



THE EFFECT OF HUMORS AND NARCISSISTIC PERSONALITY ON THE INNOVATIVE OUTPUT WITH INNOVATIVE WORK BEHAVIOR AND ADAPTABILITY AS VARIABLES OF MEDIATION

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Abstract

This research aims to know the role of innovative work behavior mediation and adaptability on the relationship of humor and narcissistic personality on the innovative output. The population in this study was all owners of SME in the Semarang city. The data collection method were observation, interview and questioners. The sampling technique was multiple random sampling. The sample size was 201 SME actors. Methods of data analysis applied in this research were descriptive analysis, validity and reliability test, and hypothesis test. The data analysis was done by using WarpPLS software version 6.0. The results showed that humor and narcissistic personality increases innovative work behavior, adaptability and innovative output. In addition, innovative work behavior and adaptability also had a positive and significant influence on innovative output. Furthermore, this research found that the effect of humor and narcissistic personality on innovative output can be mediated by innovative work behavior and adaptability.

Abstrak

Tujuan penelitian ini adalah untuk mengetahui peran mediasi perilaku kerja inovatif dan kemampuan adaptasi pada hubungan humor dan kepribadian narsis terhadap luaran inovatif. Populasi dalam penelitian ini yaitu seluruh pemilik UMKM di Kota Semarang. Metode pengumpulan data menggunakan observasi, wawancara, dan kuesioner. Teknik pengambilan sampel menggunakan multiple random sampling. Jumlah sampel 201 pelaku UMKM. Metode analisis data menggunakan analisis deskriptif, uji validitas dan reliabilitas, dan uji hipotesis. Analisis data menggunakan perangkat lunak WarpPLS versi 6.0. Hasil penelitian menunjukkan bahwa humor dan kepribadian narsis meningkatkan perilaku kerja inovatif, kemampuan adaptasi dan luaran inovatif. Selain itu, perilaku kerja inovatif dan kemampuan adaptasi meningkatkan luaran inovatif secara signifikan. Selanjutnya penelitian ini menemukan pengaruh humor dan kepribadian narsis pada luaran inovatif dapat dimediasi dengan perilaku kerja inovatif dan kemampuan adaptasi.

INTRODUCTION

The success of the business and the survival of a company are the goals of every business actor (Hidayat & Murwartiningsih, 2018). Today's business development is rapidly increasing and the tight competition between competitors demands companies or organizations to keep making a surge in innovation. Nowadays competitive and fast-changing environment makes innovation become more challenging, expensive and risky for companies (Sağ et al., 2016). Without any innovation, a company or an organization will fall behind its competitors. Those who do not aware of this reality and do not innovate will be the main reason for the organization's slump (Kheng et al., 2013).

Currently, in running an everyday business, the company have to make innovative output to remain competitive and survive for long-term (Aslam et al., 2017). Innovative outputs are the result of creating new products, creating new production methods, opening new market opportunities, finding new sources supply, or creating new organization structure. While innovative outcomes in an organization are defined as the creation of new products, services, ideas, technologies, processes or structures including discovery, development and implementation. Successful and sustainable business performance comes from the company's ability to create innovative outcomes (Damanpour et al., 2009). The innovative output-oriented company tends to be a success in developing new skills, easily adjusting the needs of colleagues and customers. Thus they are able to achieve better performance (Wang, 2012).

Innovative output produced by an organization or a company do not only maximize the use of available resources, perform efficiency, or gain potential value, but also create intangible assets within the organization (Walled, 2015). The company's innovative output refer to the company's results in adopting new ideas and launching new products (Rubera & Kirca, 2012). In marketing, innovative outcomes provide benefits for the company in terms of generating value in the market and in stocks. The innovative output term is applied to a new product (process and service) in a company such as; company's potential in producing growth of marketing and technology (Story et al., 2015).

Companies and organizations have to strive to achieve the goals by increasing business reputation and success. In order to achieve business success, good communication between members within the organization, also employ-

ers and employees are needed. One of the communication styles in the business environment is humour. It has become a social phenomenon that humour is a form of communication between two or more people in a group that is done to make the other person laugh, happy, entertained, pleased and amused, so we can attract attention (Hurmelinna-Laukkanen et al., 2016). Mesmer-Magnus and Glew (2012) also said that humour communication is common in organizations, workplaces and business interactions. Humour consists of high-quality core elements and positive interpersonal relationships.

Besides the humour communication factors that can affect innovation in organizations, the personality factors also have a potential to increase innovation in the organizational context. One type of personality related to innovation is the narcissistic personality (Furnham et al., 2012). Grijalva and Newman (2014) defined narcissism as a personality of people who like to praise themselves, become selfish, need praise, lack of empathy, focus on their greatness fantasies (success, beauty or intelligence). Some researchers claim that narcissism is a type of personality with serious implications for negative behaviour in someone identified with arrogant feeling, desire to be admired, desire to be flattered, taking others' advantages to success, often jealous of others, believing that others are jealous of him and always feeling that he or she deserves to be treated differently from others.

However, growing evidence shows that narcissistic personality has a positive side which is useful in some situations that require innovation. As research conducted by Smith and Webster (2018) showed that narcissism is positively related to innovation. Another study by Gerstner et al. (2013) proved that a narcissistic employer would be aggressive in adopting new technology. Resick et al. (2009) revealed that a narcissistic employer takes risks and encourage innovation among his or her employee. It has been found that narcissistic individuals are more likely to emerge as a leader and considered to be more effective as a leader (Brunell et al., 2008).

In fact, communication with humour and narcissistic personality type will stimulate the organization's innovative outcomes if the organization leader has innovative work behaviour and also adaptability to the environment (Hurmelinna-Laukkanen et al., 2016; Smith & Webster, 2018). The factor of human resources becomes very important since innovation is related to the behaviour and leaders' abilities. One of the main goals of an organization is winning the competi-

tion. In order to be able to win the competition, the organization needs human resources who are able to create new ideas that are innovative and beneficial for the organization progress (Amalia & Wulansari, 2017). Innovative human resources are needed in order to create efficiency and effectiveness in the organization, so human resources have an important role in maintaining the business (Joseph, 2012). Human resources and behaviour have a significant impact on the innovation process (Walled, 2015).

There is a growing consensus that innovation in an organization cannot be separated from the effort and behaviour of employees (Kesting & Parm Ulhøi, 2010). Innovative work behaviour is defined as a continuous process, for example employees generate new ideas, at the same time they are also busy carrying out ideas by building organizational support and the of others' ideas which become part of the whole team to implement ideas, so that innovative work behaviour is not one-time discrete activity (Jong & Hartog, 2008). Innovative work behaviour is the execution of tasks accompanied by the application of new things in an effort to improve quality (Utomo & Widodo, 2012). Innovative work behaviour is a set of behaviours related to different aspects of creative activities from exploring ideas and implementing ideas and differ from innovative outcomes that actually refer to the results of the process (Hurmelinna-Laukkanen et al., 2016). It can be said that innovative behaviour with innovative outcomes is closely related.

Individual creativity and innovation capacity that can be considered as elements of innovative work behaviour is connected with innovative outcomes and performance, both at the individual and organizational level (Andries & Czarnitzki, 2014). Innovative behaviour is also defined in the literature field as the application of components that are expected to produce profitable and innovative outcomes (Jong & Hartog, 2008). The employer innovative work behaviour refers to the behaviour of employer in development, new initiations, the creation of useful ideas and applies these ideas to new products, services and better way of doing work (Afsar et al., 2014).

Although innovative behaviour is important in the achievement of innovative outcomes in the workplace, the ability to adapt to the environment can also influence it. In the current global era which is characterized by rapid changes in the overall economic conditions, this phenomenon raises a demand that must be met by economic and industrial actors (Novira & Martono, 2015). Thus, adaptability becomes very impor-

tant. Adaptation is an important ability in order to adjust to the environment changes (Boylan & Turner, 2017). Adaptability is defined as the tendency of someone to break problems creatively and dealing with situations through an innovative medium (Smith & Webster, 2018).

The prior conducted Hurmelinna-Laukkanen et al. (2016) that used the manufacturing, media, tourism and service industries as the object of research to test the role of humour in the innovation outcomes, this research was conducted on SME in Semarang. The writer considered that SME is an important sector that contributes to economic growth and stability. Thus there is a need for empowerment to show up SME's potential in order to make them keep growing (Wonglimpiyarat et al., 2015). SME actors need innovation to create solutions to overcome investment problems, provide benefits to customers and consumers through service quality improvement (Staniewski et al., 2016). Innovation in SME can also turn on the realization of new processes, so the business performance can be more developed and they have competitiveness with their competitors (Gledson & Calum, 2017). Unlike previous research which mostly focused on the performance of SME such as Wulansari et al. (2015) on human resource planning to improve the performance of SME. This research was conducted to test communication with humour and personality types on innovative outcomes.

SME is the most surviving group when the economic crisis hit Indonesia. Increasing number of small and medium-sized businesses will certainly be able to open up large employment opportunities. However, the SME is still seen as a weak business performance (Tobing et al., 2018). About 27 percent of SME have competitiveness, yet 73 percent do not have competitiveness (Lewuk & Japi, 2017). This phenomenon is caused by many things such as; the problem of capital and inadequate business management (Sudaryanto et al., 2014).

In this case, management problems or lack of management support become the obstacles. In addition, lack of business innovation also makes the businesses unable to compete in the world market. SME tend to face many challenges in developing their business, ranging from classic financial challenges to innovation challenges (Sari & Asad, 2018). This phenomenon is supported by research conducted by Ivada et al. (2015) which stated that weak ability to innovate and satisfied with the achievement are factors that make the competitiveness of produced product is not strong enough. Then, Laras Rustidamayanti

as the assistant of the SME Empowerment Department in Semarang city stated that the level of development and innovation of SME actors in the Semarang city had actually increased, but had not been maximum, this was caused by the lack of awareness of the SME actors to develop their business innovation. Rustidamayanti also added that SME actors were less initiative to innovate, they relied only on the encouragement from Semarang City SME Cooperative Agency to innovate. The encouragement was activities such as; cooking demo (making chips), packaging and accounting training. According to her, the crucial problem of SME is the knowledge of accounting. Since they still combine their personal finance with the business finance.

Based on various problems in reality and the importance of humour and narcissistic personality for SME actors, it is needed to conduct research to reveal the relationship of humour, narcissistic personality, innovative work behaviour, adaptability and innovative outcomes on SME in Semarang city.

Hypothesis Development

Communication styles are very diverse in the business environment, one of which is the humour communication style. It has become a social phenomenon that humour is a form of communication between two or more people in a group that is done to make the other person laugh, happy, entertained, pleased and amused, so we can attract attention. This form of humour communication is the success determinant factor of innovative work behaviour growth in the workplace to create a competitive advantage for the company (Hurmelinna-Laukkanen et al., 2016).

Adaptation ability or can be called adaptability is an important ability to adapt to environmental changes (Boylan & Turner, 2017). Adaptability is defined as innovative ways and dealing with the situation through an innovative medium (Smith & Webster, 2018). In the business process, there will be found many abnormal situations and it is not in line with expectations or plans that have been set before. It is important to see the humour in this context because of the rapid and unexpected changes can cause anxiety to the members of the organization. It is possible that humour can be used to negotiate this uncertainty (Heiss & Carmack, 2012). In a study, Heiss and Carmack (2001) stated that communications with humour plays an important role in stimulating the adaptive capacity of employer or leader.

The result of a study showed that communication with humour has a positive influence on the innovative work behaviour and adaptability (Hurmelinna-Laukkanen et al., 2016; Gkorezis et al., 2016). The relationship of humour communication of the leader or employer on innovative work behaviour has a positive influence; it means that the higher the humour communication carried out by the leader or employer, the higher innovative work behaviour. Conversely, the lower the humour communication carried out by the leader or employer, the lower the innovative work behaviour. Whereas with the same adaptive ability, the higher the level of humour communication carried out by employers or leaders, the higher the ability to adapt. Conversely, the lower the level of humour communication carried out by employers or leaders, the lower the ability to adapt.

H1: If humour rises, innovative work behaviour rises.

H2: If humour rises, the ability of adaptation rises.

Narcissistic is defined as a personality of people who like to praise themselves, become selfish, need praise, lack of empathy, focus more on their greatness fantasies (success, beauty or intelligence). Interpersonal characteristics related to narcissism state that narcissism will also be associated with innovative work behaviour (Grijalva & Newman, 2014). The negative narcissistic side does not always have a bad effect on the organization or group. The evidence from Gerstner et al. (2013) studies proved that a narcissistic employer will be aggressive in adopting new technology. Resick et al. (2009) revealed that a narcissistic employer takes risks and encourages innovation among his or her followers. It has been found that more narcissistic individuals tend to emerge as leaders and they are also considered more effective as leaders (Brunell et al., 2008).

The narcissistic personality is also a success determinant factor of the adaptation process with the surrounding environment to create excellence for organizations or groups (Grijalva & Zhang, 2015). In the process of adapting, it takes a person who has the willingness to take risks. Individual who dares to take action in unpredictable situations is the character of narcissistic personality (Emmons, 1987). So, a person who has a narcissistic personality will easily adapt to his or her environment. This is because people who have narcissistic personalities are extraversion

people who are able to easily socialize with the surrounding environment (Grijalva & Newman, 2014).

The study stated that narcissistic personality has a positive influence on innovative work behaviour and adaptation ability (Wisse et al., 2015; Smith & Webster, 2018). Narcissistic personality relationship with innovative work behaviour and adaptation ability have a positive influence; it means that the higher narcissistic personality a person has, the higher innovative work behaviour and adaptability. Conversely, the lower person's narcissistic personality, the lower level of innovative work behaviour and adaptability.

H3: If the narcissistic personality rises, innovative work behaviour rises.

H4: If the narcissistic personality rises, the ability of adaptation rises.

Innovative work behaviour refers to deliberate recognition of new and useful ideas, such as regulating the behaviour needed to develop, launch and apply ideas with the aim of improving personal and or business performance. Innovative work behaviour is also defined in the literature field as the application of components that are expected to produce profitable and innovative outcomes (Jong & Hartog, 2008). However, Boylan and Turner (2017) defined the ability of adaptation as an important ability to adjust to environmental changes. Innovative work behaviour and adaptive abilities are drivers and stimuli that are expected to improve innovative outcomes.

Hurmelinna-Laukkanen et al. (2016) and Walled (2015) who examined the effect of innovative work behaviour on innovative outcomes stated that innovative work behaviour has a positive effect on innovative outcomes. While Smith & Webster (2018) who tested the adaptability to innovative outcomes stated that adaptive abilities have a positive effect on innovative outcomes. That is, the higher the innovative work behaviour and adaptability, the higher the innovative outcomes. Conversely, the lower innovative work behaviour and adaptability the lower innovative outcomes.

H5: If innovative work behaviour increases, innovative outcomes rise.

H6: If the adaptability rises, the innovative output rises.

According to Martin (2003) humour from a psychological perspective is a broad concept and has many concepts that can be defined theo-

retically and operationally in various ways. This may lead to characters of humour stimuli given (jokes, cartoons, comedy films) to the mental processes involved in making, receiving, understanding and appreciating humour, or responses given by individuals (pleased, happy, smiling and laughing, while Nevicka (2011) defined narcissist as a person showcase of his or her superiority to others in order to gain promotion, healthy competition or motivating others. It seems arrogant, but actually, it is not. It also seems to expect others compliment, but that is not the point. Communication with humour and narcissistic personality is a determinant factor of the innovative outcomes in an organization or group. Someone who communicates with humour will make his or her interlocutor feel pleased and humorous people tend to be innovative because someone who communicates with humour will think to make a joke that can amuse his or her interlocutor. Thus the interlocutor are interested (Lang & Lee, 2010). Whereas someone who has a narcissistic personality is good at influencing others, that person has high self-confident and dares to take action. Thus that person will think innovatively to achieve the goals he wanted to, so it will result in innovative outcomes (Krusemark et al., 2015).

Hurmelinna-Laukkanen et al. (2016) who examined the influence of humour on innovative outcomes stated that humour has a positive effect on innovative outcomes. Whereas, Smith & Webster (2018) who tested the narcissistic personality on innovative outcomes stated that narcissistic personality has a positive effect on innovative outcomes. That is, the higher the humour and narcissistic personality, the higher innovative outcomes. Conversely, the lower humour and narcissistic personality the lower innovative outcomes.

H7: If humour goes up, innovative outcomes rise.

H8: If the narcissistic personality rises, the innovative outcomes rises.

Innovative work behaviour refers to the deliberate recognition of new and useful ideas, such as regulating the needed behaviour to develop, launching and applying ideas in order to improve personal and or business performance. Innovative work behaviour is also defined in the literature field as the application of components that are expected to produce innovative, profitable outcomes (Jong & Hartog, 2008). Meanwhile, Boylan and Turner (2017) defined the ability

of adaptation as an important ability to adjust to the environmental changes. Innovative work behaviour and adaptive abilities are drivers and stimuli that are expected to improve innovative outcomes.

Hurmelinna-Laukkanen et al. (2016) and Walled (2015) who examined the effect of innovative work behaviour on innovative outcomes stated that innovative work behaviour has a positive effect on innovative outcomes. While Smith & Webster (2018) who tested the ability of adaptation to innovative outcomes stated that adaptive abilities have a positive effect on innovative outcomes. That is, the higher innovative work behaviour and adaptive ability, the higher innovative outcomes. Conversely, the lower innovative work behaviour and adaptive ability the lower innovative outcomes.

H9: If humour rises, innovative outcomes rise through adaptability.

H10: If the narcissistic personality rises, the innovative outcomes rises through innovative work behaviour.

Humour and narcissism are determinant factors of innovative outcomes. The uncertain and rapidly changing environment make the adaptation ability become important to solve problems in ambiguous and unpredictable conditions (Raelin, 2011). With the humour and narcissistic personality that an individual has, he or she has a role in creating an atmosphere of the pleasant work environment; there will be an efficient and effective relationship between superiors and subordinates to achieve innovative business outcomes. In order to improve the innovative outcomes, the writer used adaptability. By using good adaptability, it is expected that it will improve innovative outcomes.

Based on previous research conducted by Smith and Webster (2018) they stated that narcissistic personality and adaptive abilities have a positive effect on innovative outcomes and adaptability can mediate the relationship between narcissistic personality and innovative outcomes. The results of other studies stated that humour is positively related to innovative outcomes (Hurmelinna-Laukkanen et al., 2016). Similarly, the research conducted by Gkorezis et al. (2016) showed that humour affects the ability of adaptation. Based on these results, the writer hoped that the role of adaptation ability could mediate the relationship between humour and narcissistic personality on innovative outcomes.

H11: If humour rises, innovative outcomes rise through adaptability.

H12: If the narcissistic personality rises, the innovative outcomes rises through adaptability.

The theoretical framework can be described as follows:

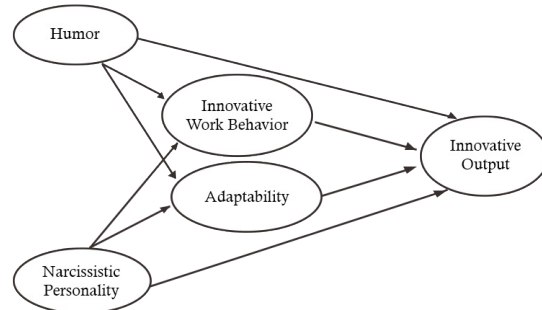


Figure 1. Research Model

METHOD

The type of this research is descriptive. Descriptive research is aimed to explain or describe a situation or a series of processes. The descriptive model only explains what happened and does not explain whether the phenomenon is good or bad, has a positive or a negative impact (Ferdinand, 2014). The design of this study was quantitative research. Quantitative research is a research method with a process that allows the researcher to build hypotheses and test empirically the hypotheses built (Ferdinand, 2014). The population in this study was 12,627 SME (owners) in all sectors in Semarang city who had been registered in IUMK system of Semarang City Department of Cooperatives and SME (2016 Semarang city Department of Cooperatives Data). The sampling used the Slovin formula with multiple stage sampling technique. Based on the Slovin's calculation formula by tolerable error limit of 7%, the sample of 201 respondents was obtained.

Humour variable was measured by 20 items of statements used (Martin et al., 2003). Narcissistic personality was measured by 23 statement items used (Emmons, 1987). Innovative work behaviour was measured by 8 statement items used (Janssen, 2000). Adaptation ability was measured by 32 statement items used (Pulakos et al., 2002). The innovative output is measured by 6 statement items used (Jong & Hartog, 2008). Data collection methods were observation, interviews and questionnaires using a 1-5 Likert scale. All data collected was processed using WarpPLS 6.0 software. Testing instruments were needed before data analysis was performed, instrument testing was done by validity and reliability testing (Solimun et al., 2017).

RESULT AND DISCUSSION

Evaluation of the structural model (inner model) aimed to predict the relationship between latent variables by examining how much variance can be explained and finding out the significance of P-Value. Structural model evaluation can be done if the model is fit. The model fit evaluation was performed in order to find a model that was fit with the original data, so it was needed to measure the quality of the model. The model is considered to be fit if it meets 10 (ten) fit model size criteria such as; Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squared (AARS), Average Block Variance Inflation Factor (AVIF), Average Full Collinearity VIF (AFVIF), Tanenhaus GoF (GoF), Sympton's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR) and Nonlinear Bivariate Causality Direction Ratio (NLBCDR) (Sholimun, 2017).

According to the test result using Warp-PLS 6.0, general SEM analysis result can be seen in the following figure.

Model fit and quality indices

Average path coefficient (APC)=0.266, $P < 0.001$
 Average R-squared (ARS)=0.407, $P < 0.001$
 Average adjusted R-squared (AARS)=0.399, $P < 0.001$
 Average block VIF (AVIF)=1.626, acceptable if ≤ 5 , ideally ≤ 3.3
 Average full collinearity VIF (AFVIF)=1.835, acceptable if ≤ 5 , ideally ≤ 3.3
 Tenenhaus GoF (GoF)=0.436, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
 Sympton's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1
 R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1
 Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7
 Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7

Figure 2. General SEM Results Analysis

The research model after data analysis using the WarpPLS 6.0 program was fit indicated by general information. The view general result

had been fulfilled 10 (ten) model, the fit requirements as shown in Figure 2. Based on the result, the inner model can be accepted.

The structural model is a model that describes the relationship between latent variables and it is based on the formulation of the problem or research hypothesis. The structural model testing was aimed to assess the quality of the model and examined the relationship between variables that had been formulated in the research hypothesis. Using the WarpPLS 6.0 program, obtained a structural model (inner model) is shown in Figure 3.

Based on Figure 3 it can be seen that the influence of Humour (X1) on the Innovative Work Behaviour (Z1) with a path coefficient was at 0.121 and $p = 0.041$. By considering that p was less than 0.05, it was considered significant. Thus H1 was accepted. The Effect of Humour (X1) on the Adaptability (Z2) with path coefficient was at 0.151 and $p = 0.014$. By considering that p was less than 0.05, it was considered significant. Thus H2 was accepted. The Effect of Narcissistic Personality (X2) on the Innovative Work Behaviour (Z1) with path coefficient was at 0.596 and $p < 0.01$. By considering that p was less than 0.01, it was said to have a high level of significance, so H3 was accepted. The Effect of Narcissistic Personality (X2) on the Adaptability (Z2) with path coefficient was at 0.491 and $p < 0.01$. Based on p that was less than 0.01, it was said to have a highly significant level. Thus H4 was accepted. The Effect of Innovative Work Behaviour (Z1) on the Innovative Outcomes (Y) with path coefficients was at 0.175 and $p = 0.016$. Based on p that was less than 0.05, it was said to have an ideal level of significance, so H5 was accepted. The Effect of Adaptability (Z2) on the Innovative Output

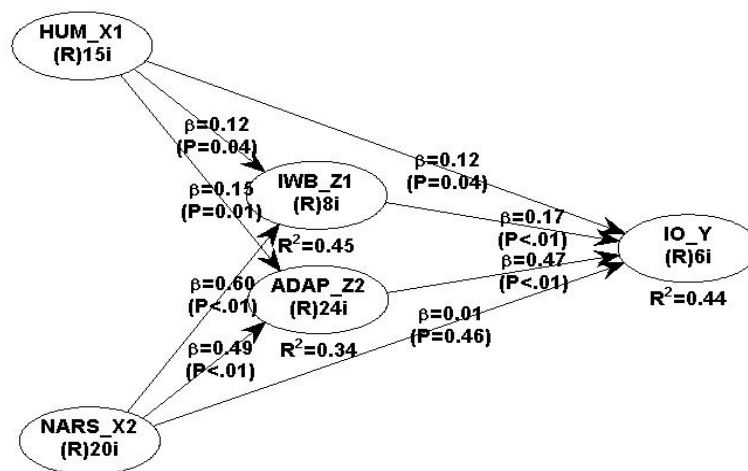


Figure 3. The Research Structural Model (Inner Model)

Table 1. Indirect Influence Test Results

Relationship Between Variables (Explanatory Variables - Respondent Variables)				Path Coefficient	p-value	Info.
No.	Testing Variable Mediation 2 Segments					
	Explanatory Variable	Mediating Variable	Response Variable	Indirect Influence Path Coefficient	p-value	Info.
1	HUM_X1	IWB_Z1	INVOUT_Y	0.21***	p<0.01	Mediation
2	NAR_X2	IWB_Z1	INVOUT_Y	0.17***	p<0.01	Mediation
3	HUM_X1	ADAP_Z2	INVOUT_Y	0.16***	p<0.01	Mediation
4	NAR_X2	ADAP_Z2	INVOUT_Y	0.12***	p=0.04	Mediation

(Y) with path coefficients was at 0.468 and $p < 0.01$. By considering that p was less than 0.01, it was said to have a high level of significance, so H6 was accepted. The Effect of Humour (X1) on the Innovative Output (Y) with path coefficient was at 0.41 and $p < 0.01$. Based on p that < 0.05 , it was said to have an ideal level of significance, so H7 was accepted. The Effect of Narcissistic Personality (X2) on the Innovative Outcomes (Y) with a path coefficient was at 0.44 and $p < 0.01$. By considering that p was > 0.1 , it was said to have a significantly high level, so H8 was accepted. To facilitate analysis of the indirect effects test results, we may refer to table 1. The results of the relationship of indirect influence by using WarpPLS 6.0 are as Table 1.

After conducting mediation testing using WarpPLS 6.0 program, as shown in table 1 above, the results of the correlation between humour on innovative outcomes generated a number of 0.16 and a significant value of $p < 0.01$. While the direct influence between humour on innovative outcomes without involving mediating variables produced a number of 0.41. It can be seen that there was a decrease between direct effect = 0.41 and indirect effect = 0.16. Based on the criteria for drawing conclusions of the mediation above, it could be concluded that the innovative mediation work behaviour was partially (partial mediation), so H11 was accepted. It was caused by decreasing value of the path coefficient from the direct relationship to the indirect value.

The mediation test by using WarpPLS 6.0 program, as shown in Table 1, shows that the results of the correlation between narcissistic personality on innovative outcomes produced a number of 0.12 and a significant value of $p = 0.04$. While the direct influence between humour on innovative outcomes without involving mediating variables produced a number of 0.45. It can be concluded that there was a decrease between direct effect = 0.45 and indirect effect = 0.12.

Based on the criteria for drawing conclusions of mediation above, it can be concluded that this innovative mediation work behaviour was partially (partial mediation), so H12 was accepted. This was caused the decreasing value of the path coefficient from the direct relationship to the indirect.

CONCLUSION AND RECOMMENDATION

Humour increase innovative work behaviour; it means that the higher communication humour used by SME actors to interact with colleagues, the higher innovative work behaviour owned by the SME actors. Based on that, we can indicate that SME in Semarang had a view on humour which affects the improvement of the innovative working behaviour of SME in Semarang.

Humour improves adaptability; it means that the higher humour communication used by SME actors to interact with their colleagues, the higher adaptation ability on the business environment around them. It was reflected in creative problems solving, problems solving in unpredictable situations, recognizing tasks, technologies and procedures, demonstrating adaptability with others, cultural adaptation, having good physical adaptability, having ability to handle stress and having the ability to handle emergencies or crisis situations in a business environment. Based on that, it can be indicated that SME actors in Semarang city have a humourous view that affects their adaptability improvement.

Narcissistic personality increases innovative work behaviour; it means that the higher SME actors' narcissistic personality, the higher innovative work. Base on that, SME actors in Semarang have a narcissistic personality aimed at conduct the fair competition, motivating others and gaining promotional impact to improve their innovative working behaviour.

Narcissistic personality increases adaptive capacity; it means that the higher narcissistic per-

sonality owned SME actors, the higher adaptive capacity. It can be concluded that SME actors in Semarang have a narcissistic personality which increases adaptability on the business environment around them.

Innovative work behaviour increases the innovative output, thus the higher innovative work behaviour carried by SME actors, the higher innovative output. It indicates that they have innovative work behaviour which impacts their innovative outcomes improvement which is reflected on increasing frequency of suggestion, implementation of new products, also the implementation of new services, market awareness and work practices.

Adaptability increases innovative output; it means that the higher adaptive capacity of SME actors, the higher the innovative output. It indicates that SME in Semarang has the ability to adapt to its business environment. Thus their innovative outcomes are.

Humour increases innovative outcomes, meaning that the higher humour communication used by SME actors to interact with colleagues, the higher innovative outcomes of SME. It indicates that the SME actors in Semarang city have a humorous view that reflected on their tendency to tell funny things, often entertain themselves with humour, joke with others and humble themselves to make others laugh, it has an impact on increasing the innovative outcomes of SME in Semarang City.

Narcissistic personality increases innovative outcomes, thus the higher narcissistic personality possessed by SME, the higher innovative outcomes of SME. It indicates that the SME actors in Semarang city have narcissistic personalities aimed for healthy competition, motivating others and promotion purposes to make an impact on improving the innovative outcomes of SME in Semarang city.

Humour enhances innovative outcomes through innovative work behaviour as the mediation. Thus SME' excellence humorous will help them to carry out innovative work behaviour that can improve the innovative outcomes of SME in Semarang city.

Narcissistic personality increases innovative outcomes through innovative work behaviours as mediation, it means that high-level narcissistic personalities of SME actors will help them to carry out the innovative work behaviour, so they can improve their innovative outcomes.

Narcissistic personality increase innovative outcomes through adaptation skill as mediation, it means that high-level narcissistic personality of

SME actors will help to improve their adaptability, so it can improve their innovative outcomes of. Based on the results of the research and discussion that has been described, the suggestions that can be given by the writer are as follows;

For future research, it is expected that the same research should observe different research object on the respondents who need humour and narcissistic personality. Future research has to observe the same aspects to test the consistency of research results, so future research result can validate this research with a wider sample. The writer also expects future research to develop variables that can mediate the influence of humour and narcissistic personality on innovative outcomes.

The writer suggests that the government to show attention and offer support to SME actors before innovative projects can be developed and implemented. For example, providing training to develop innovative energy, so the SME actors are more independent. Also, it can show the government's concern on the SME actors' welfare.

The writer encourages the SME actors to express their ideas freely, to take risk-taking and to develop new ideas, for example by participating in a competition in the field of SME, so their ideas can be implemented into innovative outcomes and can be an advantage compared to the outcomes of competitors' product.

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