THE CAUSAL RELATIONSHIP AND EFFECT OF CREATIVE ECONOMY DEVELOPMENT: AN EMPIRICAL EVIDENCE OF COMMUNITY ENTERPRISE

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ABSTRACT

The objective of this study was to investigate the causal relationship and effect of creative economy development of community enterprises. The results indicated that 1) The creative economic development in terms of knowledge, education, creativity, and intellectual property use had a statistically significant positive impact on the operational efficiency of community enterprises. 2) The impact of creative behavior on the opportunity exploration, and the idea generation had a statistically significant positive impact on the creative economic development of community enterprises. Leadership of ideas and applications does not have a positive impact on the operational efficiency of community enterprises. Therefore, the recommendations from this research are that 1) Government agencies should support community enterprises by adopting the concept of driving the economy based on knowledge, education, creativity, and intellectual property linked to cultural foundations. Gaining knowledge of modern society and technology/innovation in the production of unique new products and services can create economic value and added value. 2) An important common point for development is 'individuals', so entrepreneurs and personnel in community enterprises must be developed to promote the necessary potential, which must be cooperated with the government and local organizations involved in supporting individuals.

Keywords: Creative Economy, Creative behavior, Operational Efficiency, Community Enterprise

INTRODUCTION

Under the context of a globalized economy in which economic, social, technological, and consumer demand factors have changed, as well as the the awareness of the science of sustainable development is a significant driver for countries to accelerate their economic development through the use of creativity and the production of young people whose creative behaviors are continually boosting the country's competitiveness. Economic development based on creative economy concepts is part of the new economy. Many countries around the world are guided to the development of the current economy by the creative economy: the concept of driving the economy based on knowledge, education, creativity, and intellectual property linked

to cultural foundations. The knowledge of modern society and technology/innovation (UNITED NATIONS, 2010; UNCTAD, 2008) in the production of unique new products and services can create value and economic value added in line with the consumer demand trends in the modern market. In society, the creative economy.

However, adopting creative economic ideas as a way to develop the country's economy would not be achievable without adopting creative behavioral ideas as a driver of concrete development. DE JONG AND DEN HARTOG (2008), a studier of corporate behavior, proposed that creative behavior is a necessary behavior of people in modern organizations that are constantly changing by expressing or acting on creative, suggesting and experimenting with new things that are useful to use in the organization, as one of the behavioral characteristics of individuals who see concrete can be expressed. This behavior usually leads to retaliation for new situations rather than adapting to new situations. It is divided into 4 areas: 1) Opportunity Exploration 2) Generativity, 3) Championing, And 4) Application.

The findings of many researchers have found that factors that affect the effectiveness of an organization's operations are due to development based on creative economy concepts. R. Boix-Domènech and P. Rausell-Köster (2018) a studier of The Economic Impact of the Creative Industry in the European Union: Innovative Strategies for European SMEs”., Concluding that they not only have a direct impact on the employment and the production, but also contributes to the technological progress and long-term development of the European Union. Most of this contribution is due to the creative service industries, whereas the direct contribution of the creative manufacturing industries is smaller. Sigit Setiawan (2018) a studier of Prospects and Competitiveness in Creative Economy: Evidence from Indonesia., it can be concluded that the average contribution of creative economy to Indonesian economy continues to increase. The increase goes to the added value, the sectoral contribution to GDP, the provision of employment, and the sectoral absorption of national labor. The prospect of Indonesian creative economy in the ASEAN market lies in the growth of potential customers from the middle class. The number of Indonesian middle class will continue to increase. By adopting and analyzing the output of the Global Creativity Index model, it can be concluded that the competitiveness of Indonesian creative economy in ASEAN and the world is still weak. The weak competitiveness is due to low technology index and talent index. However, based on the findings from previous studies in several regions in Indonesia, it appears that Indonesian people have great potential creativity to develop. In addition, Kanokwara Phuangprayong (2018) found that the adoption of creative economic concepts and creative behaviors as a mechanism for developing and elevating the Thai community's wisdom to become a 'creative organization' identified the importance that Thai community enterprises need to rely on to use creativity as a 'creator' to carry out product and service manufacturing activities that meet the globalized economy.

Based on the importance of the creative economy and the development of community enterprises as mentioned above, the researcher initiated to study The Causal Relationship and Effect of Creative Economy Development: an Empirical Evidence of Community Enterprise. The objectives of this study were 1) to test the impact of creative economic development on the efficiency of community enterprises. 2) to test the impact of creative behaviors on the creative economic development of community enterprises. 3) to test the impact of creative behavior on the efficiency of community enterprises. However, the results of the research can be used as information to determine the guidelines for the development of community enterprises based on creative economic concepts and creative behaviors that contribute to the efficiency of community

enterprises, as well as as for public and private sectors to formulate a framework for further consideration of the policies of creative economic development of community enterprises.

LITERATURE REVIEW

This research, the researchers studied the theory that can be used as a conceptual framework. It consists of two theories: 1) Dynamic capability theory that focuses on explaining the ability to adapt, develop resource groups and expand new capabilities within the organization. This research involves creative behavior, which is a dynamic ability to develop and improve resources and organizational abilities (Roberts & Grover, 2012) and lead to good results (Griffith, Huergo, Mairesse, and Peters, 2006). 2) Contingency theory is a collection of appropriate ideas between strategy and organizational behavior in decision making to lead to corporate performance (Chandler,1990). In addition, Schermerhorn, Hunt and Osborn (2011), the researchers developed a research conceptual framework that showed a correlation between all variables and linked them to hypotheses. It can be presented as shown in Figure 1.

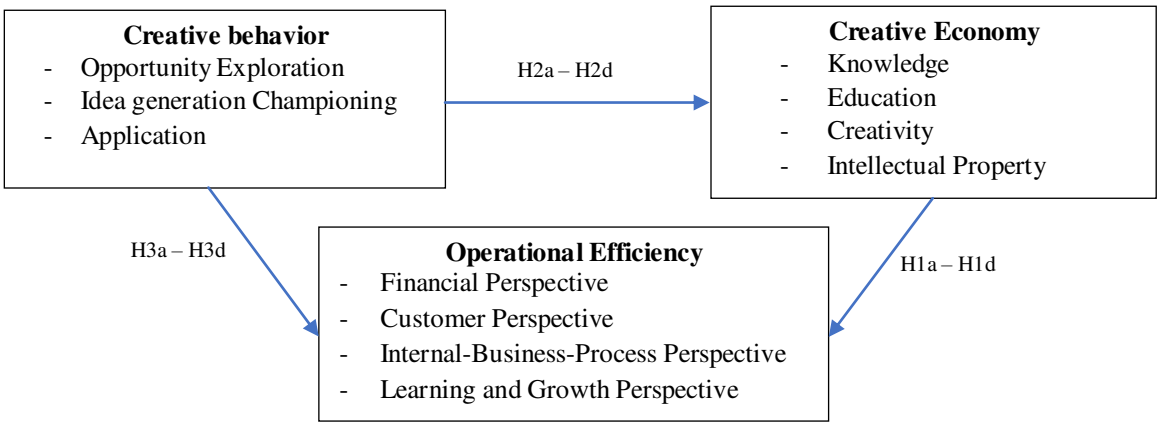

Figure 1: Conceptual Framework

Creative Economy and Operational Efficiency

The United Nations Conference on Trade and Development (UNCTAD) is a collaborative organization for trade and development, providing a consistent definition of the creative economy as a concept for developing and creating economic growth on the basis of creative assets. At the core of the creative economy is the creative industries that integrate the economy, society, culture, technology, innovation, and intellectual capital (United Nations, 2010). Kwankamol Donkhwa (2016) said the creative economy refers to the concept of driving the economy based on knowledge, education, creativity, and intellectual property linked to cultural foundations. The knowledge of modern society and technology and innovation and the creative economy creates value caused by human thought. In addition, the creative economy is an industry that generates creativity, expertise, and potential talent to create jobs, and wealth by producing and exploiting intellectual property (Tibdi Talhakon, 2018). According to the review, researchers were able to classify elements of the creative economy as follows: 1) The use of knowledge refers to the use of cognitive potential of people in the community regarding local information to further develop community products. 2) Education refers to the use of existing knowledge in the community, knowledge outside the community, knowledge from activities, knowledge from study tour, gathering and exchange for use in the development of communities

to be self-reliant and earn income in the profession. 3) Creativity refers to the process of improving career income by adding new products to existing product lines, improving existing products and producing new products in new product lines to obtain new products that look different from existing ones that can meet the original or new needs of buyers and 4) The use of intellectual property means taking advantage of works generated by local wisdom, knowledge of people in the community as local goods, and including culture, way of life, local traditions of the community.

Operational efficiency refers to the ability to choose the right goals and achieve them, so efficiency is measured in whether an organization can satisfy consumers of the goods or services they need. Accordding to measure operational efficiency, researchers adopted the Balanced Scorecard concept. Balanced Scorecard: BSC refers to a tool that transforms missions and strategies into a set of performance measurements that contribute to the framework of a comprehensive measurement and strategy management system. The measured figures measure the performance of organizations covering a wide range of related areas (Kaplan, R.S. and Norton, D.P. 1996). The four aspects of measurement are Financial Perspective, Customer Perspective, Internal-Business – Process Perspective, Learning and Growth Perspective.

Accordding to research related to creative economy and operational efficiency, Kwankamol Donkhwa (2016) studied creative economy models affecting the long-term strategy of entering Thailand's ASEAN Economic Community. It found that the creative economy affected the long-term strategy of entering Thailand's ASEAN Economic Community at 0.473 and 0.391. Furethemore. As a result of the synthesis of such literature, it leads to testing hypotheses 1a – 1d:

Hypothesis 1a: The creative economy in terms of knowledge has a positive impact on the operational efficiency of community enterprises.

Hypothesis 1b: The creative economy in terms of education has a positive impact on the operational efficiency of community enterprises.

Hypothesis 1c: The creative economy in terms of creativity has a positive impact on the operational efficiency of enterprises.

Hypothesis 1d: The creative economy in terms of intellectual property has a positive impact on the operational efficiency of community enterprises.

Creative behavior and creative economy

Many psychologists give similar meaning to creative behaviors. Georg and Zhou (2001) define constructive behavior as the result of interactions between people and situations that produce ideas that can produce new and useful works or products. Pornpan Buathong (2014) defines creative behavior as an expression of new initiatives by integrating and linking relationships of things, finding opportunities to learn new things in the organization appropriately, and encouraging others to see the importance of creativity and to be able to utilize that creativity for the organization. In addition, De Jong and Den Hartog (2008) proposes that creative behaviors are worked towards innovating using creativity to work and apply the knowledge gained from that work to help achieve success and improve productivity, consisting of four components: Opportunity Exploration, Idea Generation, Championing, and Application. Therefore, according to the review, researchers were able to identify elements of creative behavior in this research as follows: 1) Opportunity exploration refers to exploring, searching for opportunities, looking for new ways that can be used to improve and develop the current process. 2) Idea generation refers to thinking new things, thinking problems, looking at different angles,

perhaps thinking about improving existing things to achieve new things by using ideas that have been developed to improve productivity. It is the most important skill to create creative work. 3) Championing means applying ideas derived from the opportunity exploration and idea generation to expand and use in work. It focuses on the process of persuading others to follow and sees the importance of ideas that arise to benefit the organization. 4) Application refers to applying ideas from various processes to develop routine tasks, track the impact, correct and improve them. Application is a step that demonstrates creative behavior.

Accordding to research related to creative behavior and creative economy, Kanokwara Phuangprayong (2018) found that creative behavior has become a mechanism for developing and elevating the Thai community to become a 'creative organization', stating the importance that Thai community enterprises need to rely on to use creativity as a 'creator' to carry out products and services that meet the economy in the globalization era. An interesting finding is that to develop a creative economy at the community level successfully, it is necessary to focus on the development of human capital. Furethemore, Kwankamol Donkhwa (2016) found that creative behavior affects its long-term strategy of entering the ASEAN Economic Community. Therefore, such synthesis of literature leads to hypothetical tests of 2a–2d:

Hypothesis 2a Creative behavior in terms of opportunity exploration has a positive impact on the creative economic development of community enterprises.

Hypothesis 2b: Creative behavior in terms of idea generation has a positive impact on the creative economic development of community enterprises.

Hypothesis 2c: Creative behavior in terms of championing has a positive impact on the creative economic development of community enterprises.

Hypothesis 2d: Creative behavior in terms of application has a positive impact on the creative economic development of community enterprises.

Creative Behavior and Operational Efficiency

The benefits of creative behavioral expression on both individual and organizational levels are as follows: 1) Creative behaviors that affect the individual level include (1) helping individuals develop feelings of thought, a sense of self-success, a need to do new things, a sense of readifulness and self-confidence (2) helping individuals develop personality, being flexible, patient, sticking to challenges, performing complex tasks more easily, and (3) being able to solve problems and making decisions under a new technological environment by addressing problems and knowing how to help each other. At the same time, executives will develop others to behave creatively in the organization to learn about new changes.

According to the research related to Creative Behavior and Operational efficiency, Sudarat Theerathamthada (2014) found that creative behavior in thinking and application leadership affected the productivity of private company employees. As a result of the synthesis of such literature, it leads to hypothetical tests 3a – 3d:

Hypothesis 3a: Creative behavior in terms of the opportunity exploration has a positive impact on the operational efficiency of community enterprises.

Hypothesis 3b: Creative behavior in terms of idea generation has a positive impact on the operational efficiency of community enterprises.

Hypothesis 3c: Creative behavior in terms of championing has a positive impact on the operational efficiency of community enterprises.

Hypothesis 3d: Creative behavior in terms of application has a positive impact on the operational efficiency of community enterprises.

RESEARCH METHODOLOGY

This research aimed to study the causal relationship and effect of the creative economic development of enterprises in Chumphon province. The population used in the study was 450 community enterprises in Chumphon province (Community Enterprise Information System, Community Enterprise Promotion Division, Department of Agriculture Promotion). This research used a questionnaire to collect information by mail, which was limited in response rate, to provide a good representation of information (Panayides, 2007). The researcher studied the entire population, with the main contributors as presidents/vice presidents of enterprises using questionnaires. It has been created based on purpose, conceptual framework, and workshop definition as a research tool.

Tool Quality Check 1) Content validity test by 3 experts, then find the conformity index using the IOC (Index of Item - Objective Congruence) technique. It found that each side had a value between 0.67-1.00, which assumed that the question was consistent and applicable (Rovinelli & Hambleton, 1976). 2) Reliability checks showed that it was between 0.72 - 0.90, which must be greater than 0.70 and above, so it was acceptable (Hair et al., 2006). 3) Finding power of discrimination by means of determining the item-total correlation was found to be between 0.67-1.00. It was consistent with Johnson Conley (2009) stating that there must be a classification power value of 0.40 or higher.

The statistics used to analyze the data use the Enter multiple regression analysis, which can be written as an equation as follows:

Equation 1 Operational efficiency

$OE = ß01 + ß1\ KNOW + ß2\ EDU + ß3\ CREAT + ß4\ IP + \varepsilon$

Testing the impact of creative economy development on the use of knowledge organizations in education, creativity, and intellectual property use on operational efficiency according to Hypothesis 1a-1d

Equation 2 Creative Economic Development - Testing the impact of creative behavior on the opportunity exploration, idea generation, championing, and application to creative economy development, based on Hypothesis 2a-2d

$CE = ß02 + ß5\ OPPE + ß6\ GEN + ß7\ CHAM + ß8\ APP + \varepsilon$

Equation 3 Operational efficiency

$OE = ß03 + ß9\ OPPE + ß10\ GEN + ß11\ CHAM + ß12\ APP + \varepsilon$

Testing the Impact of Creative Behavior on The Pursuit of Opportunities Study the initiative and application to operational efficiency according to Hypothesis 3a-3d

RESEARCH RESULTS

Analysis of correlation coefficients to determine the relationship between independent variables used in research found to be between 0.020 and 0.604, which is less than 0.80 (Cooper * Schindler, 2006). It showed that the independents had no relationship and could be used in prophecy. In addition, the Variance Inflation Factor (VIF) of independent variables was between 1.949 - 2.691, which did not cause Collinearity problems as shown in Table 1.

Table 1: Correlation between Variables

Variable	OPPE	GEN	CHAM	APP	KNOW	EDU	CREAT	INP	OE
Mean	3.91	3.97	3.99	3.98	3.89	3.83	4.00	3.98	3.96
S.D.	0.396	0.389	0.419	0.532	0.340	0.242	0.328	0.328	0.244
OPPE									
GEN	-0.038								
CHAM	0.073	0.262**							
APP	0.108	0.165*	0.112						
KNOW	0.933**	0.020	0.077	0.124					
EDU	0.127*	-0.056	0.014	0.121	0.174**				
CREAT	0.012	0.182	-0.010	-0.091	0.086	0.035			
IP	0.685**	0.366**	0.101	0.144*	0.708**	0.083	0.232		
OE	0.458**	0.455**	0.487**	0.635**	0.482**	0.256**	0.072	0.523**	

** statistically significant at .01, * statistically significant at .05

Multiplicational regression analysis of creative economic development consisted of: The use of knowledge, education, creativity, and the use of intellectual property with the operational efficiency of community enterprises. It was to test the hypothesis at H1a – H1d, which found that knowledge had a statistically significant positive impact on the operational efficiency of community enterprises at 0.01 (ß = 0.391, $p < 0.01$), thus accepting the Hypothesis 1a. Accordding to education, it had a statistically significant impact on the operational efficiency of community enterprises at a level of 0.01 (ß = 0.302, $p < 0.01$), thus accepting the Hypothesis 1b. Accordding to creativity, it had a statistically significant impact on the operational efficiency of community enterprises at 0.01 (ß = 0.323, $p < 0.01$), thus accepting the Hypothesis 1c. Accordding to intellectual property use, it had a statistically significant impact on the operational efficiency of community enterprises at a level of 0.01 (ß = 0.507, $p < 0.01$), thus accepting the Hypothesis 1d.

Multiple regression analysis of creative behavior multiplication analysis consisted of the opportunity exploration, idea generation, championing, and application with the creative economy to test assumptions at H2a – H2d. It found that the opportunity exploration had a statistically significant positive impact on creative economic development at 0.01 (ß = 0.811, $p < 0.01$), thus accepting the Hypothesis 1a, as well as idea generation, which had a positive impact on creative economic development, statistically significant at 0.01 (ß = 0.285, $p < 0.01$). Therefore, it accepted the Hypothesis 2b. Accordding to championing, there was no positive impact on creative economic development, statistically significant (ß = 0.040, $p > 0.05$), thus rejecting the Hypothesis 2c and application did not have a positive impact on creative economic development, statistically significant (ß = 0.037, $p < 0.05$) thus rejecting the Hypothesis 2d.

Multiplicational regression analysis of creative behavior consisted of opportunity exploration, idea generation, championing, and application with the operational efficiency of community enterprises to test assumptions at H3a – H3d. It found that the opportunity exploration had a statistically significant impact on the operational efficiency of community enterprises at 0.01 (ß = 0.171, $p < 0.01$), thus accepting the Hypothesis 3a, as well as idea generation, had a positive impact on the operational efficiency of community enterprises statistically significantly at 0.05 (ß = 0.195, $p < 0.05$). Accordding to championing, there was no positive impact on the operational efficiency of community enterprises statistically significantly (ß = 0.040, $p > 0.05$), therefore rejected the Hypothesis 3c, and the application positively affected the operational efficiency of community enterprises statistically significantly at 0.01 (ß = 0.396, $p < 0.01$), thus accepting the Hypothesis 3d. Details as table 2.

Table 2: Multiple Regression Analysis of Causes and Results Variables

Independent Variable	**Dependent Variable**		
	OE	**CE**	**OE**
KNOW	0.391** (0.018)		
EDU	0.302** (0.019)		
CREAT	0.323** (0.018)		
IP	0.507** (0.014)		
OPPE		0.811** (0.024)	0.171** (0.055)
GEN		0.285** (0.025)	0.195* (0.054)
CHAM		0.040 (0.023)	0.041 (0.041)
APP		0.037 (0.018)	0.396** (0.050)
Adjusted R^2	0.793	0.718	0.325

DISCUSSION AND CONCLUSION

The impact of creative economy development on knowledge, education, creativity and intellectual property had a statistically significant positive impact on the operational efficiency of community enterprises. It was consistent with R. Boix-Domènech and P. Rausell-Köster (2018) that states that they not only have a direct impact on the employment and the production, but also contributes to the technological progress and long-term development of the European Union. Most of this contribution is due to the creative service industries, whereas the direct contribution of the creative manufacturing industries is smaller. Kanokwara Phuangprayong (2018) that states that the creative economy and creative behavior are mechanisms for developing and uplifting Thai community enterprises to become 'creative organizations', and it was important that Thai community enterprises rely on the use of creativity as 'creators' to carry out product and service manufacturing activities that are consistent with the globalized economy. Moreover, it

corresponds to Suchart Jonpradit and faculty (2014) who have studied the influence of creative economy concepts, the driving factors of the creative economy, and the entrepreneurial attributes to the marketing success of 5-star product of One Tambon One Product in Thailand. It found that the use of creative economy ideas, as well as driving the creative economy, had an impact on market success. Furethemore, Kwankamol Donkhwa (2016) found that the creative economy had an impact on thailand's long-term strategy of entering the ASEAN Economic Community.

The impact of creative behavior on opportunity exploration and championing had a positive impact on the creative economic development of community enterprises statistically significantly. It coincides with Kanokwara Phuangprayong (2018), which found that creative behavior demonstrates an important common point in the development of entrepreneurs and personnel in community enterprises must be developed to promote the necessary potential, requiring cooperation from governments and local organizations involved in encouraging both entrepreneurs and personnel in community enterprises to behave creatively by emphasizing the development of behavioral skills in be a creative initiative for society. Also, championing creative behavior and application do not have a positive impact on the creative economic development of community enterprises. It was inconsistent with Kanokwara Phuangprayong (2018), which found that entrepreneurs and personnel in community enterprises must be developed to promote the potential needed to champion and skill in applying idea generation to commercial use.

The impact of creative behavior on opportunity exploration and championing had a statistically significant positive impact on the operational efficiency of community enterprises. It was in line with Kaewta Sradisak (2017), which studied the causes and effects of innovative behaviors of Bangkok Bank employees, Nakhon Pathom Province. It found that employees' innovative behaviors had a positive influence on the productivity of Bangkok Bank employees, and Kwankamol Donkhwa (2018) studied A Model of Factors in Creative Economics and Innovative Behavior Affecting the long-run AEC Strategies of Thailand found that the impact of innovative behavior and the creative economy affecting Thailand's long-run AEC strategies. Accordding to championing creative behavior and application did not have a positive impact on the operational efficiency of community enterprises. It was inconsistent with Sudarat Theerathamthada (2014), who found that creative behavior in thinking leadership and application affected the productivity of private company employees.

CONCLUSION: Government agencies should support community enterprises by adopting economic mobility concepts based on knowledge, education, creativity, and intellectual property use linked to cultural foundations. Gaining knowledge of modern society and technology/innovation in the production of unique new products and services can create economic value and added value.

The role of creative behavior that leads to the development of the creative economy and operational efficiency demonstrates that an important common point in development is 'individuality'. Therefore, entrepreneurs and personnel in community enterprises must be developed to promote the potential required by the government and local organizations involved in supporting individuals.

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