



ARTIFICIAL INTELLIGENCE: WORK CREATIVITY, PRODUCTIVITY AND JOB SATISFACTION IN THE ERA OF THE INDUSTRIAL REVOLUTION 4.0

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Abstract: The development of the times requires all elements to develop, even more so within an organization. Currently, human activities in organizations are nothing more than Artificial Intelligence, which supports all organizational activities and makes work more efficient. With the existence of Artificial Intelligence, it is also expected to be able to increase Work Creativity because it can support the development of ideas for members of the organization. Then Artificial Intelligence will also increase the productivity of organizational members and Job Satisfaction. In this article, the researcher uses a descriptive qualitative method, in which the researcher collects data from trusted sources and processes it into the SPSS application. The results of this study are: 1) Work Creativity related to Artificial Intelligence in the Industrial Revolution Era 4.0, 2) Productivity related to Artificial Intelligence in the Industrial Revolution Era 4.0, 3) Job Satisfaction related to Artificial Intelligence in the Industrial Revolution Era 4.0.

Keywords: Artificial Intelligence, Work Creativity, Productivity, Work Satisfaction, 4.0 Industrial Revolution Era

INTRODUCTION

In this era of the modern industrial revolution and technology that continues to develop rapidly, humans have created something that can simplify all their activities, as is the case with Artificial Intelligence, which affects the work habits of organizational members. Artificial Intelligence is also considered capable of exceeding human intelligence because of the developed technology. It can connect to the system. In addition, the presence of Artificial Intelligence also impacts the efficiency of the company and the costs that the company must incur. Companies must adequately understand and apply Artificial Intelligence in carrying out their business activities so that they continue to exist as companies that are sensitive to technological developments.

This article discusses Artificial Intelligence (Y1) on Work Creativity (X1), Productivity (X2), and Job Satisfaction (X3) in the era of the industrial revolution 4.0.

Formulation of the problem

Based on the background described by the researcher, the formulation of the problem can be formulated, namely:

1. Is Work Creativity related to Artificial Intelligence in the era of the industrial revolution 4.0 ?
2. Is Productivity related to Artificial Intelligence in the era of the industrial revolution 4.0 ?
3. Is Job Satisfaction related to Artificial Intelligence in the era of the industrial revolution 4.0 ?

LITERATURE REVIEW

Artificial Intelligence

Tanimoto (1987), in his book "The Elements of Artificial Intelligence", defines artificial intelligence (AI) as a branch of computer science that focuses on the study and creation of computer systems by demonstrating several forms of intelligence: systems that learn new concepts and tasks, systems that can draw valuable conclusions about the world around us, systems that can understand natural language or see and understand a visual input, and systems that can perform many kinds of features that require human intelligence. (Azzahra, 2020)

AI or Artificial Intelligence is a collection of advanced technologies that enable machines to act, understand, feel, and learn. Artificial Intelligence is the development of computer systems to perform tasks that usually require human intelligence, such as visual perception, speech recognition, decision making, and inter-language translation. (Azzahra, 2020)

The digital era we are currently experiencing has sparked various opinions among business professionals. Some see this development as an opportunity, and some see it as a threat. Many business experts call the era we are entering the era of the Industrial Revolution 4.0, marked by the emergence of advanced technologies such as artificial intelligence and the disruptive era, where advanced technology is feared to replace many human jobs. Many people from various professional backgrounds are worried about the loss of their jobs due to the emergence of robots. (Azzahra, 2020)

According to a survey conducted by the MIT-Boston Consulting Group of approximately 3,000 business executives, managers, and analysts worldwide, more than 80% believe that artificial intelligence will bring companies a competitive advantage, and 79% believe that artificial intelligence will increase company productivity. Them (Ransbotham & Kiron, 2017). On the other hand, a report released by the World Economic Forum states that around 75 million people will lose their jobs in the next few years (WEF, 2018).

Work Creativity

Creativity is a manifestation of a person's mental ability and curiosity to create something new. According to Amabile (2005), creativity is a conceptual component that contains an extrinsic component influenced not only by subsequent interests but also by performance aspects, namely performance aspects that affect creativity. This conceptual component contains three essential components for creativity: domain-relevant skills or abilities relevant to creativity, creative thinking or creative thinking, and motivation in doing tasks. (Astuti et al., 2019)

Semiawan (2009) suggests that creativity is the ability to provide new ideas and apply them in problem-solving. Through creativity, there will be the ability to provide new ideas and apply them in problem-solving.

Employee creativity is influenced by two factors, namely internal and external. Internal factors come from within employees, such as personality and cognitive style (Oldham &

Cummings 1996; Shalley, Zhou, & Oldham 2004). At the same time, external factors come from outside influences in the form of contextual characteristics such as leadership support, co-worker support and job characteristics (Oldham & Cummings 1996; Tierney, Farmer, & Graen 1999; Shin & Zhou 2003).

Many experts define creativity, and thought states that creativity connects and reassembles knowledge in the human mind, allowing it to think more freely in generating new things or generating ideas that surprise others in producing new things, which is helpful. Another understanding is that creativity is the pooling of knowledge from different fields of experience to produce new and better ideas. Creativity is also a skill to determine new relationships, see the subject from a new perspective and form new combinations of two or more concepts that have been imprinted in my mind and are also a generator of new ideas. Creativity is also a producer of new ideas and innovation initiator of new ideas in new work methods and products. (Hendrawan et al., 2018)

Creativity is usually not directly related to a person's high intelligence. Besides this, creative people can carry out different ideas and are also sensitive to the environment, often motivated by challenging problems and being flexible and rich in fantasy. An essential aspect of creativity is the generation of ideas. (Mustika & Mustika, 2017)

Some characteristics of creative people can be said to be able to observe situations and problems that were previously not noticed by others. Another characteristic can generate ideas and problems from many sources, including having many alternatives to specific problems or subjects. Besides this, the characteristics of creative people are often against clichés, and they are not hindered by habits that sometimes hinder creative thinking. Likewise, they usually can utilize and draw from their subconscious emotional strengths, including having high flexibility in their thoughts and actions. (Hendrawan et al., 2018)

Productivity

Productivity is a concept that describes the relationship between the results (the number of goods and services produced) and the resources (the amount of labour, capital, land, and so on) used to produce these results. The concept of productivity is closely related to how far a process produces output by consuming specific inputs. Productivity is the ratio between input and output with the focus of attention on the output produced by a process. Usually, it can use a combination to produce a specific output level. (Panjaitan, 2017)

Work Satisfaction

Job satisfaction results from fulfilling several wants and needs through work activities. According to Luthans (2009), there are indicators of job satisfaction, namely: a) the work itself; b) Support from colleagues; c) Compensation is provided; d) Promotion opportunities; e) Guidance from superiors.

According to Luthans (2009), job satisfaction is an assessment, feeling or attitude of employees towards their work related to the work environment, type of work, compensation, relationships between co-workers, social relations at work, etc. So it can be stated that job satisfaction results from fulfilling some wants and needs through work activities. (Astuti et al., 2019).

Wexley and Yukl (2005) argue that job satisfaction is how a worker feels about his work, which is a generalization of attitudes towards his work based on various aspects of his work. Furthermore, Robbins (2007) states that job satisfaction is a general attitude towards a person's

work, the difference between the number of rewards received by a worker and the amount they believe they should receive. (Astuti et al., 2019)

Table 1. Previous Research

No	Author (year)	Previous Research Results	Similarities to this article	Difference with this article
1	(Azzahra, Belinda, 2020)	ACCOUNTANTS 4.0: The Wheel of Corporate Sustainability Value Drive Through Artificial Intelligence & Tech Analytics in the Disruptive Era	Artificial Intelligence	ACCOUNTANT 4.0: The Wheel of Drive for Corporate Sustainability Values in the Disruptive Era
2	(Astuti et al., 2019)	The Effect of Creativity and Innovative Behavior on Employee Performance with Job Satisfaction as a Mediation Variable (Study at Hotel Pandanaran Semarang)	Discussing Creativity, Employee Performance and Job Satisfaction	Discussing Innovative Behavior as a Mediation Variable (Study at Hotel Pandanaran Semarang)
3	(Panjaitan, 2017)	The Influence of Work Environment on Employee's Work Productivity	Discussing Employee Productivity	Discussing the Work Environment
4	(Hendrawan et al., 2018)	The Effect of Work Stress on Creativity in the Workforce at MSMEs in the Bantarsari Region, Cilacap Regency	Discussing Creativity in the Workforce	Discussing Work Stress on MSMEs in the Bantarsari Region, Cilacap Regency
5	(Mustika & Mustika, 2017)	The Effect of Proactive Personality on Employee Creativity With Transformational Leadership and Work Autonomy as Moderating Variables	Discussing Employee Creativity	Discussing Proactive Personality, Transformational Leadership and Work Autonomy as Moderating Variables

RESEARCH METHODS

Researchers used descriptive qualitative methods in examining the above variables. Collecting data from sources that can be accounted for. A literature review must be used consistently with methodological assumptions in qualitative research. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory (Ali & Limakrisna, 2013).

FINDINGS AND DISCUSSION

Based on the theoretical study above that the researcher has described, the discussion in this study is as follows:

1. Work Creativity relationship with Artificial Intelligence in the 4.0 Industrial Revolution Era

As Artificial Intelligence continues to increase, it makes it easier for someone to develop creative thoughts and ideas in carrying out activities or work. Creative ideas supported by the

development of Artificial Intelligence will produce work creativity and can affect problem-solving in an organization. (Saputra & Ali, 2022)

In addition, work creativity also plays a role in increasing the value of an organization or company because then the company is considered to have the ability and advantages to make the latest ideas. Work creativity in a person also means the ability to solve problems at work by providing new ideas or ideas. (Saputra & Ali, 2022)

Artificial Intelligence also makes the emergence of work created in the era of the industrial revolution 4.0. For example, the manufacturer of intelligent trash cans in China, where the trash can uses a system that requires people to scan their faces to detect whether the person has disposed of the garbage according to its type or not. It is a new creative breakthrough to overcome the problems that occur.

2. Productivity relationship with Artificial Intelligence in the 4.0 Industrial Revolution Era

Artificial Intelligence in the era of the industrial revolution 4.0 Artificial Intelligence also affects the productivity of a person or organization. With artificial intelligence, work can be efficiently completed, for example, GPS Location, which can facilitate logistics couriers in delivering goods to customer locations. (Azzahra, 2020)

In addition, artificial intelligence is also found in the Google search engine, where we can use voice commands or voice commands to find something we need. We don't have to type in the words we want to search. It can save time and make work more efficient so that it will impact one's work productivity.

In addition, the application of Artificial Intelligence in the work environment will also affect the work stress of employees. They will complete work faster if they apply Artificial Intelligence in doing their work.

3. Job Satisfaction relationship with Artificial Intelligence in the 4.0 Industrial Revolution Era

Job satisfaction can arise from several factors, namely leadership and job description. The many applications of artificial intelligence in the work environment help employees exist because it does the work they are given easier. In addition, the application of intelligence that supports work will also create employee job satisfaction. (Rajab & Saputra, 2021)

In addition, Artificial Intelligence can also update contact data in CRM, thus helping work in terms of marketing or selling an organization's product. And in terms of human resources, Artificial Intelligence is also applied in the form of a Chatbot, where workers can easily and quickly obtain the information they need without waiting for a chat reply from HR staff. (Saputra, 2022)

Then in terms of worker absenteeism, the use of Artificial Intelligence is also applied. Workers need to do a finger scan/finger scanner, face scan or scan an identity barcode to the attendance device. So that when someone does a scan, the employee data will automatically be connected to the attendance tool, making it easier for HR staff to recap employee attendance lists and create HR job satisfaction. (Saputra, 2022)

Conceptual Framework

Based on the formulation of the problem above and the discussion that the researcher has described, the conceptual framework for thinking about the literature review article is as follows:

Artificial Intelligence: Work Creativity, Productivity And Job Satisfaction In The Era Of The Industrial Revolution 4.0

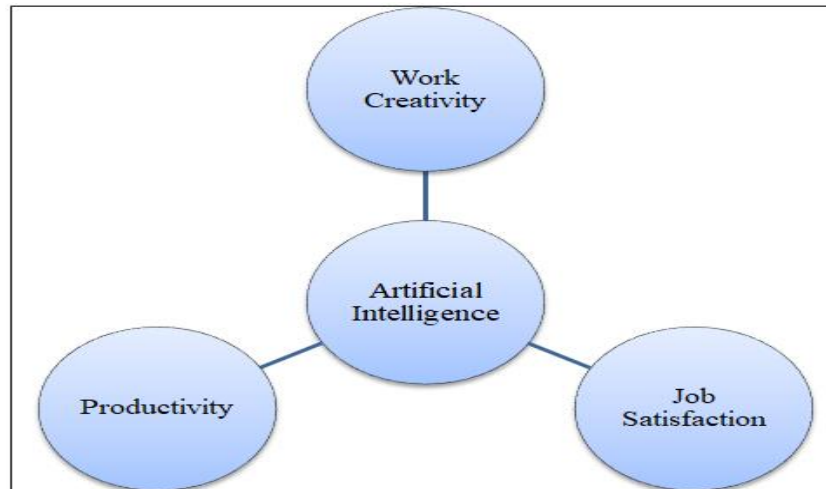


Figure 1: Conceptual Framework

This article discusses Artificial Intelligence. There are many other variable factors regarding Artificial Intelligence, Work Creativity, Productivity, and Job Satisfaction, namely:

- 1) Employee Performance: (Riyanto et al., 2017), (Prayetno & Ali, 2017), (Ridwan et al., 2020), (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017) and (Agussalim et al., 2016), (Rajab & Saputra, 2021), (Rajab & Saputra, 2021).
- 2) Work Motivation: (Riyanto et al., 2017), (Bastari et al., 2020), (Prayetno & Ali, 2017), (Rivai et al., 2017), (Chauhan et al., 2019), (Aima et al., 2017), (Masydzulhak et al., 2016), (Rajab & Saputra, 2021), (Rajab & Saputra, 2021).
- 3) Knowledge: (Desfiandi et al., 2017), (Prayetno & Ali, 2020), (Mukhtar et al., 2016), (Brata, Husani, Hapzi, Baruna Hadi Shilvana Ali Brata, Husani, Hapzi, 2017), and (Toto Handiman & Ali, 2019).
- 4) Governance: (Ansori & Ali, 2017), (No et al., 2017), (Agussalim et al., 2020), (Widodo et al., 2020), (Saputra & Ali, 2021).
- 5) Social: (Elmi et al., 2016), (Gusfa et al., 2017), (Harini et al., 2020), (Kholisoh & Ali, 2020), (Mansur & Ali, 2017), (Ali, 2019), (Purba et al., 2017).
- 6) Leadership: (Limakrisna et al., 2016), (Bastari et al., 2020), (Anwar et al., 2020), (Ali et al., 2016), (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017), (Chauhan et al., 2019), (Elmi et al., 2016), (Rajab & Saputra, 2021).
- 7) System: (Shobirin & Hapzi Ali, 2019), (Ashshidiqy & Ali, 2019), (Sari & Ali, 2019), (Djojo & Ali, 2012), (Darwisyah et al., 2021), (Somad, A., Imron Rosadi, K., & Ali, 2021), (Erlina Gusnita, Hapzi Ali, 2021).

CONCLUSION AND SUGGESTION

Conclusion

Based on the theoretical study and discussion above, the researchers draw the following conclusions:

1. Work Creativity, related to Artificial Intelligence in the 4.0 Industrial Revolution Era
2. Productivity affects, related to Artificial Intelligence in the 4.0 Industrial Revolution Era
3. Job Satisfaction, related to Artificial Intelligence in the 4.0 Industrial Revolution Era

Suggestion

Based on the researcher's conclusions, suggestions are needed to add reasons related to Artificial Intelligence.

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