very High	Always trying and never give up
4	Achievement-oriented	4.23	Very High	Always try to get good achievement
5	Take advantage of criticism	4.03	High	Learn to accept criticism
6	Criticism is an input to develop yourself	4.23	Very High	Understand that criticism is an input
Average		4.15	High	High self-monitoring

Source: Processed Data, 2018

Based on Table 4, the respondents have high self-monitoring. The highest score was found on the ability to learn from experience and never give up.

The lowest score was found on the ability to adapt (open-minded). Recapitulation of performance is presented in Table 5 below:

Table 5 Recapitulation of performance (Y)

No	Description	Score	Interpretation	Note
1	Work fast and appropriately	4.10	Good	Completing tasks on time
2	Work thoroughly	3.68	Good	Doing tasks well
3	Work on target	3.65	Good	Achieving target effectively
4	Good time management	3.90	Good	Be productive
5	Work enthusiastically	3.65	Good	Diligent
6	Willing to do any task	4.18	Good	Ready to accept consequences
7	Feeling that quit from this job is a bad decision	4.18	Good	Committed
8	Support the organizational goals	4.23	Very Good	Willing to develop business
Average		4.10	Good	Perform well

Source: Processed Data, 2018

Based on Table 5, the respondents' performance in the creative industry is good. Full support to advance the business becomes an important factor in performance. Business targets need to get more attention to be competitive MSMEs.

Estimation Results in Regression Issue

The effect of self-evaluation on performance is obtained through multiple linear regression analysis. The results are presented in Table 6 below.

Table 6 Estimation Results in Multiple Regressions

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7.039	3.872		.685	.438
Self-esteem (X ₁)	.445	.218	.362	2.039	.000
Self-confidence (X ₂)	.420	.210	.325	2.539	.000
Self-supervision (X ₃)	.623	.239	.475	3.863	.000
Self-monitoring(X ₄)	.502	.296	.455	3.020	.000

Source: Processed Data, 2019

Regression equation obtained:

$$Y = 7.039 + 0.445 X_1 + 0.420 X_2 + 0.623 X_3 + 0.502 X_4 + \epsilon$$

This shows that self-esteem, self-confidence, self-supervision, and self-monitoring (variables of self-evaluation) have a positive effect on the performance of creative industries. The increase in self-evaluation variables might improve the performance of the creative industry in Bogor City. The correlation coefficient amounted to 0.876; it indicates that there is a strong relationship between self-evaluation and performance. The coefficient of determination shows that the research model can explain the diversity of creative industry performance by 75.3%, while the remaining (24.7%) is explained by other variables (self-improvement and self-verification) (Wibowo, 2013).

Self-esteem, self-confidence, self-control, and self-monitoring simultaneous performance simultaneously. The results of calculations using SPSS program Version 22.0: $F_{count} = 44.759$, while $F_{table} = 2.61$ with a confidence level of 95% ($\alpha = 0.05$). It can be concluded that there were positive influences of self-esteem, self-confidence, self-supervision, and self-monitoring on performance.

The value of t_{count} on self-esteem (X₁) amounted to 2,039, then $t_{count} > t_{table}$ (2.039 > 1.680). It means that self-esteem has a positive and significant effect on performance. The value of t_{count} on self-confidence (X₂) amounted to 2.539, then $t_{count} > t_{table}$ (2.539 > 1.680). It means that self-confidence has a positive and significant effect on performance. The value of t_{count} on self-control (X₃) amounted to 3.863, $t_{count} > t_{table}$ (3.863 > 1.68); therefore, self-control has a positive and significant effect on performance. Self-control has a positive and significant effect on the Performance of General Staff in the Government of Tulungagung (Sulistyarini, 2016). The value of t_{count} on self-monitoring (X₄) amounted to 3.020, meaning that $t_{count} > t_{table}$ (3.020 > 1.68); therefore, self-monitoring has a positive and significant effect on performance.

DISCUSSION

The self-esteem of the respondents is very good. Good understanding of self-ability and self-respect is positive energy for them to perform well (Wibowo, 2013). Conversely entrepreneurs with low self-esteem are not motivated to achieve their targets and tend to blame themselves for their failures anxiously and frustratedly (Reasoner, 2010). An entrepreneur should have very good self-esteem to

understand his ability to choose a business field that they will work on to get high achievement. High self-esteem leads to positive behavior in achieving organizational goals (Widjajani, et al., 2014; Husna, 2014; Widiyari, 2018). That is also supported by research which was conducted by Novita (2015) that self-esteem has a positive and significant effect on employee performance at the tax consulting firm.

Nowadays, high motivation to be successful and high creativity are the main capital of entrepreneurs in the current era. Currently, industry competition is characterized by the ability and mastery of information technology as a competitive advantage. High self-confidence in one's skills in doing different things will affect his success (Bandura, 2010). High self-confidence, especially in dealing with various problems, help one achieve his organizational goals, (Wibowo, 2013; Lunernberg, 2011). That is in line with the research which was conducted by Deany, et al (2016), that self-confidence has positive and significant influence on the Performance of Budget Managers at Udayana University. Noviawati (2016) and Lestari (2019) also stated that self-confidence influences employee performance.

The self-control of the respondents in creative industry is good. They can face any problems calmly and adjust to changes, both internal and external environment of the organization. Good self-control can help entrepreneurs determine the best choice to solve every business problem (Hare, 2009; Vohs, et al., 2014)).

High self-monitoring of the respondents (especially never give up, open to criticism, and being proactive) is one of the capitals of entrepreneurs to compete with others entrepreneurs in increasingly tight competition with both local and imported products. Self-monitoring can support them to achieve organizational objectives and perform well. Self-monitoring (locus of control) is a personality trait that reflects a person's level of control over achievement. If individual factors influence self-achievement, it is known as internal locus of control, but if external factors influence it, it is known as external locus of control (Saboe and Spector, 2015). Entrepreneurs need self-monitoring (internal) so that they

can think creatively; therefore, they can be competitive, changing market needs and technology. One's creative performance influenced by internal motivation and external achievement (Malik, et al., 2015).

The respondents perform well, supported by a strong desire to advance the business by working fast, appropriately and meticulously, good time management, and willing to do new tasks for the sake of business development. Creativity and innovation in the creative industries are needed to improve their performance in the global era (Love, et al., 2016). The performance of MSMEs will be improved, along with experience in the local market, any improvement in the local market can be a determining factor for business success in the global market.

The results show that it needs to be studied further research with a wider scope of areas, such as the creative industry in Indonesia. Also, the entrepreneurs are analyzed by each sub-sector so that it can provide important information in increasing the competitiveness of creative industries in industrial revolution (era 4.0).

Improving self-evaluation through self-esteem, self-confidence, self-control, and self-monitoring can improve the performance of entrepreneurs in the creative industry so that they can compete in the global era. That is in line with the research which was conducted by Deany, et al (2016), that self-esteem, self-efficacy, locus of control and emotional stability have a positive and significant effect on performance. Research conducted by Scheithauer and Kelley (2017), shows that *self-monitoring* can improve performance. Self-esteem and self-confidence influence employee performance simultaneously (Sebayang and Sembiring, 2017).

High self-confidence is the main capital of entrepreneurs to perform well. That is consistent with previous research showing that self-confidence has a positive effect on the performance of organizations and MSMEs (Khedhaouria, et al., 2015; Lajin and Zainol, 2015).

Good self monitoring of entrepreneurs in the creative industry can enhance their performance. This research is supported by the results of research conducted by Nugraha (2018) that self-monitoring

influences organizational citizenship behavior, which is an important part of employee performance. That does not confirm findings that self-monitoring as part of the locus of control does not affect performance (Suprayogi, 2017).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The entrepreneurs in the creative industry have very good self-esteem. They know their skills, love working in a comfortable and safe environment, and they have good relations of cooperation with their partners. This factor leads to their success.

The respondents have high self-confidence. High motivation help them achieve organizational goals creatively using advanced IT, which is very necessary for this era. They believe that they can achieve their goals. High self-confidence highly motivates the creative industry nowadays.

The respondents have good self-control. Although business competition in this era is getting tighter, they face problems calmly by relying on their skills and working hard so that they can develop their business and avoid dishonorable behavior as entrepreneurs. Those factors lead to successful entrepreneurs.

Self-monitoring of the respondents is also high. Being able to achieve organizational goals based on experience in dealing with environmental changes and IT progress is a factor that influences their success. They need to take advantage of criticism to be successful.

The respondents also show good performance. The spirit of developing their business that is supported by the ability to work quickly and appropriately and being ready to face a variety of new tasks and situations with careful observation of the situation helps improve their performance.

Good self-evaluation in the aspect of self-esteem, self-confidence, self-supervision, and self-monitoring of entrepreneurs improve their performance or success in this era, industrial revolution 4.0.

Recommendations

The researchers suggest that to increase the competitiveness of creative industries, their self-esteem should be improved by creating a sense of security for entrepreneurs, for example, government policies that favor creative industry. Also, improving self-confidence in creative industry can be done by broadening their knowledge and experience through training related to information technology to improve their creativity and innovation so that they compete in this era. Their self-supervision should be improved by educating entrepreneurs in creative industry how to behave amid this increasing competition. Self-monitoring of entrepreneurs can be done by giving motivation to complete orders on time and build customer satisfaction. The performance of entrepreneurs should be improved by giving motivation to remain diligent in running a business despite the ups and downs in the business world

The next researchers can add other variables that affect the performance of entrepreneurs in creative industries such as self-improvement to know, self-ability is included in the category of average or above average, and self-verification in terms of consistency, self-confidence, and self-motivation to interact both with partners and competitors.

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