THE INFLUENCE OF INNOVATIVE BEHAVIOR AND REWARD SYSTEM ON EMPLOYEE PERFORMANCE WITH CREATIVE THINKING ABILITY AS A MODERATOR

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ABSTRACT
In the effort to develop a company, having a strong human resource base is crucial. Good employee performance is the primary asset that can execute and influence various operational aspects of the company. Companies should be able to foster employee potential by encouraging innovative thinking and providing rewards to motivate them to improve their performance. This research aims to analyze the influence of innovative behavior, reward systems, and creative thinking ability on employee performance. The study employs a survey method with a quantitative approach, collecting data from 142 respondents who are employees of an organization. Data analysis was conducted using Smart PLS 3, and Hair's method was used to determine the sample size and respondent results. The research findings indicate that innovative behavior and the reward system positively affect employee performance. Creative thinking ability acts as a moderating variable that strengthens the impact of innovative behavior on employee performance. This research has significant implications for organizations, highlighting the need to enhance innovative behavior, reward systems, and creative thinking to improve employee performance. In the corporate context, if a company aims to boost employee performance, it should enhance innovative behavior and reward systems with the moderation of creative thinking ability.

Keywords: innovative behavior, reward system, employee performance, creative thinking ability, Smart PLS.

1. INTRODUCTION

In today's world of work, increasing the number of workers can create more career opportunities and professional development for employees. This can motivate employees to improve their skills to achieve advancement in their careers. The Central Statistics Agency noted that as of February 2023, the number of Indonesian people working reached 138.6 million people throughout the country. This number increased by 3.02 million people or 2.23% during the period February 2022-February 2023. "There was an absorption of labor with the number of working people increasing by 3.02 million people or (growing) 2.23% compared to February last year. 2022," [1]. This data reflects developments in workforce recruitment and indicates that the employment sector continues to expand, providing opportunities for individuals to increase their competencies and progress in their career paths. Based on the facts and phenomena that have been described, the impact on this research is that the increase in the number of workers in the working population emphasizes the importance of understanding the factors that influence employee performance. As the number of workers grows, variations in individual characteristics within the working population may also emerge. This has the potential to influence variability in responses to innovative behavior, reward systems, and creative thinking abilities. Increasing the number of workers can create more career and professional development opportunities for employees, this can motivate employees to improve their skills to achieve progress in their careers. Significant growth in the workforce may also pose challenges for organizations in managing and motivating their employees. This research may provide deeper insight into how innovative behavior, reward systems, and creative thinking abilities can help organizations overcome these challenges [2].

Based on previous research [3] the success of a company is very dependent on employee productivity and performance. [4], to improve the quality of employee work, companies must implement management practices that are beneficial for all parties, both the company and the employees. [5]. One performance evaluation model that combines organizational and employee aspects is the Total Performance Scorecard. This model is a refinement of the Balanced Scorecard developed by Kaplan and Norton, with an emphasis on the improvement cycle, and provides insight into performance assessment [4]. Proactive personality has a positive effect on employee performance [6]. According to [7] Providing incentives to employees is one way for companies to express positive attention and support for performance [8] part of the Human Resources (HR) function which aims to motivate and encourage employees to provide the best performance in supporting the company. [9] Good performance involves an individual's ability to think creatively, be critical, [10], have the drive to explore new ideas and innovative solutions through changing mindsets and actions [11]. Based on research conducted by [12] in empirical research, a good reward system has a positive impact on employee performance. The better the reward system, the greater the possibility of employee performance increasing[13], rewards include various incentives provided by an organization as part of an agreement to employees [14] Apart from that, high employee motivation also has a significant effect on performance [15], so the higher the employee's motivation, the more likely it is that their performance will increase. Rewards include many of the incentives provided by companies to employees as part of the psychological contract. Rewards also satisfy a number of needs that employees seek to satisfy through their choices of work-related behavior. Creative thinking can be done and realized based on a person's experience and knowledge. [16] A person will be able to think creatively if they are able to be critical and always want to have a high level of curiosity about what they see, think, listen, feel and imagine so that motor movements arise from their thought patterns both psychologically and motorically.

The uniqueness of this research is that it uses a quantitative approach to examine the influence of innovative behavior and reward systems on employee performance with creative thinking ability as a moderator. This research was conducted to study the influence of innovative behavior factors, reward systems, and creative thinking abilities as moderators of employee performance variables. The researcher realizes that this research variable represents the first study conducted on this topic. This is because this model is a development of previous relevant research which has its own uniqueness. Researchers also observed that respondents who were suitable for this research were respondents who worked in companies or organizations that considered innovation and creativity as important elements in their duties.

This research aims to determine the impact of innovative behavior and reward systems on employee performance, and the extent to which creative thinking abilities influence this interaction at various levels and levels of creativity. It is hoped that the research results will provide a comprehensive understanding of the relationship between these variables in everyday work situations. Based on the above phenomena, problems can be identified to provide deeper insight about how innovative behavior, reward systems, and creative thinking abilities interact with each other in a work environment that emphasizes innovation, and their impact on employee performance. Employee performance greatly influences the achievement of success of a company or organization, therefore there is a need to increase human resources with good performance, so the relevant problems in this research are, how much innovative behavior and reward systems and creative thinking abilities (as moderators) affect employee performance and identify the variables that most influence employee performance. It is hoped that the results of this research can be used as a contribution to further broader research using the latest data, especially for employee

performance research. As information material for research in the field of human resource management and employee performance in companies.

Human resources (HR) refer to the human assets available in an organization or company. This includes all individuals working at the company, with the various skills, experiences and knowledge they bring. Human resource management (HRM) is a discipline related to the management, development and optimization of HR potential to achieve company goals. According to McClelland (1973) in[7]defines human resource competencies as personal qualities that lead to high performance. Competence is also meaningful as a collective characteristic of behavior related to performance. These qualities are classified as talents, skills, and knowledge, all of which can be enhanced or improved through training, education, and experience. Performance is a number of employee behaviors that can contribute, both positively and negatively, to achieving company goals. Performance variables can be seen as the result of motivation (style) and ability which are related to each other. Improving performance, both at the individual and group level, is the main focus in efforts to improve company performance, stated by Gibson (2011) in[17].

Employee Performance is the level of individual contribution to company goals. The extent to which individuals achieve work targets and provide results in accordance with quality standard. [18] Employee Performance Variables are measured by 3 indicators, namely: (1) Contribution to organizational goals, (2) achievement of work targets, (3) quality and quantity of work results Innovation Behavior is an individual's ability to create and apply new ideas in their work. Company climate has a positive influence on innovative work behavior, meaning that the better the company climate is perceived by employees, the higher the employee's innovative work behavior.[19] Willingness to try new approaches, technologies, or work processes that can increase efficiency and effectiveness. [20] Innovative Behavior is an Innovative Behavior Variable measured by 3 indicators, namely: (1) creative thinking ability, (2) initiative, (3) openness to new experiences.

Reward Systemis a series of policies and practices used by companies to determine and provide compensation to employees. [21]The Variable Reward System is measured by 3 indicators, namely: (1) promotion, (2) salary increase, and (3) welfare benefits. Creative Thinking Abilitiesis an individual's ability to produce ideas that are original, different from existing ones and relevant in a particular context [16]. The Creative Thinking Ability variable consists of 3 indicators, namely: (1) ability to improvise, (2) flexibility in thinking, (3) creativity in finding solutions.
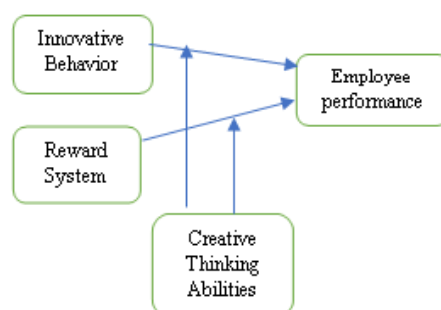
2. RESEARCH METHOD

Figure 1. Research Model

H1. The Influence of Innovative Behaviour on Employee Performance
Innovative behavior refers to efforts to introduce, integrate, and implement new ideas within a team or organization, with the aim of improving the results or performance of the group or organization. This effort is to present fresh ideas aimed at improving performance to continue to

make a positive contribution to the company's success[22]. The influence of innovative behavior on employee performance[23]. On research[2] there is an innovative influence on employee performance. Based on the findings of this research, there is evidence that innovative behavior influences employee performance. When an employee exhibits innovative behavior, this results in new ideas that can be adopted by the company. This, in turn, encourages employees to improve their performance with high enthusiasm, in the hope of making a positive contribution to the company. Based on previous research and the arguments that have been explained, the first hypothesis in this research, namely H1, Innovative Behavior influences Employee Performance.

H2.   The Influence of Reward Systems on Employee Performance

In efforts to improve organizational performance, it is necessary to focus on the component of meeting employee needs. Rewards are used as a step to fulfill employee needs in order to reach the best point of self-quality, thereby influencing performance and having a positive impact on company achievements.[24].

According to[25]rewards given to employees will have a significant influence on performance. That giving rewards is one of the implementation of human resource functions as a form of positive attention for the company to provide enthusiasm, to motivate and encourage employees so that employees are able to provide the best results for the company according to[14]. In achieving company goals, quality human resources (employees) are needed. The quality or performance of employees must be improved, one of which is by implementing rewards, according to[26].

Giving awards should be a motivation for employees to improve their abilities and personal development. This is expected to encourage increased performance which in turn will have a positive impact on the company. Based on previous research and the arguments that have been explained, the second hypothesis in this research, namely H2 Reward Systems have an effect on Employee Performance.

H3.   The Influence of Creative Thinking Ability on Employee Performance.

The positive influence of employee creative thinking on various aspects of the company is very significant. This includes the ability to generate deep innovation, increasing the ability to adapt to dynamic changes, as well as being able to solve complex challenges. Apart from that, creative thinking also has an impact on higher employee motivation and engagement, while encouraging the formation of strong teamwork. To maximize the benefits of employee creative thinking, companies must uphold a culture of innovation, provide relevant training, and reward creative contributors. In this way, employees' creative thinking will become a valuable asset that supports the company's long-term success. Based on the arguments presented above, the third hypothesis in this research was determined, namely H3: The Influence of Creative Thinking Ability on Employee Performance.

H4.   Creative thinking moderating the influence of Innovative Behavior on Performance Employee

Creative thinking has a role as a regulating factor that influences the relationship between employees' innovative behavior and the level of performance they achieve. This means that creative thinking can influence the extent to which innovative behavior affects employee performance. In other words, the impact of innovative behavior on employee performance can be strengthened or weakened by the level of creative thinking applied in their work context. Basically, creative thinking can open up opportunities for employees to apply their innovative ideas to their work, which can then improve performance. Conversely, if creative thinking is underutilized or applied less effectively, the influence of innovative behavior may not be as strong as expected on

employee performance. Based on the arguments presented above, the fourth hypothesis in this research was determined, namely H4: Creative Thinking Moderates the Influence of Innovative Behavior on Employee Performance.

H5.   Creative Thinking moderates the influence of the Reward System on Performance Employee.

Creative Thinking has a role as a controlling variable that influences the relationship between the reward system and employee performance. In simple terms, creative thinking moderates the influence of the reward system on employee performance. In other words, the effect of a reward system on employee performance can vary depending on the extent to which the level of creativity and innovative thinking employees apply in an effort to achieve their work targets. If employees utilize creative thinking to create new solutions or methods that support the company's vision, the reward system can be more effective in spurring their motivation. On the other hand, if creative thinking skills are underutilized, reward systems may have a more limited impact on employee performance.

creative thinking acts as a regulating factor in influencing the relationship between reward systems and employee performance, as well as whether creative thinking enhances or reduces the impact of this relationship. This research aims to provide a better understanding of how creative thinking plays an important role in increasing the effectiveness of reward systems on employee performance.

This research design is causal research based on quantitative testing. This research uses an inductive deductive approach, namely a general truth problem phenomenon approach. It is hoped that the truth received from the results of hypothesis verification can answer the phenomenon of the research problem. This research examines objects, namely independent, moderating and dependent variables. Research subjects are employees who are active in the organization as professionals.

The population is the community being studied and the sample is a representative of the respondents being studied. The population of this study is people who are already working and the population size is unknown. Because the population is unknown, the number of research samples is determined using the Hair method, namely the number of samples is calculated using the formula for the highest number of indicators of the variables studied multiplied by 10.

The sample selection method uses the Convinience method, namely the method of respondents that is easiest to find accompanied by purposive, namely samples with certain criteria. Purposive samples are used to select respondents according to criteria that are relevant to the research variables. Using a research questionnaire, the research questionnaire is prepared based on the indicators of each variable studied, the respondents' answers use a Likert scale of 1 to 5 consisting of, strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5) the purpose of using the Likert scale is to qualitatively determine the quality of the variables studied so that they can be tested using statistics. The purpose of using a Likert scale is to quantify the quality of the variables studied so that they can be tested using statistics.

The analysis method used is quantitative analysis to test hypotheses in the SEM research model. Data analysis uses SmartPLS software. The data analysis stages consist of:
 1. Demographic statistics of respondents, namely the identity of research respondents

2. Research descriptive variable statistics to find out the minimum value, value maximum, average value and standard deviation.
3. Validity test and data reliability test, namely to see the quality of the questions questionnaire and respondent consistency in answering questions.
4. Test the coefficient of determination (R2), namely to see the ability of the independent variables and the interaction of the moderating variables in influencing the dependent variable.
5. Hypothesis testing with the hypothesis measurement standard is accepted if the t statistic value is greater than 1.96 and the V value is less than 0.05.
6. Regressive equation to see the magnitude of the influence coefficient of each independent variable as well as the moderating impact on the dependent variable.

3. RESULTS AND DISCUSSIONS

Statistics is a sub discipline in mathematics that focuses on measuring, observing, and analyzing data. Essentially, statistics is a method for presenting data in numerical form that can be interpreted as a summary of information [27]. This research uses Partial Least Square (PLS) Analysis method As an alternative to Structural Equation Modeling (SEM) which focuses on variance analysis. , Partial Least Squares (PLS) is a method oriented towards variance analysis, which is used to test the hypothesis in this study. Smart PLS Version 3is software that is used as a tool in estimating structural equations based on variance analysis. In this program, analysis of variance, is used as a framework for calculating and understanding relationships between variables.

Respondent demographic statistical data can be collected in various ways, such as by distributing questionnaires via Google Form. This data can be used for various purposes, such as to understand the characteristics of a population. Respondent demographic statistics include gender consisting of 69 men and 76 women. Respondents aged 17-30 years were 23 people, 31-40 years were 34 people, 41-50 years were 47 people, > 50 years were 41 people. There were 46 people at high school level, 67 people at D3/S1 level, 28 people at Master's level, and 4 people at doctoral level. The employment status of 101 private employees, 3 civil servants, 19 entrepreneurs, 4 freelancers, and 16 others. Length of work 1-5 years as many as 36 people, 6-10 years as many as 27 people, 11-15 years as many as 30 people, 16-20 years as many as 14 people, >20 years as many as 36 people. The following descriptive statistics from the research variable data are presented below.

Table 1. Descriptive Statistics of Research Data
Source: Processed by the Author (2023)

No.	Research variable	Minimum	Maximum	Average
1	Innovative Behaviour	1	5	4.2
2	Reward System	1	5	4.0
3	Employee performance	1	5	4.2
4	Creative Thinking Abilities	1	5	4.0

The level of application or implementation of the innovative behavior variable is at a minimum of 1, a maximum of 5, and an average of 4.2. An average value of 4.2 is equivalent to 84% implementation, so it needs to be increased by another 16%. The level of reward system implementation is at a minimum of 1, a maximum of 5, and an average of 4.0. An average value of 4.0 is equivalent to 81% implementation, so it needs to be increased by another 19%. The level of employee performance implementation is at a minimum of 1, a maximum of 5, and an average of 4.20. An average value of 4.20 is equivalent to 84% implementation, so it needs to be increased by another 16%. The level of implementation of creative thinking ability is at a minimum of 1, a

maximum of 5, and an average of 4.0. An average value of 4.0 is equivalent to 81% implementation, so it needs to be increased by another 19%.

1). Outer Model Testing
The purpose of testing the outer model is to determine the validity and reliability of the model under study. The effect of Average Variance Extracted (AVE) will be used to carry out this test analysis.
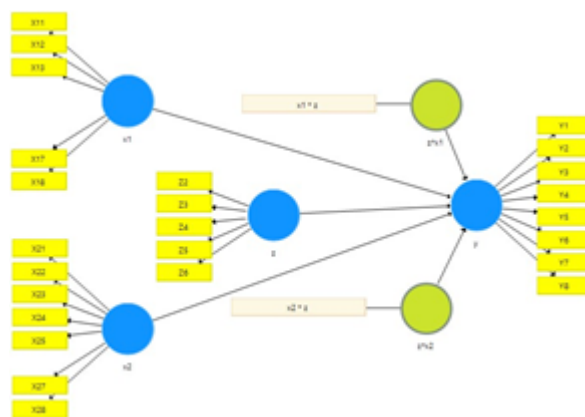

Figure 2. Outer Model Algorithm Results

In convergent validity testing, it refers to the AVE value because this value appears as a result of convergent validity analysis. Each construct of the latent variable construct will have a value greater than 0.5 (>5). Because the expected value in this research is more than 0.5, here is a picture of the resulting AVE value:

Table 2. AVE Output Results
Source: Processed by the Author (2023)

	Composite Reability	Average Variance Extracted (AVE)
Innovative Behavior	0.881	0.597
Reward System	0.910	0.591
Employee performance	0.940	0.664
Creative Thinking Abilities	0.908	0.663
Creative Thinking Ability moderates Innovative Behavior	1,000	1,000
Creative Thinking Ability moderates the Reward System	1,000	1,000

2) Hypothesis Testing
In this research, T-Statistics and P-Value are used as tools to test the truth of the hypothesis. If the T-Statistic value is > 1.96 and P-Value < 0.05, the hypothesis is considered accepted. The following are the results of the Path Coeffficent of direct and indirect influence:

Table 3. Path Coefficients of Direct Influence
Source: Processed by the Author (2023)

	T-Statistics	P-Value
Innovative Behavior ---> Employee Performance	6.107	0,000
Rewards System ---> Employee Performance	5,271	0,000
Creative Thinking Ability ---> Employee Performance	3,296	0.001
Creative Thinking Ability*Innovative Behavior ---> Employee Performance	2,849	0.005
Creative Thinking Ability*Reward System ---> Employee Performance	2,230	0.026

Based on the picture above, there are five hypotheses that have a direct effect. The five hypotheses were accepted because the T-Statistic value was > 1.96 and the P-Value < 0.05. The T-Statistic value of the Innovative Behavior variable on the Employee Performance Variable is 6,106 > 1.96, this shows that there is a significant influence of the Innovative Behavior variable on the Employee Performance Variable. The T-Statistic value of the Reward System variable on the Employee Performance Variable is 5,271 > 1.96, this shows that there is a significant influence of the Reward System variable on the Employee Performance Variable. The T-Statistic value of the Creative Thinking Ability Moderating variable on the Employee Performance Variable is 3.296 > 1.96, this shows that there is a significant influence of the Creative Thinking Ability Moderating variable on the Employee Performance Variable. The T-Statistic value of the Creative Thinking Ability variable moderating Innovative Behaviour on the Employee Performance Variable is 2,849 > 1.96, this shows that there is a significant influence of the Creative Thinking Ability variable moderating the Reward System on the Employee Performance Variable. And the T-Statistic value of the Creative Thinking Ability variable moderating the Employee Performance Variable is 2,230 > 1.96, this shows that there is a significant influence of the Creative Thinking Ability variable moderating the Reward System on the Employee Performance Variable.

3) Coefficient of Determination (R Square)
Objective The purpose of testing the coefficient of determination is to measure how much a model is able to show the influence of independent variables simultaneously (simultaneously) on the dependent variable as shown by the adjusted R-Square value.

Table 4. Coefficient of Determination (R Square)
Source: Processed by the Author (2023)

	R Square	R Square Adjusted
Employee performance	0.718	0.708

Based on the value of the Coefficient of Determination above for the Employee Performance variable, it is 0.718, this shows that all independent variables simultaneously have an influence of 71.8% on the Employee Performance variable. Meanwhile, the remaining 28.2% was influenced by other variables not tested in this research.

4) Regression Equation
A Regression equation is a mathematical expression used to illustrate the correlation between an independent variable and a dependent variable. Regression equations help us to understand how changes in the independent variable impact the dependent variable.

Table 5. Path Coefficient
Source: Processed by the Author (2023)

	Original Sample (O)	Sample Mean (M)
Innovative Behavior ---> Employee Performance	0.543	0.455
Rewards System ---> Employee Performance	0.309	0.319
Creative Thinking Ability ---> Employee Performance	0.274	0.269
Creative Thinking Ability*Innovative Behavior ---> Employee Performance	0.167	0.157
Creative Thinking Ability*Reward System ---> Employee Performance	-0.142	-0.124

Based on the picture above, there is a regression equation to see the coefficient of influence of each independent variable as well as the impact of mediation on the dependent variable:
Regression equation = 0.543 x1 + 0.309 x2 + 0.274 z + 0.167 (z*x1) + -0.142 (z*x2)

The results of the regression equation show that the regression coefficient has a significant effect on the dependent effect. This means that each independent variable influences employee performance. Innovative Behavior's regression coefficient value is 0.543, positive and significant. The reward system regression value is 0.309, positive and significant. Creative Thinking Ability coefficient value is 0.274, positive and significant. The interaction between Innovative Behavior and Creative Thinking Ability has a regression coefficient value of 0.167, positive and significant. The interaction between the reward system and Creative Thinking Ability has a regression coefficient value of -0.142, which is negative and not significant.

The first hypothesis in this research is accepted. Innovative Behavior influences Employee Performance with P-Value results of $0.000 < 0.05$. Innovative behavior is implemented through 2 things, namely the ability to think creatively and openness to new experiences. The implications of these two things have been proven to have a positive effect on employee performance. The better the quality and quantity of the implementation of these two indicators, the employee performance will increase significantly. On the other hand, if there is a decrease in the implementation of the two indicators of innovative behavior, it will cause a significant decrease in employee performance. The results of this research consistently support and complement previous research that has been conducted(Didik Notosudjono & Rita Retnowati, 2022),(Riyanto et al., 2023),(Anjar et al., 2020)

The second hypothesis in this research is accepted. The reward system influences employee performance, with a P-Value of $0.000 < 0.05$. The reward system is implemented through 3 things, namely promotions, salary increases and health benefits. The implications of these three things are proven to have a positive effect on employee performance. The better the quality and quantity of the implementation of these three indicators, the employee performance will increase significantly. On the other hand, if there is a decrease in the implementation of the three reward system indicators, it will cause a significant decrease in employee performance. The results of this research consistently support and complement previous research conducted by(Pramesti et al., 2019),(Mentang, 2021),(Sofiati, 2021).

The third hypothesis in this research is accepted. Creative thinking influences employee performance with a P-Value of $0.001 < 0.05$. Creative thinking is implemented through 2 things, namely the ability to improvise, flexibility of thinking. The implications of these two things are

proven to have a positive effect on employee performance. The better the quality and quantity of the implementation of these two indicators, the employee performance will increase significantly. On the other hand, if there is a decrease in the implementation of the two creative thinking indicators, it will cause a significant decrease in employee performance. The results of this research consistently support and complement research previously conducted by (Kaufman and Beghetto, 2020).

Table 6. Table Distribution of Respondents
Source: Processed by the Author (2023)

No	Variable	Indicator	Items	Mean
1	Innovative Behavior (X1)	Creative thinking ability	open to other people's ideas	4,434
			creative thinking is the key to facing change	4,469
			has a strong track record for delivering solutions	4,110
		openness to new experiences	open to ideas	3,903
			actively increase insight	4,297
2	Reward System (X2)	promotion	provide fair rewards for high performers	4,193
			engage in self-development	4,000
			effective way to continue contributing	4,166
		salary increases	exceed performance targets	3,890
			salary increases are a motivating factor	4,110
		welfare benefits	Welfare benefits are an effective way	4,179
			cares about the financial and physical well-being of employees	3,979
3	Employee Performance (Y)	Contribution to organizational goals	achieve the targets that have been set	4,166
			increase productivity	4,228
		achievement of work targets	have good understanding	4,221
			open to feedback	4,172
			achievement of work targets as a performance measure	4,097
		quality and quantity of work results	happy to receive feedback	4,152
			comply with predetermined quality standards	4,221
			improve skills and knowledge	4,303
4	Creative Thinking Ability (Z)	Ability to improvise	enjoy exploring new ideas	4,014
			Improvisation is key to facing change	4,117
		Flexibility of thinking	likes to be innovative in solving problems	4,028
			look for ways to overcome obstacles	4,090
			enjoys combining different concepts	3,993

The fourth hypothesis in this study was accepted. Creative thinking moderates innovative behavior and has a positive effect on employee performance with a P Value of $0.005 < 0.05$. The right creative thinking ability can strengthen the influence of innovative behavior on employee performance.

The fifth hypothesis in this study was accepted. Creative thinking ability moderates the reward system and has a positive effect on employee performance with a P Value of $0.026 < 0.05$. Reward systems and creative thinking abilities can strengthen each other to improve employee performance. A high reward system can improve employee welfare, self-development and motivation. The right creative thinking ability can strengthen the reward system for employee performance.

4. CONCLUSIONS AND SUGGESTIONS

The research results show that there is a significant influence between innovative behavior and the reward system on employee performance, with creative thinking ability acting as a moderating variable. In future research development, it is best to expand the scope of respondents, including various types of work, and consider various data collection methods that can reduce bias and increase the representativeness of research results.

This research has a number of limitations that must be taken into consideration by researchers in developing further studies. Several limitations that emerged in this research were: the number of respondents was limited, there were limitations in the number of respondents participating, only 142 people. This certainly does not reflect the actual situation as a whole. Limited focus, this research only focuses on private employees as one type of work. Other job variations such as civil servants, entrepreneurs, and other types of work are not taken into account. Limitations in data collection, because each respondent has different views, beliefs and understandings, the data obtained through questionnaires may not always reflect the true views of the respondents. Apart from that, other factors such as the level of honesty of respondents in filling out the questionnaire can also influence the validity of this research.

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