



The Influence of Creativity on Welfare Through Self-Efficacy in the Lake Toba Area of Samosir District

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Abstract: This research aims to analyze the influence of creativity, business interest and self-efficacy on community welfare in the Lake Toba area of Samosir Regency as a tourist attraction, using IBM AMOS path analysis with a sample of 200 people spread across nine sub-districts. This research uses primary data and secondary data collected using the Likert scale and field observations. The results of the research show that creativity has a direct effect on community welfare, creativity has a direct effect as evidenced by the value $(p) = 0.000 < 0.05$. Self-efficacy is able to mediate creativity to improve welfare with the result $t = 13.15092246 > t \text{ table } (0.05; 200-4) = 1.972141$. Therefore, the first, second and sixth hypotheses in this research can be accepted. Business interests have a direct influence on community welfare. This can be proven by the value $(p) = 0.000 < 0.05$ while business interest on self-efficacy has no effect with value $(p) = 0.34 > 0.05$ and self-efficacy is unable to mediate business interest to improve community welfare with calculated $t \text{ value} = -0.93118348 < t \text{ table } (0.05; 200-4) = 1.982597$ then the third hypothesis is accepted while the fourth hypothesis and the seventh hypothesis are rejected.

Keywords: Community Welfare; Creativity; Self-Efficacy

Introduction

Advancing prosperity and making the nation's life more intelligent through society is the noble ideal of every nation in the world, including the Unitary State of the Republic of Indonesia (Collier, 2010). People's welfare can be improved if poverty can be overcome well. The poverty problem faced by society requires the involvement of all parties, both government, society and the business world. Creativity and self-efficacy in people's lives can be a source of inspiration as well as a tool to overcome various problems of poverty in an effort to improve people's welfare with empowerment movements so that they have a high interest in becoming business people (Spencer & Lucas, 2018).

Self-efficacy is a person's belief in his ability to produce activities according to situations commensurate with the person's abilities, which can have an influence on events that affect his life. Local economic

development is a process to improve the welfare of local communities through improving the quality of human resources, so that it is hoped that they will be able to develop home industrial activities or household businesses by utilizing existing resources (Li et al., 2021).

Samosir Regency is one of the districts within the government of North Sumatra Province, as a world-recognized tourist destination, but the community has not been able to enjoy the existence of creativity and interest or an entrepreneurial spirit and self-efficacy is still low. The phenomenon of the workforce of the Samosir Regency population with male and female aged 15 years and over from 2020 to 2022 is as obtained from BPS data from Samosir Regency.

The male population aged 15 years and over in 2019 worked as many as 39,397 people, in 2020 worked as many as 43,102 people and in 2021 worked as many as 36,613 people. This means that for the male population,

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from 2019 to 2021, the phenomenon of the working workforce will experience ups and downs.

The phenomenon of unemployment also occurs even though the workforce getting jobs has increased. Unemployment data in Samosir district from 2019 to 2021. The number of unemployed workers aged 15 years and over was male in 2019 as many as 384 people, in 2020 as many as 363 people and in 2021 as many as 374 people. This means that the phenomenon of the workforce aged 15 years and over with males experiencing fluctuations from 2019 to 2021. The female workforce aged 15 years and over in 2019 was 37,821 people, in 2020 there were 36,871 people and in 2021 there were 37,324 people. This means that the female workforce aged 15 years and over from 2019 to 2021 is a phenomenon of ups and downs. The female workforce aged 15 years and over in 2019 was 167 people, in 2020 there were 154 people and in 2021 there were 147 people. This means that the female workforce aged 15 years and over from 2019 to 2021 has decreased.

The population aged 15 years and over with self-employed status is 5,478 people and 4,381 men, 7,593 unpaid workers and 15,950 men, 418 paid workers and men 488 people, 5,640 employees and 5,366 men, 516 freelance agricultural workers and 480 male mothers, and 17,679 housewives. The male population aged 15 years and over is 36,613 people with self-employed status as many as 4,381 people or 12%, unpaid workers are 15,950 people or 44%, workers are paid as much as 488 people or 1%, employees/employees as many as 5,366 people or 15%, freelance workers in agriculture as many as 480 people or 1% and those working in non-agriculture as many as 9,948 people or 27%. The female population aged 15 years and over is 37,324 people with self-employed status of 5,478 people or 15%, unpaid workers are 7,593 people or 20%, paid workers are 418 people or 1%, employees/employees as many as 5,640 people or 15%, freelance agricultural workers as many as 516 people or 2% and those who are housewives as many as 17,679 people or 47%.

Agricultural activities that are integrated with tourism through agrotourism activities can sell experiences for tourists, which include interaction with farmers in the production process, planting, picking and enjoying the processed products, so they don't just sell existing agricultural products (Demirezen, 2020). Even though it is a potential area of Lake Toba, coffee or fruit agrotourism is currently spread in various locations in Indonesia. Apart from coffee and fruit, the Lake Toba area also has many other interesting and distinctive commodities that can be developed as agro-tourism, for example local or herbal plants such as *Andaliman and Gambir*, Durian, Oranges, ornamental plants which can be a unique attraction for tourists.

Business actors must have creativity in running their business. If an entrepreneur does not have a creative spirit, then the entrepreneur will be left behind by his competitors. Creativity can be understood as a person's ability to give birth, change and develop ideas, models and services as well as certain behaviors. Creativity can be seen through ideas, products, business services, models implemented by a person or institution. Creative thinking is a process that can be developed and improved. However, each person has different creative abilities. The attitude of creativity can be possessed by all groups, whether in terms of age or gender.

Widia et al. (2020) stated that "creativity is a person's mental ability in various types of skills that can give birth to something unique, different, original, beautiful, efficient, right on target and effective". Based on the opinions expressed, it can be seen that the attitude of creativity is an attitude possessed by every human being to create something unique and efficient than before.

According to Baggio et al. (2022), factors that can influence a person's interest in becoming a business actor include family environmental factors, educational environmental factors, and a person's personality factors. So interest will grow and develop according to the factors that influence it. Basically, interest is the acceptance of a relationship between a person's self and something outside the person so that the position of interest is unstable. This is because under certain conditions, interest can change, depending on the factors that are considered to influence it.

Self-efficacy is a person's ability to evaluate themselves in carrying out and managing a behavior or action to achieve the desired goal. Alwisol (2004) defines self-efficacy as a form of self-perception regarding how well a person can function under certain conditions. Bandura also stated that self-efficacy is the result of a cognitive process in the form of an individual's decisions, beliefs or hopes to find out how far the individual is able to carry out or complete certain tasks or actions to achieve the desired results.

Rustika (2012) said that self-efficacy focuses on an individual's ability to increase motivation, improve cognitive abilities, and determine the actions needed to face all situations. Self-efficacy influences individual behavior so that each individual will have different behavior when faced with the same conditions. Rozi et al. (2023) basically, self-efficacy has differences in the way people feel, think and act. Emotionally, people with low self-efficacy are associated with depression, anxiety, and helplessness. Such people feel inferior and pessimistic about their achievements and development. A strong sense of competence in the mind that facilitates cognitive processes and performance in a variety of

situations, including the quality of decision making and academic success. While self-efficacy is related to preparation for action, self-related thinking is a key element in the motivation process. People with high self-efficacy feel that they can master certain tasks and choose tasks that are more challenging. They set higher goals for themselves and try to achieve them.

High self-efficacy can increase or decrease a person's motivation to act or behave (Budiarti et al., 2022; Burns et al., 2021; Chan & Lay, 2021; Ugwuanyi et al., 2020). The quality of performance resulting from a person's behavior is determined by how the results of the skills assessment are used in carrying out the task or job. Baron et al. (2004) defines self-efficacy as an individual's assessment of his ability or competence in completing tasks and achieving his goals and being able to face all existing problems. Self-efficacy relates to the belief in oneself that one is able to carry out and complete tasks and achieve the expected goals. Whereas, Alwisol (2004) defines self-efficacy as an individual's view of his or her ability to carry out an action in a particular situation based on cognitive conditions and environmental conditions and provides satisfaction to the individual.

Soetomo (2014) welfare is a condition that contains elements or components of order, security, justice, tranquility, prosperity and an orderly life containing broad meaning, not only the creation of order and security but also justice in various dimensions in the community environment. A life that feels comfortable, protected, free from fear, including facing tomorrow. Thus, the desired condition of prosperity is not only a picture of a life that is fulfilled physically, materially, but also spiritually, not only fulfilling physical but also spiritual needs.

Welfare is a condition where a person can fulfill basic needs, be it the need for food, clothing, shelter, clean drinking water as well as the opportunity to continue education and have adequate work that can support the quality of his life so that his life is free from poverty, ignorance, fear, or worries so that his life is safe, peaceful, both physically and mentally (Fahrudin, 2012).

In the economic development paradigm, changes in community welfare are an inseparable part. This is because economic development is said to be successful if the level of social welfare improves. Successful economic development without including improvements in community welfare will result in disparities and inequality in community life. Community welfare is a condition that shows the condition of life in society which can be seen based on the community's standard of living (Badrudin, 2014).

Welfare according to Soetomo (2014) contains three indicators, namely: education, health, access to

electricity and water, poor people; economic justice contains indicators, namely: income, home ownership, level of expenditure; and democratic justice contains indicators, namely: a sense of security and access to information.

Method

This form of research is quantitative research which aims to determine the influence of exogenous variables on endogenous variables that are causal in nature. The population of this study is all households in Samosir district. The population can be said to be a "collection" of many research samples, so that in research it is very necessary to determine the sample as a way to "make it easier" to read existing phenomena or realities, while the sample is a direct reflection of the population, where the portrait of reality that will be data is completely in the sample (Siagian, 2021). From the number of households in Samosir Regency, researchers drew 200 samples distributed from 9 sub-districts with a withdrawal technique based on a convenience sampling approach, that is, researchers were free to determine respondents.

Data Analysis

Goodness of Fit Criteria Assessment

Data analysis used in this research uses the AMOS path analysis approach (Ramadani et al., 2022). The first step that must be taken before assessing the feasibility of the structural model is to test whether the value meets the structural equation model or not. To test this, a basic assumption test, an Offending Estimate test, and an Overall Model Fit assessment were carried out.

Building a Path Diagram

The purpose of path analysis used in this research is to analyze the pattern of relationships between variables with the aim of determining the direct and indirect influence of exogenous variables on endogenous variables. "In connecting variables, it is shown by a connecting line in the form of a single arrow which can show the causal relationship from one variable to another variable" (Ghozali, 2008).

Result and Discussion

Respondent Characteristics

The respondents in this study were 200 people taken based on gender and age requirements from each sub-district in the Lake Toba area, Samosir Regency.

Characteristics of Respondents Based on Gender

The characteristics of respondents in this research categorized by gender can be presented in Figure 1.

Based on Figure 1, it can be concluded that the characteristics of the respondents were 135 male or 67%, and 65 female or 33% of the respondents.

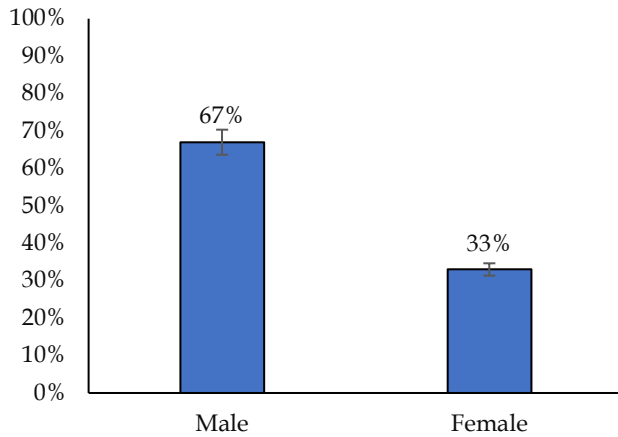


Figure 1. Characteristics of respondents based on gender

Characteristics of Respondents Based on Age

The age of respondents in this study was taken based on the workforce above 15 years with the

assumption that they had completed high school education in Figure 2.

Based on the data in Figure 2, it can be explained that the ages of respondents in this study were 85 people or 42% aged 22 years to 35 years old, 77 people or 39% aged 36 years to 50 years old and 38 people aged greater than 50 years. People or 19%.

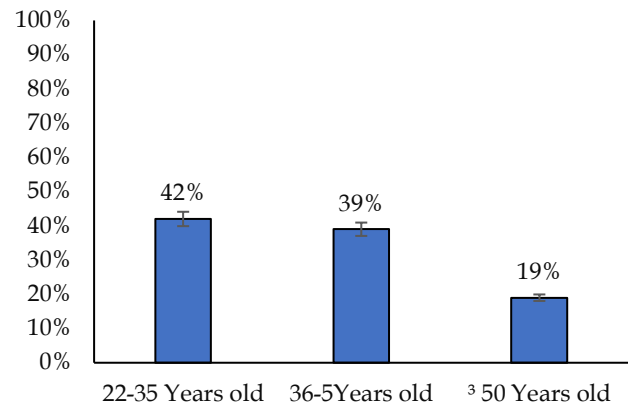


Figure 2. Characteristics of respondents based on age

Table 1. Direct Effect Hypothesis Test Results

			Estimate	S.E.	C.R.	P	Label
ED	<---	K	0.688	0.015	46.506	***	par_1
ED	<---	M	-0.014	0.015	-0.954	0.34	par_3
KS	<---	ED	0.302	0.022	13.696	***	par_2
KS	<---	M	0.506	0.005	109.234	***	par_4
KS	<---	K	0.268	0.016	16.897	***	par_5

Hypothesis Test

This research hypothesis testing was carried out based on the CR value of a causal relationship from Amos SEM processing (Hayat et al., 2020; Komsu, 2021; Wong et al., 2021). To test the hypothesis as proposed, it will be discussed based on the test criteria that the p model estimate is compared with the critical value of 0.05. The CR value from the model estimation results will be compared with the critical value of 1.96. An exogenous variable is declared to have an influence on an endogenous variable if it has p below 0.05 and the research hypothesis is acceptable, whereas if the p value is above 0.05 then the influence of the exogenous variable on the endogenous variable is declared to have no effect so the hypothesis must be rejected.

A comparison using the CR critical value which exceeds the value of 1.96 states that the exogenous variable has an influence on the endogenous variable and the hypothesis is declared accepted, while the influence of the exogenous variable on the endogenous variable of the hypothesis is rejected if the CR value is below 1.96.

Hypothesis Test 1: Direct Influence of Creativity on Public Welfare

Based on the results of Table 1, it can be explained that the Self-Creativity (K) variable has a direct influence on community welfare (KS). This can be proven by the existence of a value (p) = 0.000, so the first hypothesis in this research which states that there is an influence of creativity on people's welfare can be accepted.

Hypothesis Test 2: Direct Effect of Creativity on Self-Efficacy

Based on the results of Table 1, it can be explained that the Creativity variable (K) has a direct influence on the self-efficacy variable (ED). This can be proven by the existence of a value (p) = 0.000, so the second hypothesis in this research which states that creativity has an effect on self-efficacy can be accepted.

Hypothesis Test 3: Direct Influence of Business Interest on Community Welfare

Based on the results of Table 1, it can be explained that the variable Business Interest (M) has a direct influence on community welfare (KS). This can be proven by the existence of a value (p) = 0.000, so the third hypothesis in this research which states that business

interest has an influence on people's welfare can be accepted.

Hypothesis Test 4: Direct Influence of Business Interest on Self-Efficacy

Based on the results of Table 1, it can be explained that the variable Business Interest (M) does not have a direct influence on self-efficacy (ED). This can be proven by the existence of a value $(p) = 0.34$, so the fourth hypothesis in this research which states that business interest has an influence on self-efficacy is rejected.

Hypothesis Test 5: Direct Influence of Self-Efficacy on Community Welfare

Based on the results of Table 1, it can be explained that the self-efficacy variable (ED) has a direct influence on community welfare (KS). This can be proven by the existence of a value $(p) = 0.000$, so the fifth hypothesis in this research which states that self-efficacy influences people's welfare is accepted.

Hypothesis Test 6: Indirect Effect of Creativity on Community Welfare Through Self-Efficacy

Based on the results of $t \text{ count} = 13.15092246 > t \text{ table} (0.05; 200-4) = 1.972141$, it can be explained that the creativity variable (K) has a positive and significant effect on the social welfare variable (KS) through Self-Efficacy (ED). So the sixth hypothesis in this research which states that creativity influences people's welfare through self-efficacy is accepted.

Hypothesis Test 7: Indirect Influence of Business Interest on Community Welfare Through Self-Efficacy

Based on the Sobel test, the indirect influence of the Business Interest (M) variable on Community Welfare (KS) through Self-Efficacy (ED). The results of $t = -0.93118348 < t \text{ table} (0.05; 200-4) = 1.982597$, it can be explained that the business interest variable (M) has no effect on the community welfare (KS) variable through Self-Efficacy (ED). Therefore, the seventh hypothesis in this research which states that business interest influences people's welfare through self-efficacy is rejected.

Indirect Effect Hypothesis Testing

Based on the problem formulation and research hypothesis, the hypothesis testing carried out was hypothesis testing of the indirect influence of the creativity variable on the community welfare variable through the self-efficacy variable and the indirect influence of the business interest variable on the community welfare variable through the Community Empowerment variable.

Discussion

The Influence of Creativity and Business Interest on Community Welfare in the Lake Toba Area

Creativity is a person's ability and example in activities to see and implement opportunities with the aim of improving the desired welfare, both individually and in groups (Mulgan, 2021; Mutiani & Putra, 2020). The Lake Toba area of Samosir Regency has a beautiful panorama and cultural richness with various attractions so that it is visited by many people, both local, regional and international. The beautiful and culturally rich panorama of the Lake Toba area is much sought after by visitors and should be utilized by the community to gain various benefits through creativity that creates business opportunities. People are required to be creative and have the ability to find activities that are suitable and commensurate with themselves through the existence of Lake Toba as a world-class tourist destination.

Interest is a boosting tool for someone to start business activities properly and correctly. Business interest in the form of cash is of course a very liquid asset in every business actor's dreams. Business interests that will be used to start a business are not necessarily accepted or obtained by someone just like that, but business interests can be obtained through various lawful means.

The results of research data analysis using the Amos SEM approach path analysis show that the Creativity and Business Interest variables partially have a positive and significant influence on community welfare. This can be proven through hypothesis testing analysis with each value $(p) = 0.000$. This decision can be explained as influential based on the hypothesis testing criteria, if the $p \text{ value} < 0.05$ then the hypothesis can be accepted. In other words, creativity and business interest in improving the welfare of the people in the Lake Toba area of Samosir Regency as a tourist attraction are very necessary.

Creativity in this research is measured through indicators of opportunity creator, inventor and calculated risk taking (Afifa & Astuti, 2024; Aleinikov, 2020; Franzoni & Stephan, 2023). Meanwhile, business interest is measured using indicators including creative thinking, future orientation and the courage to take risks. With the partial influence of creativity and business interest in improving the welfare of the people in the Lake Toba area of Samosir Regency, creativity and business interest should be maintained and developed through creativity that is able to create opportunities, the ability to discover activities and the ability to anticipate and take calculated risks in carrying out activities, and business interest through indicators of the available interest structure, the ability to utilize additional interest and the ability to anticipate obstacles to the source of

interest originating from the results of the business being run.

The Influence of Creativity and Business Interest on Community Welfare Through Self-Efficacy

Based on the results of the analysis, the Creativity variable has a direct influence on the self-efficacy variable. This can be proven by the existence of a value $(p) = 0.000$. Meanwhile, in the analysis, business interest is measured in relation to community welfare with a value $(p) = 0.34$, so it can be explained that business interest cannot influence community welfare. Self-efficacy influences people's welfare with a value $(p) = 0.000$.

The topic of this discussion is the influence of creativity on people's welfare through self-efficacy. Based on path analysis using the Sobel test, the influence of the creativity variable on the community health variable is through Self-Efficacy with the results of $t = 13.15092246 > t_{table} (0.05; 200-4) = 1.972141$, so it can be explained that the creativity variable has a positive and significant effect on community welfare variables through Self-Efficacy. In other words, self-efficacy is able to mediate creativity on community welfare with the position of the Lake Toba area of Samosir Regency as a tourist attraction.

Self-efficacy is a person's ability to carry out an activity in order to improve his or her well-being (Tamannaefar & Motaghedifard, 2014). This research discusses the phenomenon of the extent to which business interest influences welfare, and the results show that there is a significant influence, but if it is connected to a person's self-ability, which is called self-efficacy in this research, it also shows that it has an increasingly influential effect on improving the welfare of the community in the Lake Toba district. Samosir with its existence as a tourist attraction.

It is different from business interest if its influence on community welfare is measured through self-efficacy. Based on the Sobel test, the influence of Business Interest on Community Welfare through Self-Efficacy with the results of $t = -0.93118348 < t_{table} (0.05; 200-4) = 1.982597$. From these results it can be explained that Self-Efficacy is not able to mediate business interest in improving community welfare in the Lake Toba area of Samosir Regency as a tourist attraction.

Self-efficacy in this research uses indicators of experience in mastering something, social modeling, social persuasion and physical and emotional conditions. Meanwhile, community welfare is measured using indicators of education, economic justice and democratic justice. This means that the existence of the self-efficacy indicators used in this research is unable to mediate business interest in improving community

welfare in the areas of improving education (Han et al., 2024), economic justice and democratic justice in the Lake Toba area of Samosir Regency as a tourist attraction. The results of this research are different from research conducted by Noerchoidah et al. (2022). Their research proves that self-efficacy is able to mediate creativity to improve people's welfare, but in this research which uses the phenomenon of business interest it cannot improve people's welfare if self-efficacy is a mediating or intervening variable.

Business interest shows the nature or character of a person to start a business. People should have an interest in starting activities for the purpose of improving their own health. The results of this research prove that people in the Lake Toba area will be able to see and do an activity if they already have an interest in business without having any special ability or what is called self-efficacy to start it.

Conclusion

The results of research conducted using quantitative analysis using path analysis regarding the influence of creativity and business interest on community welfare through self-efficacy in the Lake Toba area of Samosir Regency, the following conclusions: creativity has a direct influence on the welfare of society and on self-efficacy. This can be proven by the existence of a value $(p) = 0.000$, so the first hypothesis in this research which states that there is an influence of creativity on people's welfare can be accepted; business interests have a direct influence on community welfare; The creativity variable has a positive and significant effect on the social welfare variable through Self-Efficacy; and the business interest variable has no effect on the community welfare variable through Self-Efficacy.

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This article was prepared by five authors, namely N.S, D.M, A.L.T, N.E.S, and J.P. All author members worked together at every stage of research implementation.

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Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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