



The Effect of Humor on The Innovative Output with Innovative Work Behavior as Variable of Meditation

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Abstract

The aim of this research is to know the role of innovative work behavior mediation on the relationship of humor to the innovative output. The population in this study is all owners of SMEs in the Semarang city. Methods of data collection using observation, interview, and questioners. Sampling technique using multiple random sampling. The sample size is 201 SMEs actors. Methods of data analysis using descriptive analysis, validity and reliability test, and hypothesis test. Data analysis using WarpPLS software version 7.0. The results showed that humor increases innovative work behavior and innovative output. In addition, innovative work behavior also increase innovative output. Furthermore, this study found the effect of humor on innovative output can be mediated by innovative work behavior.

INTRODUCTION

Competition in the industry has always encourage companies to capable of innovation (Zander & Kogut, 1995; Elche-hotelano, 2011). The tight competition in the business world, both small and medium industries and the emergence of newcomers, is not something that can be prevented by industry players, thus demanding business actors to innovate in order to compete in the industrial market. According to Elche-hotelano (2011) in today's competitive environment, the development and introduction of innovation is key to the company's survival. Entrepreneur is a person who creates a business that is dealing with risk and uncertainty with the aim of gaining profit and experiencing growth by identifying opportunities and utilizing the necessary resources (Kuswanti & Prihandono, 2017). The success of the business and the survival of a company are the goals of every business actor (Hidayat & Murwatnigsih, 2018). Therefore, innovation is widely regarded as an important basis for creating a competitive advantage for companies in penetrating the industrial market and sustainable business growth in an always changing business environment.

In general, innovation is to do the process of renewal / utilization / development by creating new things that are different from before. In the context of innovation, the term innovation is distinguished into two, namely innovative inputs and innovative outputs. According to Blind et al. (2017) Innovative input is defined as the quality of human resources invested by the organization in the invasion process, for example a change of ideas related to all the needs of the organization to create a new system that is better. While innovative Outputs are defined as the results achieved from innovation activities by measuring areas of performance that are important for organizational success, in this case the success of an innovation work is determined by the widespread acceptance of such innovations by the public or the public, such as the ability of the organization in the form of sales of innovative ideas. (Blind et al., 2017; Smith & Webster, 2018).

Currently, in running an everyday business, the company have to make innovative output to remain competitive and survive for longterm (Aslam et al., 2017). The innovative output that will emerge from the organization in general depends on the individual and the atmosphere of the or-

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ganization, where the organization becomes the benchmark as a pioneer in the development of innovative results so that it will encourage individuals to prepare themselves with unique suggestions and solutions (Ghosh, 2016). The behavior of employees who actively give an idea or a new idea to solve a problem in the organization will help an organization (Kurniawan & Ranihusna, 2019). One of the factors that can affect the quality and quantity of jobs that do employees are internal factors that exist in each one of the employees themselves (Martono et al., 2018). Therefore, innovation is considered as one of the elements of development that is very important for businesses so that in this case requires accurate specifications regarding innovation schemes (Quintane et al., 2011). As an entrepreneur in a business environment, business people should play a role in the company's survival in order to keep growing and produce something different.

An example of innovative Outputs is the Research & Development department, in the R&D department of a company responsible for all research and development activities in the company. The R&D section is also responsible for ensuring the quality of performance within the company in accordance with the standards set by the company. R&D conducts testing and continues to develop new technologies to improve the quality of products produced by the company. In the process of innovation, to achieve business success, good communication between members within the department / organization and between superiors and subordinates. The communication process is very important because it is done to inform, convince, motivate, and provide a sense of mutual understanding (Genç, 2017).

Regardless of the size of the company, communication is essential to business success. To plan and develop sustainable strategies, people need to express themselves internally and externally using appropriate modes of communication. Communication is fundamental in business because business is a collaborative activity (Hooker, 2012). Today has become an era of leisure economy where fun activities are transformed into activities that generate a plus point in the economic field (Adhiatma et al., 2019) Communication styles vary widely around the world, and this contributes to a surprising variety of business styles. One of the communication styles in the business environment, namely humor. It has become a social phenomenon that humor is a form of communication between two or more people in a group that is done in order to make the interlocut become laughable, giddy, entertained, happy and amused so as to attract attention (Hurmelin-

na-Laukkanen et al., 2016). Mesmer-Magnus and Glew (2012) also said that humor communication is common in organizations, workplaces and business interactions. Humor consists of high-quality core elements and positive interpersonal relationships.

Communication with humor can actually support the organization's innovative externality, if the leader within the organization has innovative work behavior towards the environment (Hurmelinna-Laukkanen et al., 2016). Here the human resources factor becomes very important because innovation is related to the behavior and ability of leaders. One of the main objectives of an organization is to win the competition, to be able to win the competition, the organization needs human resources who are able to create innovative new ideas and benefit the progress of the organization (Amalia & Wulansari, 2017). Innovative human resources are needed in order to create efficiency and effectiveness in an organization, so human resources have an important role to maintain business (Joseph, 2012). Human resources and behavior have a significant impact on the innovation process (Omri, 2015).

In today's global era, marked by rapid changes in the overall state of the economy, this creates a demand that must be met by economic and industrial actors (Novira & Martono, 2015). Globalization and free trade are challenges for Micro, Small and Medium Enterprise to maintain its existence (Prameswari et al., 2017). There is a growing consensus that innovation in the organization is realized through effort and work behavior (Kesting & Ulhøi, 2010). Innovative work behavior is a set of interconnected behaviors with different aspects of creativity and ideas exploration and implementation of ideas (Dorenbosch et al., 2005) by building organizational support as well as ideas of others who later became part of the whole team to implement ideas, so that work behavior is not one time discrete activity (Jong & Hartog, 2008). Innovative work behavior is the implementation of tasks accompanied by the application of new things in an effort to improve quality (Utomo & Widodo, 2012). Innovative work behavior is a set of behaviors related to different aspects of the creative activity of the exploration of ideas and the implementation of ideas as well as different from innovative outputs that actually refer to the results of the process (Hurmelinna Laukkanen et al., 2016). It can be said that innovative behaviors with innovative outsiders are interconnected.

Individual creativity and innovation capacity that can be considered an element of innovative work behavior have been repeatedly found to be

connected to the out end of innovation and performance, both at the individual and organizational level (Andries & Czarnitzki, 2014). Innovative behavior is also defined in the literature as the application of components that are expected to produce innovative outputs (Jong & Hartog, 2008). The innovative work behavior of superiors refers to the behavior of superiors in development, new initiation, the creation of useful ideas and applying these ideas into new products, services and better ways of doing work. (Afsar et al., 2014).

The prior conducted 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, 2015). SME's actors need innovation in order to create solutions to overcome investment problems, provide benefits to customers and consumers through improving the quality of service (Staniewski et al., 2016) the industry is of substantial importance to the development of other sectors. Competition is highly intense, and the industry itself is susceptible to changes in market circumstances that force the entities operating in it to continuously take actions to enhance their competitiveness by, among other things, introducing innovative solutions. The objective of the present study is to evaluate the level of innovativeness of enterprises in the small and medium-sized (SME). Innovations in SMEs can also revive the realization of new processes so that business performance is more developed so that it has competitiveness with its competitors (Gledson & Phoenix, 2017). Unlike previous research that mostly focused on the performance of SMEs such as Wulansari et al. (2015) on human resource planning to improve the performance of SMEs. This research was conducted to test communication with humor on innovative outputs.

SME's are the group that can most survive when the economic crisis hits indonesia. An increase in the number of small and medium-sized businesses can definitely create great job opportunities. This is quite reasonable considering that the SMEs sector has the prospect of being developed, also has different characteristics with large companies (HC et al., 2019). However, this SME can still be seen as a weak business performance (Tobing et al., 2018). It found that about 27% of SMEs have competitiveness, while 73% have no competitiveness (Lewuk & Japi, 2017). It is sus-

pected that the problem exists due to the following issues, including model problems, and inadequate management of business management (Sudaryanto et al., 2014).

In this case management problems or lack of management support can be a hindrance. In addition to these problems, the lack of business innovation can also make businesses less able to compete in the world market. SME's tend to face many challenges in developing their businesses, ranging from classic financial challenges to innovation challenges (Sari & Asad, 2018). This phenomenon is supported by research conducted 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 assistant of SME empowerment section of Semarang City stated that the level of development and innovation of SME actors in semarang city has actually increased only the lack of awareness from SMEs to develop their business innovations. 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, 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 humor for SMEs actors, it is needed to conduct research to reveal the relationship of humor, innovative work behaviors and innovative outputs on SMEs 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).

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. A good organizational environment also needs to be created by people in the organization so that organizational commitment can be formed (Mahmud et al., 2019). 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. Humorous communication as a compulsive strategy that is positively related to innovative work behaviors because it triggers relevant cognitive, affective and relational processes (Pundt, 2015). Therefore, humor communication gives way to creativity and generation of ideas as part of innovative innovative behaviors. (Rank et al., 2004).

The result of a study showed that communication with humour has a positive influence on the innovative work behaviour (Hurmelinna-Laukkanen 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.

H1: If humour rises, innovative work behaviour 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 outputs (Jong & Hartog, 2008).

Hurmelinna-Laukkanen et al., (2016) and Walled Omri (2015) who examined the effect of innovative work behaviour on innovative outputs stated that innovative work behaviour has a positive effect on innovative outputs. That is, the higher the innovative work behaviour, the higher the innovative outputs. Conversely, the lower innovative work behaviour the lower innovative outputs.

H2: If innovative work behaviour increases, innovative outputs rise.

According to Martin (2003) humour from a psychological perspective is a broad concept and has many concepts that can be defined theoretically 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. Communication with humour 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 humourous 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).

Hurmelinna-Laukkanen et al., (2016) who examined the effect of humor on innovative outputs stated that humor has a positive effect on innovative outputs. That is, the higher the humor, the higher the innovative outputs. Conversely, the lower humor the lower innovative outputs.

H3: If humour increases, innovative outputs rise.

Innovative work behavior refers to a deliberate introduction to new and useful ideas, such as regulating the behaviors needed to develop, launch and implement ideas with the aim of improving personal or business performance. Innovative work behavior is also defined in literature as the application of components that are expected to be biased to produce innovative, beneficial external products (Jong & Hartog, 2008). Innovative work behavior is a stimulus and driver that is expected to increase innovative output.

Hurmelinna Laukkanen et al. (2016) and Omri (2015) who examined the effect of innovative work behaviour on innovative outputs stated that innovative work behaviour has a positive effect on innovative outputs. That is, the higher innovative work behaviour, the higher innovative outputs. Conversely, the lower innovative work behaviour the lower innovative outputs.

H4: If humour increases, innovative outputs rise through innovative work behaviour.

The theoretical framework can be described as follows:

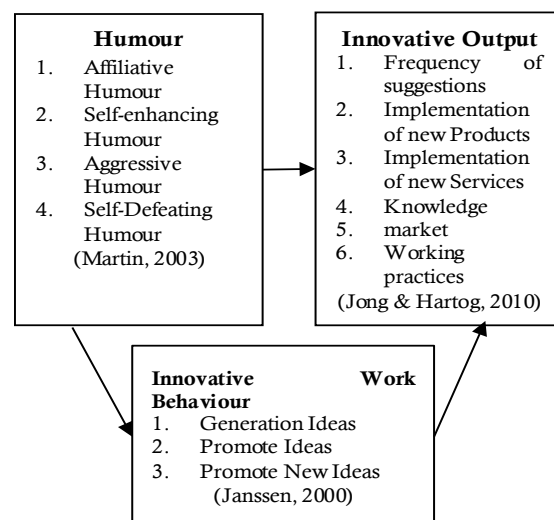


Figure 1. Research Model

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). Innovative work behaviour was measured by 8 statement items used (Janssen, 2000). 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 7.0 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) (Solimun et al., 2017).

General SEM is analyzed and found that 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 7.0 program, obtained a structural model (inner model) is shown in Figure 2.

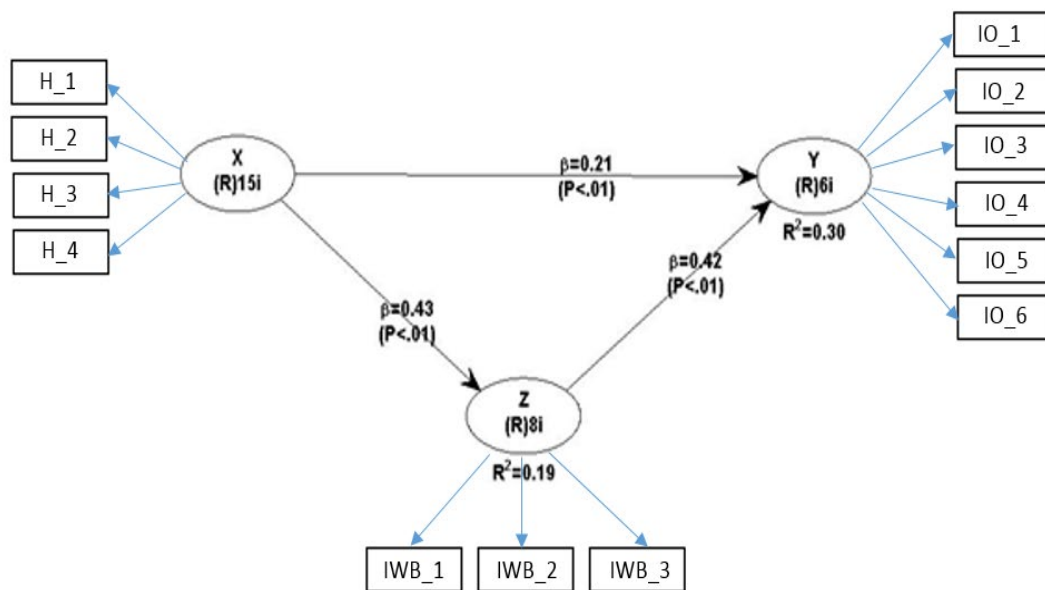


Figure 2. The Research Structural Model (Inner Model)

Based on Figure 2 it can be seen that the influence of Humour on the Innovative Work Behaviour with a path coefficient was at 0,43 and $p < 0,01$. By considering that p was less than 0.05, it was considered significant. Thus H1 was accepted. The Effect of Innovative Work Behaviour on the Innovative Outputs with path coefficients was at 0,42 and $p < 0,01$. . By considering that p was less than 0.05, it was considered significant. Thus H2 was accepted. The Effect of Humour on the Innovative Outputs with a path coefficient was at 0,21 and $p < 0,01$. By considering that p was less than 0.05, it was considered significant. Thus H3 was accepted.

After conducting mediation testing using WarpPLS 7.0 program, as shown in Figure 3 above, the results of the correlation between humour on innovative outputs generated a number of 0,18 and a significant value of $p < 0,01$. While the direct influence between humour on innovative outputs without involving mediating variables produced a number of 0,21. It can be seen that there was a decrease between direct effect = 0,21 and indirect effect = 0,18. 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 H4 was accepted. It was caused by decreasing value of the path coefficient from the direct relationship to the indirect value.

CONCLUSION AND RECOMMENDATION

Based on the results of research, The Effect of Humour on the Innovative Outputs, with Innovative Work Behaviour of SMEs In Semarang City, it is obtained as follows:

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.

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.

Humour increases innovative outputs,

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 outputs of SME in Semarang City.

Humour enhances innovative outputs 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. Based on the results of the research and discussions that have been described, the suggestions that can be given by researchers are as follows:

For future research, it is expected that the same research should observe different research object on the respondents who need humour. 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 on innovative outputs.

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 outputs and can be an advantage compared to the outputs of competitors' product.

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.

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