

THE INFLUENCE OF LEADERSHIP EMPOWERMENT ON INDIVIDUAL CREATIVITY WITH PSYCHOLOGICAL EMPOWERMENT AND SELF-LEADERSHIP AS MEDIATORS IN MSMES

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ABSTRACT

This study aims to analyse the effect of leadership empowerment on individual creativity at Roti Wonosari, with psychological empowerment and self-leadership as mediating variables. The background of this research focuses on the importance of creativity in facing the challenges of Industry 5.0, particularly among SMEs that often encounter barriers to innovation. The research method utilizes a quantitative approach with statistical data analysis using Smart PLS 4. The sample consists of employees from Roti Wonosari, with a purposive sampling technique resulting in 48 respondents drawn from internal HR data. The findings indicate a significant positive effect of leadership empowerment on employee creativity. Psychological empowerment and self-leadership are proven to act as mediators that strengthen this relationship. Data analysis shows that enhancing leadership empowerment directly impacts individual creativity while boosting employee confidence and initiative. The final conclusion of this study emphasizes that to improve creativity at Roti Wonosari, the company should focus on effective leadership empowerment and support psychological empowerment as well as the development of employee self-leadership. This is expected to create a more innovative and responsive work environment.

Keywords: Leadership Empowerment, Individual Creativity, Psychological Empowerment, Self-Leadership, SMEs (Small and Medium Enterprises)

Introduction

The era of Industry 5.0 signifies a major shift in how we work and interact. In this context, creativity has become a crucial aspect that human resources, particularly in Small and Medium Enterprises (SMEs), must possess. This study aims to analyze the effect of leadership empowerment on individual creativity at Roti Wonosari, focusing on the roles of psychological empowerment and self-leadership as mediating factors.

Creativity is one of the essential core competencies needed in the 21st century. According to Munandar (2017), creativity is the ability to generate new ideas and apply them to problem-solving. At Roti Wonosari, challenges in enhancing employee creativity are often evident; for instance, during periods of declining sales, employees rarely take the initiative to provide ideas for improvement. This highlights the need for effective strategies to motivate employees to be more creative.

Leadership empowerment functions not only as a means of managing teams but also as a catalyst for employees to think creatively. Rochani & Wijayati (2020) state that leadership empowerment provides the motivation and encouragement necessary to enhance creativity. Leaders who support their team members can create a conducive environment for new ideas, which in turn contributes to organizational innovation and productivity.

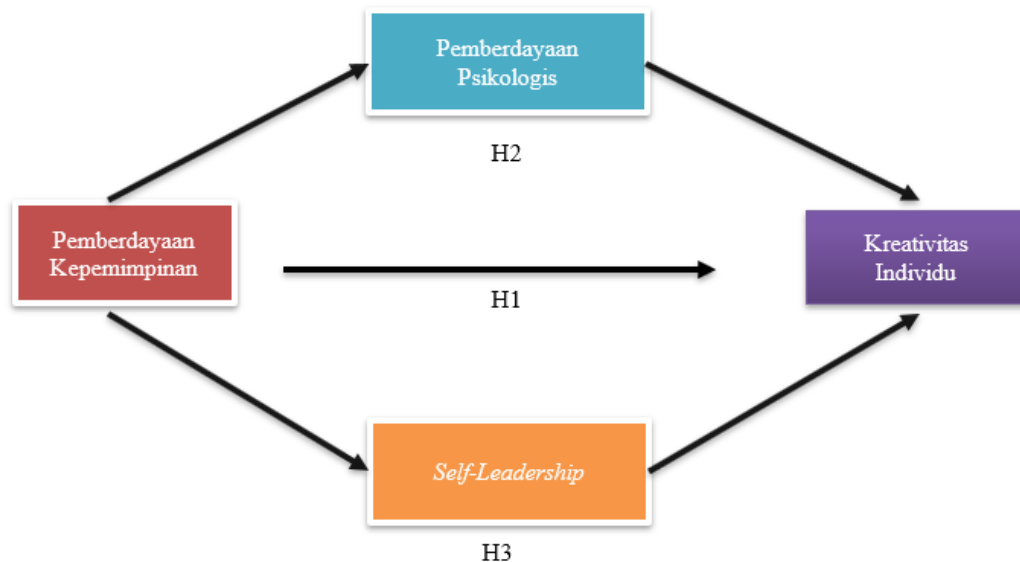
In addition, psychological empowerment plays a significant role in boosting creativity. Gunduz and Kaya (2014) demonstrate that psychological empowerment can strengthen individuals' feelings of competence, making them more motivated and engaged in their work. When employees feel valued and have control over their tasks, they are more likely to innovate and seek creative solutions to challenges.

Utilizing a quantitative approach and statistical data analysis through SmartPLS 4, this research involves 43 respondents from Roti Wonosari. The findings indicate a significant positive effect of leadership empowerment on employee creativity. Psychological empowerment and self-leadership are proven to be mediators that strengthen this relationship, fostering a more innovative and responsive work environment. This study aims to contribute to the development of best practices for enhancing creativity in SMEs.

Objective

Based on the problem formulation outlined above, it can be concluded that the objectives of this research are to determine:

1. To determine the influence of leadership empowerment on employee creativity at Roti Wonosari.
2. To determine the influence of leadership empowerment on employee creativity mediated by psychological empowerment at Roti Wonosari.
3. To determine the influence of leadership empowerment on employee creativity mediated by self-leadership at Roti Wonosari.



Hypothesis

Sekaran and Bougie (2017:94) define a hypothesis as a testable statement about the relationship between variables, and a hypothesis can also test whether there are differences between two groups (or among several groups) related to one or more variables. Based on the theoretical and empirical studies outlined, this research proposes several hypotheses as follows:

H1: Leadership empowerment has a positive effect on individual creativity.

H2: Leadership empowerment has a positive effect on individual creativity mediated by psychological empowerment.

H3: Leadership empowerment has a positive effect on individual creativity mediated by Self Leadership.

Research Method

This study employs a quantitative approach with a survey design to analyze the effect of leadership empowerment on individual creativity at Roti Wonosari. This method is chosen as it allows for the collection of large amounts of data and statistical analysis, providing a clear

picture of the relationships between variables. The questionnaire will include questions related to leadership empowerment, individual creativity, psychological empowerment, and self-leadership.

The sample for this research consists of 43 employees from Roti Wonosari, selected using purposive sampling techniques. This selection is based on specific criteria, such as work experience and position within the organization, to ensure that respondents have relevant insights into the variables being studied. Data collection will take place in 2024, with a time frame established to ensure accurate and up-to-date results.

The data used in this study comprises two types: primary and secondary data. Primary data will be obtained through a questionnaire designed to measure respondents' perceptions of leadership empowerment and creativity. Meanwhile, secondary data will be sourced from internal company documents and relevant literature to support the analysis. The questionnaire will be tested for validity and reliability before distribution to respondents.

Once the data is collected, analysis will be conducted using SmartPLS 4 software. This analysis will include regression tests to examine the formulated hypotheses and path analysis to evaluate the expected mediators, namely psychological empowerment and self-leadership. The goal of this analytical process is to determine the extent to which leadership empowerment affects individual creativity, both directly and through mediators.

Finally, the results of this research are expected to make a significant contribution to understanding how leadership empowerment influences creativity in the context of SMEs, particularly at Roti Wonosari. The findings are also anticipated to provide practical recommendations for the company's management to enhance employee creativity through effective empowerment strategies. Thus, this study aims not only to enrich academic literature but also to offer practical insights that can be implemented in the business world.

Results and Discussion

In this study, the researcher used questionnaire data collected from 43 respondents. This data was then processed to gain insights into perceptions related to the variables under investigation. Of all the questionnaires distributed, 43 were returned, resulting in a response rate of 100%.

Tabel 1 Karakteristik Responden Berdasarkan Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki laki	18	41.9	41.9	41.9
	Perempuan	25	58.1	58.1	100.0
	Total	43	100.0	100.0	

The characteristics of respondents based on gender in the study conducted at Roti Wonosari show that out of a total of 43 respondents, there are 18 males, accounting for 41.9% of the total, while 25 female respondents represent 58.1%. This data indicates that the majority of respondents in this study are female. It suggests that women are not seen as the primary breadwinners, as the first indicator is not income from work.

Tabel 2 Karakteristik Responden Berdasarkan Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D1	1	2.3	2.3	2.3
	S1	6	14.0	14.0	16.3

	S2	1	2.3	2.3	18.6
	SMA/S MK	32	74.4	74.4	93.0
	SMP	3	7.0	7.0	100.0
	Total	43	100.0	100.0	

The characteristics of respondents based on education in the study at Roti Wonosari reveal a variety of educational levels among the 43 respondents. There is 1 respondent with a D1 degree, contributing 2.3%. Six respondents hold a bachelor's degree (S1), equivalent to 14.0%. There are 2 respondents with a master's degree (S2), accounting for 4.7%. Meanwhile, the majority of respondents have a high school background, with 32 respondents or 74.4%. Finally, 2 respondents have a junior high school education, representing 4.7%. The cumulative percentage shows that 93% of respondents have a high school diploma or higher, while 100% covers all educational categories present. This indicates that the majority of them possess the skills needed to enter the workforce.

In this section, the results of the validity and reliability tests for the measurement model used in this study will be explained. The measurement model is a crucial stage in Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis, aimed at ensuring that the latent constructs measured through the indicators in the questionnaire are both valid and reliable. The validity and reliability of the constructs are essential for ensuring that the collected data can accurately be used to analyze the effects between variables in the structural model. Figure 1 below shows the analysis results of the measurement model using SMARTPLS.

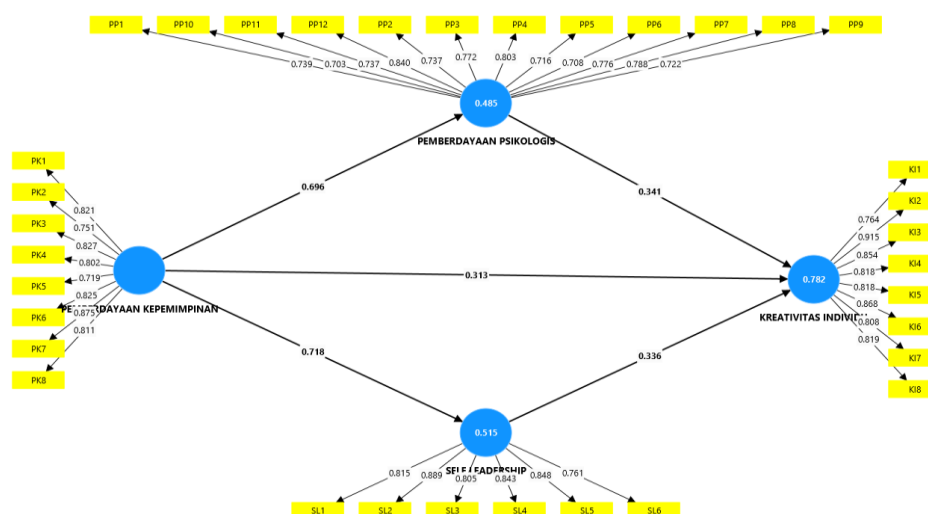


Figure 1 SmartPLS

Path coefficients measure the strength of the influence between two latent variables. A higher path coefficient value indicates a stronger impact between the connected variables. Path coefficients can be positive or negative, indicating the direction of the influence (positive or negative). These coefficients are calculated using the PLS algorithm and will be explained in the following table 3.

Tabel 3 Path Coefficient

Pengaruh	Path Coefficient	Keterangan
There is a positive influence of leadership empowerment on employee creativity at Roti Wonosari	0.313	Positive, Significant
There is a positive influence of leadership empowerment on employee creativity mediated by psychological empowerment at Roti Wonosari	0.696	Positive , Significant
There is a positive influence of leadership empowerment on employee creativity mediated by self-leadership at Roti Wonosari	0.718	Positive, Significant

First, the table shows a positive influence between leadership empowerment and employee creativity at Roti Wonosari. This means that when leaders provide support and empower employees, their creativity tends to increase. This result is significant, making it reliable to indicate that this influence is indeed present.

Next, the influence of leadership empowerment on employee creativity becomes stronger when considering psychological dimensions. Employees with positive psychological aspects are more capable of innovating and expressing their creativity when led in an empowering manner. This underscores the importance of attention to the mental and emotional conditions of employees in the context of leadership.

Finally, the influence between leadership empowerment and employee creativity among those with self-leadership demonstrates a very strong effect. Employees who are able to self-lead and manage their motivation will become even more creative when they receive support from their leaders. This result is also significant, emphasizing that the combination of good leadership and individual capabilities can lead to high creativity in the workplace.

Conclusion

This study concludes that leadership empowerment has a significant positive impact on individual creativity at Roti Wonosari. The analysis indicates that when leaders support and empower their employees, their creativity increases. This highlights the importance of inclusive and participatory leadership approaches in fostering an innovative work environment.

Furthermore, psychological empowerment and self-leadership serve as mediators that strengthen the relationship between leadership empowerment and creativity. Employees who feel psychologically empowered tend to be more confident and proactive in sharing their creative ideas. Self-leadership encourages individuals to manage themselves effectively and enhance their ability to tackle challenges.

Overall, this research emphasizes the need for organizations to focus on effective empowerment strategies to boost employee creativity. By investing in leadership training for managers and development programs for employees, companies can create a supportive environment that nurtures innovation. The findings aim to contribute to both the academic literature and practical applications in the SME sector.

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