

Work Stress Effect on The Creativity of Employees Moderated by Emotional Intelligence

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ABSTRACT. This study aims to determine the effect of work stress on creativity and influence of emotional intelligence as variabel moderator of the effect between job stress with creativity. The study population was the employees who worked as a designer in a company engaged in the creative industries. The study involved 50 employees who served as designers and illustrators. Subjects given scale of job stress, creativity and emotional intelligence. This research data analysis techniques using simple regression analysis and regression model of moderation. The results of a simple regression analysis showed that job stress negatively affects employee creativity ($\beta = -0.352$). While the results of analysis using the analysis showed that emotional intelligence moderation moderates the effect of work stress on performance significant ($\beta = 0.784$). These results indicate that emotional intelligence dilutes the effect of work stress on performance.

Keywords: Job stress, creativity, emotional intelligence

Introduction

The creative industries in the field of graphic design is the most basic work in supporting a product produced a company. Graphic design is a form of communication visual of text or images to convey the message or information. Art Graphic Design include cognitive abilities and skills, including typography, image processing and page layout. Graphic design covers all areas that require language translation verbal into visual design of the text and images on various media publications in order to convey messages to the communicant as effectively as possible. Graphic design is applied in communication design and fine art. As with other types of communication, graphic design can refer to the manufacturing process (design) or the resulting product (design / design).

A designer is the most important asset

in a company because it is a resource that directs the company and to maintain and develop the company. A company is expected to show its existence in positive terms that means being able to show a good performance in the eyes of internal and client side of a company. Therefore, human resources should always be considered, maintained and developed. In modern business, creativity and innovation is an important indicator of the performance of the organization, and creative work environment can promote the welfare of the employees in terms of job satisfaction and low intention to leave the job. (Beheshtifar & Zare, 2013).

Guilford (1977) states creativity is divergent thinking skills or ideas to explore various alternative answers to a problem, the same is true. According Widhiastuti (2014) the creative process is identical to think Janusian, which is a type of divergent thinking that trying to see different dimensions of diverse or even contrary to be some new thinking. Factors - creativity factors associated with employee performance such as: tolerance of ambiguity, a good listener, like developing ideas, many ideas, do not rush

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- rush, the full measure of comparison, and create something new or innovative (Bagheri, 2013).

A designer in the creative industries are required to give all of his ability to work according to the science disciplines. A designer is guided always think with creative and innovative. In a company of creative thinking is important in the growth and development of the company. Munandar (2009) says that the creativity or creative thinking is an ability to see all kinds of possibilities for the resolution of a problems-problems are increasingly complex in which the individual must be able to think, to form new ways or change old ways creatively in order to survive in the increasingly fierce competition.

Designers allegedly is one of the highest areas of work stress level it is known in the press release online community platform that displays a variety of information about the company and the world of work, compiling a list of professions in Indonesia with the highest stress levels and the lowest. Survey respondents followed 86,000 employees and workers through jobplanet.com sites since August 2015 until January 2017. They are spread throughout Indonesia and comes from a variety of industries and professions. Profession as a designer carrying a high enough level including profession stress.

Stress is the degree to which a person feels depressed due to several factors. Robbins (2007) defines job stress as a dynamic condition in which a person is confronted with the opportunities, barriers, or demand related to what they want and for that success was not certain. The influence of work stress is not necessarily a negative, or in other words, work stress can also have a beneficial impact for the company. At a certain stress level of stress is expected to spur employees to be able to complete the job as well as possible. Workers residing or working in stressful conditions will show changes in behavior. Such changes occur as a form of coping with work stress experienced.

In this case the poor performance of employees within a company due to job stress suffered by employees as a result of conflicts among employees, excessive workload, and time is urgent given the company to achieve the targets can lead to job stress Mangkunagara (2008), suggests that job stress is a feeling of distress experienced by employees in the face of the work. Work stress is evident from the syndrome, such as emotional instability,

feelings of calm, aloof, sleeplessness, excessive smoking, can not relax, anxiety, tension, nervousness, increased blood pressure and impaired digestion. Rival (2009) suggested that a condition of work stress tension that creates physical and psychological imbalance, affecting the emotions, thought processes and conditions of an employee.

Previous research conducted in Pakistan stated that job stress is a variable that can affect the performance. The study was conducted on a bank employee, where the result is no significant effect with a negative correlation between job stress and job performance and showed that reducing work stress individual achievement (Bashir and Ramay, 2010). Further research conducted by Allyl et al (2014) stated that the workload and role conflict, and respect for the work of employees is the main reason that causes stress on employees, and this stress reduces their efficiency.

One of the factors that affect performance are the factors of labor or human (the individual). Therefore, in order to improve the performance, then one of the things that need to be considered by an employee is an emotional quality. These qualities include empathy, express and understand feelings, anger control, self-reliance, adaptability, interpersonal problem-solving ability, perseverance, solidarity, hospitality, and the respect.

Damasio (1993) says that emotions play a big role against an act even in decision making "rational". High emotional intelligence will assist individuals in overcoming conflicts appropriately and create an exciting working conditions so as to produce a high performance as well. While low emotional intelligence will have a negative impact on them, because people are less able to make decisions rationally and can not properly deal with conflict. Cooper and Sawaf (2002) emotional intelligence formulate a starting point of four cornerstone models, consisting of emotional awareness, emotional fitness, emotional depth, and emotional alchemy. Goleman (2003) is largely split two emotional intelligence, competency personal (private), which includes the introduction of self (self-awareness), self control (self-regulation), self-motivation, and social competence consists of empathy and social skills.

Emotional intelligence that will either make a person capable of making decisions were firm and precise even in a state of distress. Emotional intelligence also makes people show

their integrity. People with good emotional intelligence is able to think clearly in spite of the pressure, act ethically, adhering to the principles and have an emotional impulse berprestasi. Intelligence means using emotions effectively to achieve the objectives appropriately, build productive working relationships and success in the workplace. This can be seen when individuals or employees who have the ability to think creatively to solve a problem with a good settlement. This is based on research that has been done before stating that individuals who divergent thinking in the face of the problem, they likely will not lead to high stress (James and Chartrand, 2009).

Ismail et al. (2009) states that recent studies in the field of stress show that employees who have the ability to manage stress has a significant influence on employee performance. In the model of stress, some researchers believe that employees are able to control and manage stress well when it works, the employee's performance in the company will be higher Ciarrochi et al. (2000). Employees were able to control and manage stress well are employees who have high emotional intelligence. Emotional intelligence affects the behavior of each individual to overcome the problems that occur in that person, including in the work environment, to have a person's emotional intelligence to motivate yourself, do not get frustrated, and most importantly, is able to control the stress (Goleman, 1998).

Past research on the relationship between job stress and employee performance inconsistent (Wu, 2011). Although, the majority of research shows job stress is negatively related to performance, but still do research on job stress is a positive relationship to performance. In some previous studies showed that some types of stress can have consequences as desired and some type of stress is also positively related to employee performance. Review of the research conducted by Wu (2011), explains that when a source of stress, such as targets and high work demands arise as a challenge will give a personal passion and give a much better job.

Employee performance is not only seen perfect working ability, but also the ability to control and manage themselves as well as the ability to build relationships with others (Trihandini, 2005). These capabilities by Daniel Goleman so-called Emotional Intelligence or the emotional intelligence. Goleman (1998) revealed that emotional intelligence accounts for 80% of

the determinants of success of a person, while the other 20% is determined by IQ (Intelligence Quotient).

Based on the above explanations, it can be seen that the work stress is not only linked to creativity but also emotional intelligence have to do with a stress work and creativity. Based on existing theories, researchers wanted to know how the effect of work stress on creativity if moderated by emotional intelligence. Selection of subjects by using employees who worked as a designer in the moving industry or creative industries which allegedly is a profession that high stress levels.

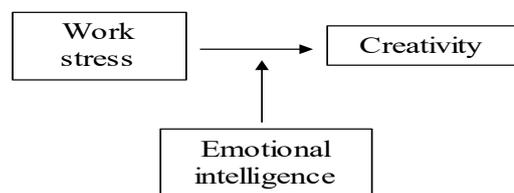


Chart 1 Mindset

From the description above, the formulation of the problem of this study is whether the work stress has an influence on the creativity of the employees? Does work stress moderating the emotional intelligence to employee creativity? The benefits of this research are expected to enrich the theory on stress of work, especially regarding creativity and intelligence.

Hypothesis 1: Job stress affects the creativity
 Hypothesis 2: Emotional intelligence influence on work stress on creativity

Research Methodology

Study Design

This study used quantitative methods descriptive design that is correlational. Correlational study aimed to investigate the extent of the variation in one variable associated with variations in one or more other variables, so as to obtain information about the level of relationship that occurs through this correlational study. Researchers conducting a study of the facts of what happened today. This study will present the extent of the influence of Job Stress on Creativity in moderation by the Emotional Intelligence of course using statistical calculation method.

Subjects The Study

Subjects were employees who worked as a

designer company engaged in the creative industries in the city of Malang. In taking the subjects used the technique in this research sampling method used is technique Nonprobability sampling purposive sampling which is purposive sampling with sample with drawal means that do choose subjects based on specific criteria set forth researchers. Researchers took Employees appropriate subject criteria researchers of 100 people with an error rate of 5% of the total population (Sugiyono, 2010).

Instrument

The independent variable in this study is that job stress is a physical and psychological response that arise because of the demands of the job do not match the capabilities of the employees. High job stress and can not be faced with either can influence to the declining productivity of the company. Methods of data collection is done by using a scale of job stress by using the theory Robbins (2007) which states that the symptoms of job stress: (1) physiological symptoms, (2) psychological symptoms, (3) the behavioral symptoms. Numbering 11-item scale with a validity ranging from 0.286 to 0.741, while the reliability of this scale is 0.980.

The dependent variable in this study is creativity. Creativity is the ability of a person to be able to create something new, the ideas that are original from my own thoughts. To measure creativity researchers used Creativity Questionnaire theory Torrance developed by Lyndi Smith (2010) using four aspects to be measured, namely (1) fluency or think well, (2) thinking flexibility, (3) think the original, (4) think detailed, total item on this scale amounted to 12 item with a value of validity ranged from 0.255 to 0.611 and 0.981 reliability value.

While emotional intelligence as a moderator variable, will be measured based on the theory of Goleman (2003), which consists of the characteristics of emotional intelligence is (1) Self-awareness, (2) setting up, (3) motivation, (4) Empathy, (5) social skills. The number of items in this test is 14 and has a reliability of 0.875. The third scale is in use in this study using a Likert models with a choice of five answers that strongly agree, agree, neutral, disagree, and strongly disagree.

Procedures and Data Analysis Research

This study begins with the search instrument or scale of job stress, creativity and emotional

intelligence. Then the researchers conducted a large-scale deployment in accordance with the target subjects already determined. After all the data is collected researchers went on to examine the validity and reliability of item as well as measure the item-item using regression analysis via software SPSS 21.

Result

From the research that has been done, obtained by the total number of subjects as many as 50 employees consisting of 33 boys and 17 women with the age range of subjects in the range of 20 - 27.

Table 1 Description of subject

Categories Subject	Number	Mean	Std. Deviation
Gender			
Male	33	-	-
Women	17	-	-
Minimum			
20 - 22	24	-	-
23 - 25	15	-	-
26 - 28	11	-	-
Education			
Diploma	22	-	-
Tier 1	28	-	-

A number of subjects in the can an employee who has been educated in the field of visual communication design with the status of education as an undergraduate and diploma Starata 1. Subject is an employee who has worked at the company or organization engaged in creative fields such as printing, advertising, TV stations, radio, magazines and newspapers.

Table 2 Results Regression

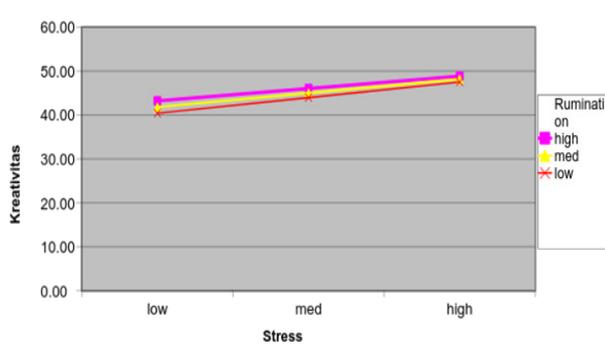
Test Category	R ²	β	Sig
Testing Direct X - Y	0.352	0.124	-0.352 0.012
Model Testing Moderation			
Work Stress	-	-	-,968 0.315
Emotional Intelligence	-	-	0.182 0.750
X * M	-	-	0.784 0.437

* p <0.05

Based on the results of the regression analysis can be concluded that the variables of job stress has a negative effect on the variable creativity (β = -0.352, p = 0.012). Then, after testing using a model of moderation analysis

showed that emotional intelligence moderator variables that have a positive influence on the dependent variable is the variable of creativity, but the results showed the numbers probability value was not significant ($\beta = 0.784$, $p = 0.437$).

Figure 1. Effect of Emotional Intelligence moderation against Independent and Dependent Variables



Discussion

The results showed that job stress has a negative influence on the creativity of an employee who worked as a designer. This is in line with the research which was previously conducted by Bashir and Ramay, (2010) in which the bank employee a result there is a significant effect with a negative correlation between job stress on job performance and creativity shown that stress reduces job performance and individual creativity. Besides the present research, a study done by Politis (2003) also found that there was a significant negative correlation between a person with the ability to divergent (creative thinking) in the face of pressures in occupational stress. This is consistent with the theory put forward by Robbins (2007) which defines job stress as a dynamic condition in which a person is confronted with the opportunities, barriers, or demand related to what they want and for that success was not certain.

In this study, it was also found that emotional intelligence as a moderating variable can reduce the negative effect of work stress on employee creativity. However, in this study, the level of probability in this study was not significant. But the results of the analysis of moderation that has been done in this study was supported by Ciarrochi et al. (2000) suggest that emotional intelligence has a unique contribution to understanding the relationship between a person's level of stress and mental health. On the other hand, the presence of emotional intelligence as one of

the factors that affect the performance of the employees have been invited pros and cons among experts. Ashkanasy and Dice (2002) argues that emotional intelligence has more to do with personality and mood (mood).

Conclusion and Implications

Based on the analysis that has been done, it can be concluded that work stress affects the creativity of employees. Work stress a significant negative effect on the performance of employees. The higher the stress for employees, the employees' creativity which works as a designer is getting low. Emotional intelligence was found to moderate the effect of work stress on employee creativity, although in the present study found a low probability value. Emotional intelligence dilutes the effect of work stress on employee creativity. That means, if a high level of emotional intelligence of employees, the effect of work stress on employee performance will be reduced.

The advice can be given to this finding is for the company had to reduce the sources of job stress causes. This can be achieved by providing a target job according to physical abilities and skills of employees, implementing good conflict management, recruiting the right employees and provide incentives to match the salary or employee worked. In addition, the company should strive to improve the emotional intelligence of employees.

This can be done by training employees to recognize, understand and manage emotions themselves and others, not to vent negative emotions, motivating yourself and others. Meanwhile, on further study for researchers interested in testing work stress and emotional intelligence, it is advisable to consider other dependent variables, such as commitment, satisfaction, turnover intention and so on. In addition, the research object could also be extended to the other areas of work, with the characteristics of the different subjects, such as the employee works as a manager or a mechanic so you can uncover many new discourse with a wider viewing angle.

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