

ANALYSIS OF PSYCHOLOGICAL CAPITAL AND SOCIAL CAPITAL ON INNOVATIVE WORK BEHAVIOR IN CIREBON CITY AND REGENCY MEDIA COMPANIES

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Abstract

Optimizing all company resources is one way a company can survive with the times. Human resources are the main and most important part of creating and developing innovative ideas within the company. One aspect that causes change in a company is innovative work behavior, and the driving factors for creating innovative work behavior are psychological capital and social capital. So, this research aims to examine the relationship between psychological capital and social capital in innovative work behavior. Using quantitative research with employees of media companies in Cirebon City and Regency as the research population. Obtaining a sample of 153 respondents, using non-probability sampling techniques with questionnaire instruments and using multiple regression analysis on the SPSS 22 application. This research obtained results that there was a significant influence between Psychological Capital and Innovative Work Behavior, then there was a significant influence of Social Capital on Innovative Work Behavior, and the existence of a significant influence of Psychological Capital and Social Capital on Innovative Work Behavior.

Keywords: Psychological Capital, Social Capital, Innovative Work Behavior

INTRODUCTION

The rapid development of sophisticated technology in today's era ensures that various innovations are needed to be able to adapt to it. Innovation is intended to create new goods, processes, or services that are useful to both individuals and other people (Al-Omari et al., 2019). Study (Iqbal et al., 2020) said the importance of innovation for a company is to be able to adapt to all changes in its environment. Therefore, a company can use it as an opportunity to be superior to its competitors. According to opinion (Ranihusna et al., 2021) every company competes with each other to increase innovation and productivity to grow, advance, and survive in the market.

Optimizing all company resources is one-way companies can survive with the times. Human resources are the main and most important part of creating and developing innovative ideas within the company. This was also said by (Etikariena, 2020) that the employee is one aspect that causes change within the company, including innovation. The things that a person or individual does to give birth or create something new, which represents a change to the previous pattern of organizational behavior is called innovative behavior (Pramono, 2020). Similar to what was stated (Utomo et al., 2023) developing, incorporating, and implementing new concepts that are beneficial to an organization is known as innovative work behavior (Utomo et al., 2023). Innovative work behavior is needed by companies to develop and improve the performance of an organization, in line with what research says (Efandi & Syuhada, 2021) that innovative work behavior arises because of the demand to create maximum productivity for the company.

(Srirahayu et al., 2023) explains that innovative work behavior influences individual and organizational factors (internal and external). And individual psychology is a factor that influences innovative work behavior. Besides that, (Natalia & Sandroto, 2020) suggest that the driving factors for creating innovative work behavior are harmony between employees and the organization and knowledge-sharing behavior. One of the important factors driving employee participation in sharing knowledge is psychological capital (Qiu et al., 2015).

Psychological Capital is an individual's psychological state that includes self-confidence when handling difficult tasks (self-efficacy), and building a positive attitude (optimism) regarding success in the present and the future. And commitment to goals,

characterized by hard work and looking for alternative ways to achieve goals (hopes). As well as the ability to bounce back when faced with difficult problems (resilience) (Luthans et al., 2007). Similar to research (Paul V & Devi, 2018) defines psychological capital as a group of behavioral and motivational tendencies that emerge from the HERO variable (Hope, Self-efficacy, resilience, and optimism).

Several previous researchers have conducted research on the relationship between Psychological Capital and Innovative Work Behavior, including research (Hasan & Eva, 2022) Proving the relationship between psychological capital and innovative work behavior, a significant relationship was found. Because psychological capital includes aspects that contribute to innovative behavior in the workplace. The latest research entitled "The Relationship Between Innovative Work Behavior and Psychological Capital in Tomohon City Agriculture and Fisheries Service Employees" concluded that innovative work behavior and psychological capital have a positive and significant relationship (Sumigar et al., 2023)

Meanwhile, there are different results from research (Ilma et al., 2023) that psychological capital has a negative and insignificant effect on the innovative work behavior of employees at the Education, Youth, and Sports Department in Tojo Una Una Regency. From the differences in the results of these studies, it would be interesting research for researchers to study further to obtain more actual results regarding the relationship between employee innovative work behavior and employee psychological capital.

Another driving factor in creating innovative work behavior is knowledge-sharing behavior (Natalia & Sandroto, 2020). With the process of exchanging knowledge between employees, strong relationships and mutual trust will likely be established between employees. Having a relationship of mutual trust is more likely to create an exchange of knowledge and resources that drives innovation (Kim & Shim, 2018).

The definition of Social Capital is a set of actual and potential resources that exist in a social network and can be discovered and obtained by individuals or social units (Nahapiet & Goshal, 1998). Social capital provides an understanding of what it means to trust, togetherness, tolerance, and engagement, which are critical to survival strategies (Juniarsih, 2018). It can be concluded that modal Social refers to the extent of connections and relationships an employee has with other coworkers. So, the higher the level of closeness

between the employee and the organization, the closer the relationship between the employee and the surrounding environment, including co-workers (Lan, 2019). In a collaborative workplace, employees will tend to be enthusiastic and challenged to produce creative and innovative ideas.

Several researchers have researched the relationship between social capital and employee innovative work behavior, including research (Haider & Akbar, 2017) revealed that social capital has a positive and significant impact on innovative work behavior. The research carried out (Rozaq, 2022) revealed the same results that social capital has a positive and significant influence on innovative work behavior. Meanwhile, the research carried out (Wulandari & Malik, 2014) found different results that social capital did not affect innovative work behavior, because individuals relied more on their own decisions. The different results from these studies are interesting to further deepen the relationship between social capital and innovative work behavior.

Based on the phenomenon regarding the importance of innovative behavior of a company's employees and the gap in research results regarding the influence of Psychological Capital and Social Capital on Innovative Work Behavior. Researchers are motivated to research these variables. The aim is to determine employee innovative behavior which is influenced by psychological capital and social capital variables. It is hoped that the findings of this research will have an impact on researchers to serve as a reference for further research regarding these variables. Apart from that, it can be a review material for stakeholders to increase employee capacity and the company's competitive advantage.

REVIEW OF LITERATURE

Psychological Capital

(Luthans et al., 2007) defines as a person's psychological state that is good and developed with the following characteristics: 1) Owning a strong sense of self-awareness (self-efficacy) to identify and maximize the tasks undertaken; 2) Building and develop positive thinking (optimism) regarding achievements; 3) Demonstrating determination, consistency, and discipline in achieving goals and striving to achieve them again (hope); 4)

Demonstrating resilience and perseverance in overcoming challenges towards success (resiliency).

Based on the definition above, it explains that positive individual attitudes and behavior will encourage organizational change. Opinion (Saputri et al., 2023) said the same thing that psychological capital can be a change in a person's psychological condition related to positive emotions and the ability to control and influence the environment based on the individual's desires and abilities. It is said that the higher the psychological capital, the stronger the individual's belief in his creativity (Chen et al., 2021).

According to (Luthans et al., 2007) Hope, Resilience, Optimism, and Self-efficacy are dimensions of capital. Opinion from (Bak et al., 2022) also reinforces the dimension of Psychological Capital that employees who have self-confidence will set high goals and will make great efforts to achieve them. They will also know the risks and challenges they will face.

Social Capital

The definition of Social Capital is a vital resource consisting of three dimensions: structural, relational, and cognitive (Nahapiet & Goshal, 1998). The concept of social capital according to (Clausen et al., 2019) refers to the newest and potential resources in human relations. Another opinion says that a concept of long-term communication results in groups based on cooperative relationships is also called social capital (Febrian et al., 2021). Social capital is also said to be a resource contained in relationships between individuals that provides useful support and can be used to build and maintain trust (Häuberer & Jerábek, 2010)

Within the scope of the company, social capital can be achieved both internally and externally. Relationships between employees, units, and departments comprise internal social capital, while relationships with external entities and stakeholders comprise external social capital (Tastan et al., 2020). And (Nahapiet & Goshal, 1998) emphasize that more successful organizations have better social relationships and ties with internal and external stakeholders.

The dimensions of social capital are as follows (Nahapiet & Goshal, 1998): 1) Structural dimension, which refers to the frequency of interaction, the frequency of contact between things; 2) The cognitive dimension, refers to similarities between parties in

organizational culture, business philosophy, goals, and vision; 3) The relational dimension, refers to the trust, friendship, respect, and reciprocity built through regular interactions between individuals.

Innovative Work Behavior

Definition according to (Janssen, 2000) refers to employee behavior to generate, introduce, and develop creative ideas in the workplace. As well as contributing to a team or organization to improve performance. Study (Sari et al., 2021) also said that innovative work behavior involves creating new things (generating ideas), which requires employees to stay focused and enjoy their work.

Research (Messmann et al., 2022) defines Innovative work behavior as an individual's contribution to the development of innovative solutions, consisting of all physical and mental activities carried out by employees alone or between employees. To generate innovative ideas, explore opportunities, build support, and produce innovative models.

Idea generation and idea implementation refer to the process of developing novel ideas to address work-related problems or challenges. Taking new processes into daily work activities includes implementing these new ideas (Sudibjo & Prameswari, 2021).

Dimensions of innovative work behavior according to (Janssen, 2000) consist of: 1) Generation of ideas; 2) Promotion of ideas; and 3) Realization of ideas.

Hypothesis Development

The Influence of Psychological Capital on Innovative Work Behavior

(Suroso et al., 2021) stated the results that Psychological Capital had a positive and significant effect on innovative behavior in his research. The study (Kuang et al., 2022) shows that positive emotions are positively correlated with innovative behavior demonstrated by employees in the new media industry in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou, China. (Saputri et al., 2023) also researched the culinary MSME sector in the city of Jambi and found a significant positive relationship between psychological capital and innovation behavior.

Research (Hasanah et al., 2019) revealed that psychological capital can help students from the Health Training Agency at the Ministry of Health overcome various obstacles regarding innovative work behavior. (Baharudin & Ekowati, 2022) The research also proves

that the better the employee's psychological capital, the higher the impact on the innovative behavior of employees of the *Bandar Kidul Ikat* weaving company, Kediri City in developing, introducing, and implementing new ideas that are beneficial for both the individual and the company. Even within the scope of BUMN employees, to be able to increase innovative behavior, psychological capital is one of the requirements in the employee selection process. This emphasizes that strong psychological capital is needed to be innovative (Anggraeni & Rachmawati, 2023).

The Influence of Social Capital on Innovative Work Behavior

The study (Kuang et al., 2022) said that innovative behavior in the media industry can be encouraged by creating a flexible work environment, providing positive feedback, and always supporting employee progress or work performance. (Kim & Shim, 2018) showed the results of the study that all dimensions of social capital significantly influence organizational performance and innovation among Bomun tourism SMEs in South Korea. Research testing (Purwati et al., 2020) also concluded that social capital has a significant effect on the innovation ability of SMEs. Research conducted by (Fandiño et al., 2019) stated that Organizational Social Capital (OSC) has a positive and significant relationship with increasing innovation because it acts as a moderator which acts as an influential factor in increasing the innovation of the organization.

Research (Kurnia & Trisninawati, 2023) said that the higher the social capital, the higher the innovative work behavior. This is proven by the positive or significant influence of social capital on innovation behavior in telecommunications companies.

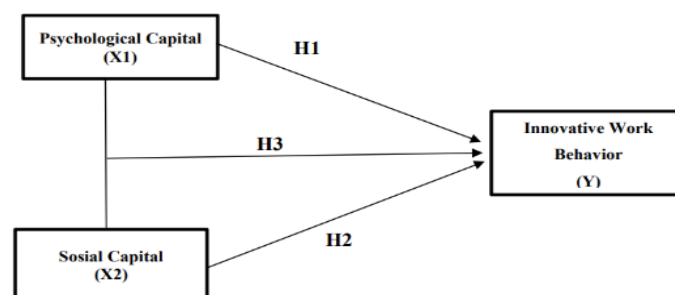


Figure 1
Theoretical Framework
Source: Authors' Analysis, 2024

Hypothesis

The hypothesis from the above framework is: 1) There is a significant influence between Psychological Capital on Innovative Work Behavior; 2) There is a significant influence between Social Capital on Innovative Work Behavior; 3) And there is a significant influence between Psychological Capital and Social Capital on Innovative Work Behavior

RESEARCH METHOD

The research will be carried out in January-February 2024 with quantitative research. Scientific research is based on a theoretical framework, views, or opinions of experts, then developed into a problem and its solution. As well as getting justification (validation) in the form of reports supporting the empirical data that will be submitted (Priadana & Sunarsi, 2021).

Population and Sample

The research population includes employees of media companies in Cirebon City and Regency. A sample of 153 people was successfully collected consisting of 17 companies from various multi-platform products, both print and non-print (radio, social media). These media companies were obtained from data from the Cirebon City and Regency Communication and Informatics Service. And with official permission, researchers visited these companies to collect data.

The study used a non-probability sampling technique because the population size was unknown. To determine the size of the research sample, a minimum of 20 times the number of samples of the number of research variables (Jr et al., 2018). By using certain considerations according to the purposive sampling technique (Sugiyono, 2017).

Instruments and Measurements Variable

The instrument used is questionnaire data collection with a 5-point Likert scale, also applying statistical calculation techniques, or SPSS 22 computing. For measuring The innovative work behavior variable used in this research is idea generation, idea promotion, and idea realization (Janssen, 2000). Furthermore, Psychological Capital is measured through several indicators according to (Luthans et al., 2007) namely Hope, Resilience, Optimism, and Self-efficacy. Then the Social Capital variable in this research is measured through 3

measurement indicators developed (Nahapiet & Goshal, 1998) namely relational capital, cognitive capital, and structural capital.

RESULTS AND DISCUSSION

The results of data processing display the characteristics of respondents, which are presented as follows:

Table 1
Characteristics of Respondents

Category	Description	Amount	Percent (%)
Gender	Man	97	63.4%
	Woman	56	36.6%
Age	< 20 years	16	10.5%
	20 - 40 years	90	58.8%
	41 – 60 years	46	30.1%
	> 60 years	1	0.7%
Education	< High school	2	1.3%
	Senior high school	69	45.1%
	Diploma	7	4.6%
	Bachelor	75	49%
Years of Service	< 1 year	26	17%
	1 - 10 years	86	56.2%
	10 - 30 years	34	22.2%
	> 30 years	7	4.6%

Source: Data Processing Results, 2024

Based on Table 1 of the main characteristics of respondents, it turns out that men numbered 97 people (63.4%), while women numbered 56 people (36.6%) of the total number of respondents. Therefore, the majority of respondents to this study were men. In terms of age, most are between 20 and 40 years old. Then in terms of educational level, most have a bachelor's degree and have worked for 1-10 years.

To measure the accuracy of the instrument for the variables studied, researchers carried out tests on the table below:

Table 2
Instrument validity test results

Indicator	Pearson Correlation Value	Value - P	Conclusion
Innovative Work Behavior (IWB)			
IWB01	0.452	0.00	<i>Valid</i>
IWB02	0.602	0.00	<i>Valid</i>
IWB03	0.497	0.00	<i>Valid</i>
IWB04	0.517	0.00	<i>Valid</i>
IWB05	0.682	0.00	<i>Valid</i>
IWB06	0.691	0.00	<i>Valid</i>
IWB07	0.664	0.00	<i>Valid</i>
IWB08	0.630	0.00	<i>Valid</i>
Psychological Capital (PC)			
PC01	0.629	0.00	<i>Valid</i>
PC01	0.535	0.00	<i>Valid</i>
PC01	0.556	0.00	<i>Valid</i>
PC01	0.550	0.00	<i>Valid</i>
PC01	0.539	0.00	<i>Valid</i>
PC01	0.435	0.00	<i>Valid</i>
PC01	0.467	0.00	<i>Valid</i>
PC01	0.596	0.00	<i>Valid</i>
Social Capital (SC)			
SC01	0.693	0.00	<i>Valid</i>
SC01	0.643	0.00	<i>Valid</i>
SC01	0.608	0.00	<i>Valid</i>
SC01	0.450	0.00	<i>Valid</i>
SC01	0.361	0.00	<i>Valid</i>
SC01	0.529	0.00	<i>Valid</i>

Source: Data Processing Results, 2024

Based on Table 2, the results of validity testing with a sample size (N) of 153, the calculated r-value is more than 0.159, and the Sig. 2-tailed (0.00) < 0.05. So, the instruments from the variables of psychological capital, Social Capital, and Innovative Work Behavior are said to be valid. To determine the consistency or stability of the research instrument, the instrument reliability test below is carried out:

Table 3
Reliability Statistics Test Results

Variable	Cronbach's Alpha	Information
Innovative Work Behavior	.775	Reliable
Psychological Capital	.813	Reliable
Social Capital	.844	Reliable

Source: Data Processing Results, 2024

Based on Table 3 above, it is known that all variables are reliable. With a Cronbach's Alpha value above 0.6.

To find out the influence of psychological capital and social capital on innovative work behavior, you can find out the following:

Table 4
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.634 ^a	.402	.394	3.44703	.402	50,479	2	150	.000	1,524

a. Predictors: (Constant), Psychological Capital
 b. Dependent Variable: Innovative Behavior

Source: Data Processing Results, 2024

Based on the test table above, the correlation coefficient value for the variables Psychological Capital, Social Capital, and Innovative Work Behavior is 0.634. This means that the degree of relationship between the variables of psychological capital, social capital, and innovative work behavior is in the "strong" category.

The coefficient of determination of the psychological capital and social capital variables on innovative work behavior is 0.402. It can be said that the influence of psychological capital and social capital variables on innovative work behavior is 40%. In the table below, the significance of the influence of the variables of psychological capital,

social capital and innovative work behavior is known:

Source: Data Processing Results, 2024

Table 5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	8,574	2,272		3,774	,000					
1 Psychological Capital	,481	,073	,478	6,611	,000	,597	,475	,417	,762	1,312
Social Capital	,320	,095	,244	3,381	,001	,478	,266	,213	,762	1,312

a. Dependent Variable:
 Innovative Behavior

Based on Table 5, the Sig value of the variable Psychological Capital $0.000 < 0.05$ which means there is a significant influence between Psychological Capital to Innovative Behavior.

H1: Accepted

Next, the Sig variable value Social Capital $0.001 < 0.05$ means there is a significant influence between the variables Social Capital to Innovative Behavior.

H2: Accepted

It can be seen that the tolerance value of the independent variable is > 0.10 (0.762) and the VIF value is < 10 (1.312). So, there is no multicollinearity in all independent (free) variables. To determine the simultaneous significance of the influence of psychological capital, social capital, and innovative work behavior, it can be seen as follows:

Table 6.
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1199,594	2	599,797	50,479	,000 ^a
Residual	1782,301	150	11,882		
Total	2981,895	152			

a. Predictors: (Constant), Social Capital, Psychological Capital

b. Dependent Variable: Innovative Behavior

Source: Data Processing Results, 2024

Based on the ANOVA table, the Sig value is $0.00 < 0.05$, which means that simultaneously there is a significant influence between Psychological Capital and social capital on Innovative work behavior.

H3: Accepted

The Influence of Psychological Capital on Innovative Work Behavior

Based on the results of this research, the Sig value of the Psychological Capital variable is $0.000 < 0.05$, which means that there is a significant influence between Psychological Capital and Innovative Behavior. This shows that psychological capital has a positive and significant effect on the innovative behavior of employees at media companies in the city and district of Cirebon, so H1: Accepted. These results mean that psychological capital is a factor influencing the level of employee innovative behavior, Employees who have good psychological capital are more likely to show creative or innovative behavior in their work. Similar to research findings (Sumigar et al., 2023) which show that there is a positive and significant relationship between Psychological Capital and Innovative Work Behavior. Meanwhile, the results differ from research (Ilma et al., 2023) conclude that Psychological capital has a negative and insignificant effect on innovative work behavior.

These findings can prove that there is a research gap in research (Ilma et al., 2023) which says employees who have no expectations at work do not contribute significantly to increasing innovative work behavior. So, the results of this research verify and confirm the significant influence of Psychological Capital on Innovative Work Behavior.

The Influence of Social Capital on Innovative Work Behavior

Based on the findings of this research, it is proven that there is a positive and significant influence between social capital and innovative work behavior of employees in media companies in the city and district of Cirebon. If you look at the Sig value of the Social Capital variable, it is $0.001 < 0.05$, meaning that there is a significant influence between the Social Capital variable and Innovative Behavior. So H2: Accepted. From these results, it can also be interpreted that the closer the relationship between employees and their work environment, the more enthusiastic and motivated employees will be to come up with creative and innovative ideas. In addition, it confirms and strengthens the results of previous

research by (Purwati et al., 2020) and research (Kurnia & Trisninawati, 2023) which proves that there is a significant influence between social capital and innovative work behavior.

The results of this research also expand and explore research objects from previous research recommendations such as (Purwati et al., 2020) And (Kurnia & Trisninawati, 2023) which only researches one company and a particular sector. Apart from that, it can add predictor variables of innovative work behavior. Thus, it will enrich references regarding factors that increase employee innovative work behavior.

CONCLUSION

Based on the findings and discussion of this research, it can be concluded that: 1) Psychological Capital has a significant effect on Innovative Work Behavior; 2) Social Capital has a significant effect on Innovative Work Behavior; 3) Psychological Capital and Social Capital can be used as a predictor of the level of Innovative Work Behavior

This research has explored and contributed to a deeper look at the influence of Psychological Capital and Social Capital in encouraging innovative work behavior of media workers. And that way it will enrich references regarding aspects that influence the high and low levels of employee innovative work behavior.

This research is limited to employees of companies in the media industry and certain cities, so the generalization of these results may be limited to certain scopes. Thus, further research can examine more deeply the relationship between Psychological Capital, Social Capital, and Innovative Work Behavior both in several sectors and in several cities in Indonesia. Apart from that, it can add other relevant variables, which can provide broader and deeper insight into the aspects that influence innovative work behavior.

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