

# The Influence of Employee Engagement on Work Productivity: A Case Study on the Creative Industry in the Digitalization Era in Mataram City

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## Abstract

This study aims to analyze the effect of employee engagement, measured through the dimensions of Vigor, Dedication, and Absorption, on Work Productivity in the context of the creative industry in the digitalization era. This study used a quantitative approach with a correlational design, involving 100 employees from companies in the creative industry. Data were collected using a questionnaire based on the Utrecht Work Engagement Scale (UWES) and processed through linear regression analysis using statistical software. The results of the analysis showed that the overall regression model was significant ( $F = 36.415$ ,  $p < 0.05$ ), with an R Square value = 0.532, meaning 53.2% of the variability in Work Productivity can be explained by the three dimensions of employee engagement. Individually, only the Vigor dimension has a significant effect on Work Productivity ( $B = 0.388$ ,  $p < 0.05$ ), while the Dedication ( $p = 0.114$ ) and Absorption ( $p = 0.341$ ) dimensions show no significant effect. These findings indicate that employee energy and vigor play a key role in driving productivity in a dynamic creative work environment.

**Keywords:** Employee Engagement, Work Productivity, Vigor, Creative Industry, Digitalization.

## Introduction

In the rapidly evolving creative industry landscape, digital transformation plays a vital role in improving operational efficiency and driving innovation (Shah Mehmood Wagan, 2024). As companies leverage technology, employee productivity emerges as a critical factor for organizational success, especially in a highly competitive environment (A. Serikkyzy, 2023). To optimize productivity, an effective employee engagement strategy is essential. This strategy not only motivates employees but also fosters a positive work environment, leading to increased job satisfaction and decreased turnover rates (A. Serikkyzy, 2024). In addition, prioritizing employee well-being is essential, as high levels of stress and burnout can adversely affect productivity levels (Wiyata Wiyata, 2023). By measuring workforce productivity through key performance indicators,

organizations can identify areas for improvement and streamline workflows, ultimately enhancing their competitive advantage in the market (Muhamad Imam Syairozi,2023). Thus, integrating these elements is essential for companies aiming to thrive in the digital era of the creative industry. Employee engagement is a critical factor influencing job performance, initiative, and retention rates. Research shows that organizations with high employee engagement can see up to a 21% increase in productivity (Srikaram Pavani,,2024). However, in the creative industry, unique challenges such as tight deadlines and intense competition can hinder engagement levels (Wendolin Suárez-Amaya,2024). To address these challenges, it is important to focus on improving job satisfaction, which is closely linked to engagement (Arpita Singh,2024). Providing opportunities for growth, recognition, and autonomy can significantly improve job satisfaction and, consequently, engagement [5]. Additionally, understanding and measuring employee engagement through metrics can help organizations identify areas for improvement (T H Iqbal,2024). Therefore, further research is needed to explore the nuanced relationship between employee engagement and productivity specifically in the dynamic context of the creative industry, where traditional engagement strategies may require adaptation to be effective.

The era of digitalization presents both challenges and opportunities for managing employee engagement, especially in the creative industry. Digital technologies facilitate flexible work arrangements, which can increase employee engagement and improve work-life balance, but can also lead to increased work stress and potential burnout (Wendolin Suárez-Amaya,2024). Collaborative work environments, enabled by these technologies, are essential for fostering innovation and creativity, which are essential for productivity (Ieva Urbanavičiūtė,2024). However, the impact of digital tools on the employee experience is complex; while they can increase engagement, they can also create a disconnect between employee capabilities and organizational expectations (Mittal Asmi,2024). Therefore, understanding the dynamics of employee engagement in technology-dominated settings is essential to effectively harness these digital advances, ensuring that they contribute positively to productivity while mitigating the detrimental effects on work-life balance. This study aims to improve human resource management by developing effective employee engagement strategies that increase work productivity, especially in the creative industries. In the digital era, understanding employee success factors is essential, as these factors encompass personal, social, and organizational elements that drive performance and engagement (Santi Suciningtyas,2024). In addition, designing a supportive work environment is essential; a well-structured physical and psychological space can significantly improve employee morale and creativity, leading to increased productivity (Nikotiyanto Dwi Cahyono, 2024). Furthermore, leveraging technology in human resource management allows organizations to adapt to the evolving needs of the workforce, ensuring they remain competitive and sustainable (Kavyashree Mb, 2022).

By focusing on employee experience management, organizations can create a positive atmosphere that fosters motivation and engagement, ultimately contributing to employee success and business sustainability (K P – Kavyashree, 2024). This comprehensive approach will serve as a valuable guide for organizations looking to thrive in today's dynamic landscape. The era of digitalization presents both challenges and opportunities for managing employee engagement, especially in the creative industry. Digital technologies facilitate flexible work arrangements, which can increase employee engagement and improve work-life balance, but can also lead to increased work stress and potential burnout (Wendolin Suárez-Amaya, 2024). Collaborative work environments, enabled by these technologies, are essential for fostering innovation and creativity, which are essential for productivity (Ieva Urbanavičiūtė, 2024). However, the impact of digital tools on the employee experience is complex; while they can increase engagement, they can also create a disconnect between employee capabilities and organizational expectations (Mittal Asmi, 2024). Therefore, understanding the dynamics of employee engagement in technology-dominated settings is essential to effectively harness these digital advances, ensuring that they contribute positively to productivity while mitigating the detrimental effects on work-life balance. This study aims to improve human resource management by developing effective employee engagement strategies that increase work productivity, especially in the creative industries. In the digital era, understanding employee success factors is essential, as these factors encompass personal, social, and organizational elements that drive performance and engagement (Santi Suciningtyas, 2024). In addition, designing a supportive work environment is essential; a well-structured physical and psychological space can significantly improve employee morale and creativity, leading to increased productivity (Nikotiyanto Dwi Cahyono, 2024). Furthermore, leveraging technology in human resource management allows organizations to adapt to the evolving needs of the workforce, ensuring they remain competitive and sustainable (Kavyashree Mb, 2022). By focusing on employee experience management, organizations can create a positive atmosphere that fosters motivation and engagement, ultimately contributing to employee success and business sustainability (K P – Kavyashree, 2024). This comprehensive approach will serve as a valuable guide for organizations looking to thrive in today's dynamic landscape..

## Methods

This study uses a quantitative approach to analyze the relationship between employee engagement and work productivity in the context of the creative industry in the Digitalization era. Population: Employees working in creative industry companies, such as design, media, advertising, and creative technology companies, which have implemented digitalization in their operations. Sample: Sampling method: Stratified Random Sampling, to ensure representation of various work

positions (creators, managers, administrative staff, etc.). Sample size: Minimum 100 respondents, based on Slovin's calculation with a margin of error of 10%. 1. Independent Variable (X): Employee Engagement ( Vigor (X1), Dedication (X2), and Absorption (X3) (Schaufeli et al., 2002). 2. Dependent Variable (Y): Work Productivity.

## Results and Discussion

### Data Analysis

#### 1. Validity & Reliability Test

Validity Table

Correlations		
	Sig. (2-tailed)	Keterangan
Vigor	0,000	Valid
Dedication	0,000	Valid
Absorption	0,000	Valid
Work Productivity	0,000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).		

#### Interpretation

All variable items in this study have a significance value of 0.000 ( $<0.005$ ), thus the variable items in this study are declared valid

Reliability Table

Reliability Statistics	
Cronbach's Alpha	N of Items
0,876	4

#### Interpretation

All variable items in this study have a Cronbach's Alpha value of 0.876 ( $>0.700$ ), thus the variable items in this study are declared reliable and can be continued in this study..

## 1. Hypotesis Test

Table F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270,706	3	90,235	36,415	,000 <sup>b</sup>
	Residual	237,884	96	2,478		
	Total	508,590	99			
a. Dependent Variable: Work Productivity						
b. Predictors: (Constant), Absorption, Vigor, Dedication						

## Interpretation

### 1. F-statistic (36.415)

F-statistic measures the strength of the regression model by comparing the average variation explained by the regression model (Mean Square Regression) with the average variation not explained (Mean Square Residual). The F value of 36.415 indicates that the model has quite significant strength in explaining the variation in Work Productivity.

### 2. Significance (Sig.)

The significance value (p-value) of 0.000 indicates that this result is very significant ( $p < 0.05$ ). Thus, we can conclude that the overall regression model is significant in explaining the relationship between Absorption, Vigor, Dedication and Work Productivity.

Table T Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,090	1,084		2,851	0,005
	Vigor	0,388	0,070	0,495	5,573	0,000
	Dedication	0,156	0,098	0,203	1,597	0,114

	Absorption	0,103	0,108	0,122	0,957	0,341
a. Dependent Variable: Work Productivity						

#### Interpretation

##### 1. Vigor

t-statistic and Sig.:  $t = 5.573$ ;  $p = 0.000$ , This result is significant ( $p < 0.05$ ), so that Vigor has a significant effect on Work Productivity.

##### 2. Dedication

t-statistic and Sig.:  $t = 1.597$ ;  $p = 0.114$ , This result is not significant ( $p > 0.05$ ), so that the effect of Dedication on Work Productivity cannot be considered significant in this model.

##### 3. Absorption

t-statistic and Sig.:  $t = 0.957$ ;  $p = 0.341$ , This result is not significant ( $p > 0.05$ ), so that the effect of Absorption on Work Productivity cannot be considered significant in this model.

#### Determinant Coefficient Analysis

Determinant Coefficient Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,730 <sup>a</sup>	0,532	0,518	1,574
a. Predictors: (Constant), Absorption, Vigor, Dedication				

#### Interpretation

The R Square value = 0.532, shows that all independent variables in this study contribute an influence of 53.2%, the remaining 46.8% is contributed by other variables not included in this study.

##### 3. Aesthetic Meaning

As expressed by (Syawalia, 2010) that dishes or food resemble paintings, and the plates served act as frames. However, this does not mean that arranging food on plates takes a long time like painting, because this can be detrimental if the food served is past its time (long). Balance (balance between plate size, main course, sauce, and side dishes or decorations), Color (color between main course, menu, and accompaniment/companion so that more than one does not look boring), Shapes

(form of food consisting of various forms), Texture (food texture is not clearly visible and can only be proven by touch, it should be noted not to serve food that is entirely soft so that it is varied.

The physical, social, and cultural areas of local residents are no longer only influenced by the rise of tourist villages. In the context of area preservation, aesthetics refers to the increase in residents' understanding of the need to preserve ancestral heritage so that they are not tempted to sell land to investors who want to build tourism facilities in Mengwi District.

## Conclusion

Based on the results of the data analysis, the following conclusions can be drawn:

### 1. Overall Influence

The regression model built in this study is significant overall, as evidenced by the F-statistic value (36.415) with a significance level of  $p < 0.05$ . This shows that the three dimensions of employee engagement together influence Work Productivity.

The R Square value (0.532) shows that 53.2% of the variability in Work Productivity can be explained by the dimensions of Vigor, Dedication, and Absorption, while the remaining 46.8% is influenced by other factors outside the model.

### 2. Influence of Employee Engagement Dimensions

#### 1. Vigor:

- o This is the dimension that has the most significant influence on Work Productivity with a coefficient value ( $B = 0.388$ ) and  $p < 0.05$ .

- o This dimension reflects the energy, enthusiasm, and resilience of employees in facing work challenges, which has proven to be very relevant in the context of the creative industry.

#### 2. Dedication:

- o Although it has a positive relationship with Work Productivity, its influence is not significant ( $p = 0.114$ ). This shows that employee commitment to work does not always have a direct impact on productivity, especially in a dynamic work environment such as the creative industry.

#### 3. Absorption:

- o Has no significant effect on Work Productivity ( $p = 0.341$ ). This dimension, which describes the extent to which employees are deeply focused on work, seems less relevant in a creative work environment that often requires multitasking and flexibility.

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