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## The Influence of Individual Creativity and Product Innovation on Coffee Shop Barista Career Development in Pekanbaru

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### ABSTRACT

This research is a follow-up research that was previously carried out by the author, the difference lies in the research object. If the object of the previous research was coffee shops in the city of Pekanbaru by analyzing the creativity and innovation that coffee shop entrepreneurs must have, while in this research the object is the baristas owned by coffee shops. Individual creativity, product innovation and barista career development are very important aspects to be the main focus for coffee shops in Pekanbaru city for the continuity of the business they run. In order for the career development of coffee shop baristas to be maximized and make the baristas proud of themselves because their skills are recognized by coffee shop businesses, it is necessary to increase individual creativity so that they can produce product innovations that are getting better over time. Good career development for coffee shop baristas is one that can provide high self-confidence and ultimately be able to compete with international and global baristas, thus automatically having a very positive impact on the coffee shop business itself. To be able to realize good career development for coffee shop baristas in the city of Pekanbaru, special attention is also needed regarding how to increase individual creativity which will then be able to give birth to product innovations that better suit the needs and desires of consumers from time to time. From the results of these thoughts, researchers are interested in discussing and finding out how and to what extent individual creativity and product innovation can influence the career development of a coffee shop barista. The analysis in this research uses the multiple linear regression method, from the results of SPSS data processing the coefficient of determination value in the strong category is 0.706, which means that individual creativity and product innovation have a 70.6% influence on the career development of coffee shop baristas in the city of Pekanbaru.

**Keywords:** Individual Creativity, Product Innovation, Career Development, Barista

### INTRODUCTION

Human resources are an important factor in the operational processes of a company. To realize the progress of a business, human resources are needed who have creativity and innovation in their respective fields. Competition for human resources for the productive age is currently very high. This is not only caused by the increasing quantity of human resources, but also individual abilities and skills which are also increasingly developing along with advances in science and technology. To differentiate the quality of one human resource from another, one can look at the condition of the career development of the human resource itself. To obtain good career development,

creativity and innovation are needed from individuals who are always honed and following developments in society's desires for the output of products and services produced. This is no exception to the coffee shop business which is currently growing rapidly and continues to increase in number in the city of Pekanbaru.

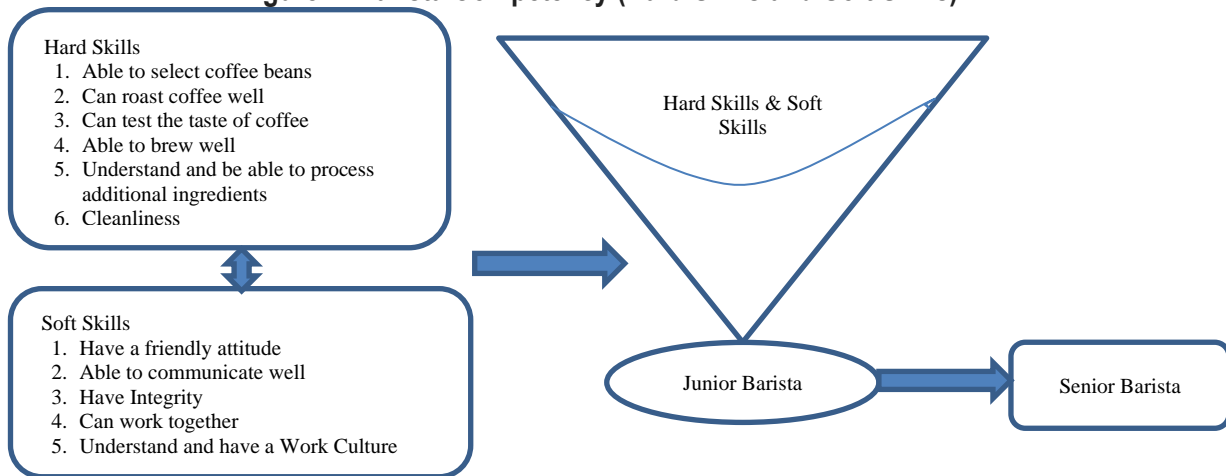
Today's modern society, where all consumer activities tend to demand high effectiveness and efficiency, creates a demand for comfortable places to work or relax. Coffee shops can realize the desires of today's society with a variety of services and their respective characteristics. The career development of a coffee shop barista at this time is quite promising. This is caused by the increasing

number of coffee shops in Indonesia as a whole, without exception in the city of Pekanbaru. From data from the Central Statistics Agency (BPS) of Pekanbaru City, there are 532 registered coffee shops, this number does not include unregistered (illegal) coffee shops and each coffee shop has at least 2 baristas. It can be predicted that with the number of baristas in all coffee shops in the city of Pekanbaru, it is certain that clarity is needed regarding the career development of these

baristas so that they have a better future and are recognized by creative economy players throughout Indonesia and even the world. .

To be able to develop their careers perfectly, baristas must have good competency in hard skills and soft skills in the basic processes of the world of coffee and for baristas to be able to have creativity and innovation in the process of carrying out their work. Hard skill and soft skill competencies can be seen in the picture below:

**Figure 1. Barista Competency (Hard Skills and Soft Skills)**



Source: 2023 Observation Results

Figure 1 above shows the hard skills and soft skills that a barista must have in carrying out their work. Hard skills and soft skills are part of creativity and innovation which should continue to be developed from time to time and adapted to the demands and needs of current society. The comparison from junior baristas to senior baristas can also be assessed from the hard skills and soft skills that each barista has. Your creativity will give birth to the best innovations if it is always honed by participating in training and observing coffee shops in an area. A barista who can select coffee beans, be punctual during the roasting process, has a taste for coffee quality, is able to brew coffee well, can mix additional

ingredients in processed coffee and maintain a clean process will be able to increase innovation in the process of carrying out his work. Which is then supported by a capable personality such as being friendly, communicative, having integrity, being able to work together in a team and having a consistent work culture. Baristas with the characteristics above will be able to increase creativity and innovation in working well and be able to compete and will have perfect career development.

The following is a list of coffee shops that have more than 100 reviews and 4.5 stars and above in the city of Pekanbaru.

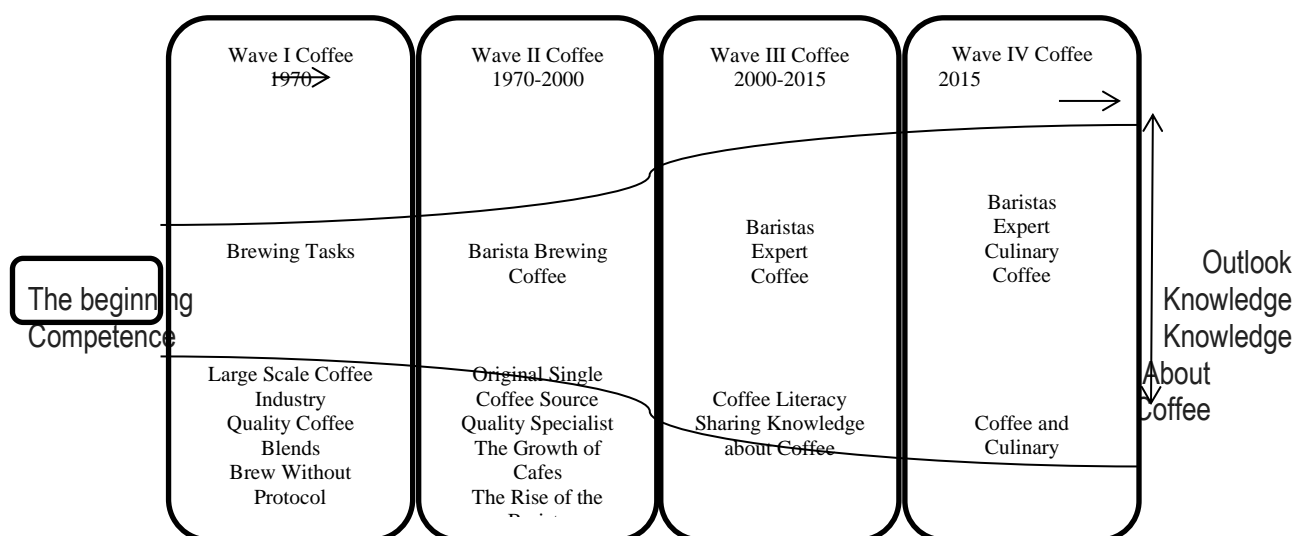
**Table 1. Pekanbaru City Coffee Shop Reviews  $\geq$  100 and Stars  $\geq$  4.5  
2022-2023**

No	Coffee Shop Name	Review	Star
1.	One Refinery Coffee Shop	1,300	4.7
2.	Norma Coffee Indonesia	1,100	4.7

3.	Starbucks Coffee Mall SKA	1,200	4.5
4.	Sultan Resto Pekanbaru	1200	4.5
5.	Soul Promise Coffee	608	4.5
6.	Krema Koffie 1	558	4.5
7.	Erbeer Coffee Nodal	524	4.6
8.	Jasmine Green Garden	495	4.5
9.	Atlas Coffee & Bike	426	4.6
10.	Vivace Cafe	321	4.6
11.	Gege's house	302	4.5
12.	Riau Roaster Coffee Lab & Pastry	286	4.7
13.	Suar Coffee	275	4.7
14.	SOE Coffee	268	4.6
15.	Lakosa Coffee	257	4.7
16.	Borobudur Shop	241	4.7
17.	Kojai Coffee	223	4.6
18.	Indah Ria Coffee Shop	214	4.5
19.	The Gade Coffee & Gold Pku	210	4.6
20.	Pilar Coffee Roastery	205	4.6
21.	Starbucks Sudirman Pekanbaru	203	4.5
22.	Forty One Café & Coffee Shop	203	4.5
23.	Kulo Coffee Shop, Pekanbaru	175	4.7
24.	Point Café Sudirman	160	4.6
25.	Langit Biru Coffee & Eatery	157	4.5
26.	Coffee Accents	158	4.6
27.	Samara Coffee & Space	153	4.6
28.	Kaua Coffee and Studio	130	4.6
29.	Fortunate Coffee	121	4.7
30.	YELO Cafe	119	4.7
31.	Casual Maknyus Coffee	113	4.5
32.	MIT Coffee Food & Beverage	109	4.7
33.	One Eight Coffee Shop	103	4.9
34.	Kama Coffee & Co	100	4.8

Source: <https://www.tripadvisor.co.id/2023>

**Figure 2. Waves of Coffee Development and Barista Competency**



Source: 2023 Data Processing Results

In 1970, coffee first appeared in society. At that time, drinking coffee was part of a traditional ritual, and this ritual was usually carried out by people in their respective homes. Buy coffee from what is available at the coffee shop without looking at the type, brand or taste of the coffee beans. Brewing is done by yourself with minimal equipment and the only taste that appears is hot and bitter, at this time there was no coffee barista profession. Entering the era of the second wave of coffee, after 1970 to 2000, at this time the demand for unique flavors from brewed coffee began to emerge in society. The process of selecting coffee beans, the taste of the coffee beans, the roasting and brewing process has also begun in a measured manner and there are protocols in place for the process. There have also begun to be changes in getting coffee in society, not only at home, but you can also get coffee outside ready to drink straight away and cafes that specialize in drinking coffee are starting to appear in several big cities in Indonesia. At this time, the role of brewing coffee has begun to be carried out by baristas who have special competence in brewing coffee.

From 2000 to 2015, the world of coffee began to be colored by literacy and knowledge because people began to be critical of coffee. Starting from the beginning of the manufacturing process to where to drink it, many coffee shops are starting to appear that not only offer coffee but also various detailed information about the type, quality and characteristics of the coffee itself. In fact, seminars are starting to appear that discuss everything related to the world of coffee and competencies regarding coffee. Baristas nowadays are required to have insight and knowledge of technology related to coffee. And there began to be mention of baristas as professors in the world of coffee. Entering the fourth wave, the proliferation of coffee shops that not only offer the taste of coffee but also comfort when drinking it, baristas are increasingly being required to have creativity

and innovation in their profession, creating and mixing flavors ranging from unique to delicious with basic coffee ingredients to the professional attitude of the barista. . Many coffee shops are starting to mix and match coffee-based drinks with other types of drinks, then combine them with complementary foods when consumers enjoy coffee. Competition is increasingly fierce regarding the creativity and innovation of a barista. The taste of coffee is not only required to satisfy coffee lovers, but also must cover all levels of society from all age groups and tastes. Baristas who want to have career development that is recognized by the coffee shop, must follow and have competencies that can be seen from authentic evidence in the form of a barista competency certificate as an identity for their profession.

Individual creativity, product innovation and barista career development are very important aspects to be the main focus for coffee shops in Pekanbaru city for the continuity of the business they run. In order for the career development of coffee shop baristas to be maximized and make the baristas proud of themselves because their skills are recognized by coffee shop businesses, it is necessary to increase individual creativity so that they can produce product innovations that are getting better over time. Good career development for coffee shop baristas is one that can provide high self-confidence and ultimately be able to compete with international and global baristas, which in the end will have a very positive impact on the coffee shop business itself. To be able to realize good career development for coffee shop baristas in the city of Pekanbaru, special attention is also needed regarding how to increase individual creativity which will then be able to give birth to product innovations that better suit the needs and desires of consumers from time to time.

Good work performance greatly influences the career development of a barista. Baristas who want to excel must have adequate knowledge regarding coffee and how to brew it so that it becomes a delicious drink

that also has a high taste. Apart from that, maintaining good relationships between fellow baristas can also result in sharing information and knowledge for the continuation of a barista's work. By having good relationships, a barista will get even better opportunities to grow and develop in his or her career. Barista certification activities require guidance from seniors in the coffee world. A barista will not be able to obtain knowledge and recognition through certification if they do not have a mentor in the process of developing their knowledge. Therefore, if a barista wants to have good career development, he must try to get the things mentioned above which, once obtained, will enable the barista to have better individual creativity so that he can produce product innovations that are more perfect and in accordance with his wishes and needs. current societal tastes.

A barista who wants to have a perfect career is required to be able to produce creativity that is in line with current developments and consumer tastes from time to time. There are so many ways to enjoy coffee nowadays, people's tastes have changed a lot regarding coffee drinks and how to drink them. Even from coffee base ingredients, not only hot drinks can be enjoyed, but there are several drinks and processed foods that can be produced from coffee base ingredients and are of interest to many groups. If baristas are able to generate or create ideas that fall into the category of product innovation, then it will not only be coffee drinks that people can enjoy today, but a variety of drinks and foods will be born whose basic ingredients come from coffee. Consumers will be spoiled for choice and ways to consume coffee. And it can be said that the knowledge about coffee possessed by a barista can not only provide one business opportunity, but can give birth to other business opportunities from the creativity and knowledge they have regarding coffee.

However, currently, in the city of Pekanbaru in particular, not many coffee shop baristas realize that the barista career is one that can go global. Able to give birth to more

and varied businesses. Can be recognized not only nationally but also internationally. Many baristas do not realize this because they are only busy with work, without trying to increase their individual creativity by producing product innovations that are more diverse than coffee drinks. They do not take advantage of the many training courses that they can take to increase their knowledge and creativity and obtain certification in the barista profession itself. Not a few coffee shop baristas in Pekanbaru do not raise their level to become professional baristas because they feel there is no need to do this. Professionals for them only reach the level of "senior barista" status without any effort to increase their creativity so they can have a global career.

This research is a follow-up research that was previously carried out by the author in 2021, the difference lies in the research object. If the object of the previous research was coffee shops in the city of Pekanbaru by analyzing the creativity and innovation that coffee shop business actors must have in order to progress and develop well, especially in difficult times, while the object of the current research is the baristas who owned by the coffee shop. With the aim of finding out what kind of career development a barista can have in their work by looking at individual creativity and how baristas innovate in developing coffee products offered to consumers.

### **Related Works/Literature Review (Optional) Baristas**

Coffee is a drink that has long been known throughout Indonesia, in fact there are many types of coffee plants and various choices available in this country. Coffee has a long journey, starting from the planting process to becoming a drink that is served ready to be enjoyed (Samsura, D., 2012; 7). All the long journey and hard work of someone in the coffee distribution chain can be summed up in the taste of the coffee we drink. A barista is a person who has the ability to mix coffee grounds into a drink that has a unique taste. Barista is also a profession that has expertise



in mixing coffee (Prehanto, Adi; 2019:1). The presence of the barista profession is needed by cafes and coffee shops which are starting to mushroom in all corners of Indonesia, especially the city of Pekanbaru. There are two skills of a barista according to the criteria for professional baristas today, namely hard skills and soft skills. The profession of barista first appeared in Italy, where he worked in a cafe and his job was to brew coffee to offer to the cafe's consumers (Mulato, Sri; 2023).

The term barista has become popular since Starbucks went global. Starbucks always calls the people or staff who make coffee behind the bar "baristas" (Sidewalk, Willy., 2019; 4). Barista is divided into two titles, namely junior barista and senior barista. The senior barista is the highest authority in a coffee shop, he is fully responsible for all operational matters in the coffee shop. Senior baristas are required to do multi-tasking, starting from technical matters, management to marketing in coffee shops (Mulato, Sri; 2023). A junior barista is a barista who has just started working in a coffee shop and does not have much experience regarding coffee and all of its companions. Junior baristas need more time and skills to be at the level of senior baristas, and it's not easy. To raise the level from junior barista to senior barista, competency, expertise and training certificates are needed to hone and expand the hard skills and soft skills that one has (Zakaria, M & Chamim, F., 2018). Currently, there are many barista trainings that focus on improving the hard skills and soft skills of a barista, which will automatically increase the creativity and innovation that a barista has. However, there will be a lot of sacrifices as well as time and money needed to get to that position.

### **Career Development**

Career development is an increase in personal abilities that an employee strives for in order to realize his career plans in the future (I Komang A. et al; 2012). Career development is part of someone's future career planning. An increase in the status of an employee in an

organization, especially in the career path that has been determined by the company, can also be said to be part of career development (Danang, S; 2002; 183-184). Career development is also the process of implementing an employee's career planning (Dera, R, et al, 2021; 4). And according to (Affandi, 2018; 19), career development is a process of increasing an individual's willingness to work which is achieved in order to achieve the desired career. According to (Rozalena, A & Dewi, KS., 2016; 8-44) there are 4 phases in the career development process, namely the planning phase, direction phase, development phase and preparation of a master plan.

Career development indicators according to (Rivai, 2018; 44-145) include: 1) Work performance is an assumption of good performance underlying all career development activities, when performance is below standard by ignoring other career development efforts, even the most important career goals. even simple things will not be achieved, career advancement generally lies in performance and achievement. 2) Exposure is knowledge about what to expect from promotions, transfers, or other career opportunities by carrying out conducive tasks. Without exposure, employees may not be aware of the opportunities needed to achieve career goals. 3) A good working network, it is hoped that through a network of personal relationships between one employee and another employee and also relationships with professional groups, a good bond or working network will be formed between the employee and other employees or professional groups. This network will ultimately benefit employees in their career development. , 4) Opportunities to grow, Employees should be given the opportunity to grow, for example, through training and also continuing their education. This will provide opportunities for employees to develop according to their career plans. 5) Mentors and sponsors, employees think that having a mentor can help develop their career. The advice given by mentors and supervisors can help in their own career

development process.

Good career development will be realized if two main aspects can be followed and achieved by both parties, both employees and the company. These two aspects are first the employees themselves and second the organization/company. Employees must be able to plan and have clear career goals. Meanwhile, the organization must have a program, designing it as well as possible, from design to methods for developing the career of its employees (Rozalena, A & Dewi, KS., 2016; 8).

### **Individual Creativity**

Individual creativity is an important ability that a coffee shop barista must have in order to survive in the coffee business which is currently growing rapidly. Creativity can also be said to be an idea that is transformed into reality, which is also called innovation. Griffin explained that creativity produces many findings, while findings are manifestations of ideas (Prihatin, B; 2019; 5). Stenberg links creativity with commitment and passion. An employee who is committed and develops passion has a creative nature (Prihatin, B; 2019; 5) here it can be underlined that creativity is not tied to time, as long as an employee has commitment and passion to develop themselves then the employee can be included in the employee group. creative one. Indicators of individual creativity include: 1) Opportunity creator, including having an enthusiastic, enthusiastic and developing attitude. 2) Inventor, including having a persistent, persistent and hard-working attitude. 3) Risk takers, including having the courage to start, not being shy and not afraid of failure or loss. The individual creativity indicators above are very suitable for a barista to have in the process of developing their career (Suryana, 2014:74).

Factors that influence individual creativity according to (Budi, RK., et al., 2023; 89) include: 1) situations that present incompleteness and openness, 2) situations that allow and encourage the emergence of

many questions, 3) situations that can encourage in order to produce something, 4) situations that encourage responsibility and independence. Then the characteristics of creativity according to (Budi, RK., et al., 2023; 87) include: 1) originality, namely producing ideas or products that are unusual and unique, 2) flexibility, namely the ability to think in different ways and solve problems with various ways, 3) intuitive, namely creating something relying on instinct or feelings, 4) perspective, namely having the ability to find solutions to problems that are unusual and different views from most people, 5) passion, namely having a strong desire and interest in something, 6) openness, namely being open and inclusive in accepting new ideas, 7) divergent thinking, namely being able to find various solutions and thinking from various directions, 8) being willing to face risks, 9) Consistent.

### **Product Innovation**

Innovation in principle is the creation and implementation of a new idea, product, process and policy. An idea or concept is the core of innovation and effectiveness that comes from employee contributions through the knowledge they possess (Kemala, S; 2021; 5). 80% of innovative ideas come from individuals, while 20% come from organizations, therefore it is necessary to stimulate innovative behavior from employees for the progress of a business or company. Innovation is also an idea, object, event, method that is felt or observed as something new for a person or group of people, whether in the form of an invention or discovery. According to (Wiyono, et all; 2020) innovation is a process or result of thinking as well as new or different actions in improving or changing an existing thing. The discovery of something truly new, which previously did not exist, then comes into existence, because of the creation of an employee, is called an invention, while findings that actually already exist but are not yet known by people are called discoveries.

Innovation is an important step for a business to maintain its product. (Pratami W,

2019:54) explains that product innovation is often seen as a change or development of a product or service. And innovation capability is one aspect related to empowering business resources to produce new products. According to Adelina in (Muhajirin, 2019:409) Product Innovation is basically to meet market demand so that Product Innovation is one that is used as a competitive advantage for companies. According to (Suryana, Y., 2021) product innovation is an effort made by business actors to improve, improve and develop the products they produce with the aim of winning business competition so that they can remain viable and relevant in situations and conditions that are constantly changing. . The orientation of product innovation can be seen from the perspective of customers, competitors and cross-functional coordination (Wiranata, SS & Syarkani, Y., 2021).

Indicators of product innovation according to (Cynthia & Hendra, 2014: 1217) include: 1) Product Extension, is a product that is still familiar to the business organization but is new to the market., 2) Product Imitation, is a product that is considered new by the business but is familiar to market. 3) New products, are products that are considered new by both the business and the company.

## METHODS

The respondents of this research were baristas from 34 coffee shops in Pekanbaru City who received many reviews and had a star rating of 4.5 and above from consumers on Google search who were customers at these 34 coffee shops with a total of 100 baristas. This research is quantitative descriptive. The data collection method uses observation, interviews and distributing questionnaires, then the results of the recapitulation of questionnaire data that have been filled in by coffee shop baristas are processed using the SPSS program.

## RESULTS

### 1. Validity test

In the validity test, it means that if  $r\text{-count} \geq r\text{-table}$ , in other words, is significant, then the question item is declared valid. And if  $r\text{-count} < r\text{-table}$ , in other words, is not significant, then the question item is declared invalid. for the variables Career Development (Y), Individual Creativity (X1) and Product Innovation (X2) there are 27 statement items which are all valid because the r-count (Corrected Item-Total Correlation) of the statements in the questionnaire is greater than  $r\text{-table}$ .

**Table 2. Validity Test of Dependent and Independent Variables**

Variable	Items	r count	r Table	Results Description
Career Development (Y)	1	0.635	0.1966	Valid
	2	0.677	0.1966	Valid
	3	0.425	0.1966	Valid
	4	0.426	0.1966	Valid
	5	0.607	0.1966	Valid
	6	0.719	0.1966	Valid
	7	0.613	0.1966	Valid
	8	0.465	0.1966	Valid
	9	0.642	0.1966	Valid
Individual Creativity (X1)	1	0.728	0.1966	Valid
	2	0.427	0.1966	Valid
	3	0.807	0.1966	Valid
	4	0.914	0.1966	Valid
	5	0.627	0.1966	Valid



Variable	Items	r count	r Table	Results Description
Product Innovation (X2)	6	0.510	0.1966	Valid
	7	0.816	0.1966	Valid
	8	0.864	0.1966	Valid
	9	0.843	0.1966	Valid
	1	0.915	0.1966	Valid
	2	0.833	0.1966	Valid
	3	0.872	0.1966	Valid
	4	0.627	0.1966	Valid
	5	0.601	0.1966	Valid
	6	0.817	0.1966	Valid
	7	0.668	0.1966	Valid
	8	0.845	0.1966	Valid
	9	0.918	0.1966	Valid

Source: 2023 Data Processing Results

Table 2 above shows that the statement items that have been arranged produce a correlation value that is greater than the r-table. This can be seen from the level  $\alpha = 0.05\%$  of 100 respondents is greater than the r-table (0.1966) so it can be concluded that the statement items for indicators on the career development variable (Y), individual creativity variable (X1) and product innovation variable (X2) have been

distributed to respondents were declared valid and worthy of analysis.

## 2. Reliability Test

Reliability shows the extent to which measurement results remain consistent when carried out twice or more on the same symptoms. Reliability testing was carried out using the Cronbach Alpha formula, where the test results are presented in Table 5 below:

**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha	Std. Cronbach's Alpha
Individual Creativity (X1)	0.901	0.60
Product Innovation (X2)	0.850	0.60
Career Development (Y)	0.912	0.60

Source: 2023 Data Processing Results

Reliability testing is carried out on statement items that have validity. An instrument is declared reliable if the reliability coefficient value obtained reaches at least 0.6. The reliability test results presented in the table above show that each reliability coefficient value is greater than 0.6 so that the instrument used is declared reliable.

## 3. Multiple Linear Regression Analysis

To test the hypothesis which states that there is an influence between individual creativity and product innovation on the career development of coffee shop baristas in Pekanbaru city, it can be seen in table 4 of the results of the double linear regression analysis below:

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,664	1,694		2,425	0.010

Individual Creativity	0.882	0.065	0.224	2,878	0,000
Product Innovation	0.268	0.108	0.174	1,227	0.018

a. Predictors: (Constant), Individual Creativity, Product Innovation

b. Dependent Variable: Career Development

Source: 2023 Data Processing Results

The data from the respondents' responses is then distributed into the SPSS program to find out how the influence of these factors can be seen using linear regression analysis obtained using the SPSS program so that an equation like the following can be obtained:

$$Y = 12.664 + 0.882 X_1 + 0.268 X_2 + \varepsilon$$

The following is an explanation of the results of processed questionnaire data for partial multiple linear regression:

- The constant value is 12.664, meaning that if individual creativity and product innovation are worth 0, then coffee shop barista career development is positive (12.664)
- The regression coefficient value of the individual creativity variable is positive, namely 0.882, meaning that every increase

in individual creativity by 1 unit will increase the career development of the barista by 0.882 units.

- The regression coefficient value of the product innovation variable is positive, namely 0.268, meaning that every 1 unit increase in product innovation will increase the career development of the barista by 0.268 units.

#### 4. Hypothesis Testing Results

##### a. t Test Results

The t test is used to determine the significant level of influence of the independent variable (X) on the dependent variable (Y). For the t test, paying attention to t count, is it significant if t count > t Table. t table =  $n - k = 100 - 3 = 97$  (1.661)

**Table 7. t Test Results (Partial)**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	12,664	1,694		2,425	0.010
	Individual Creativity	0.882	0.065	0.224	2,878	0,000
	Product Innovation	0.268	0.108	0.174	1,227	0.018

a. Predictors: (Constant), Individual Creativity, Product Innovation

b. Dependent Variable: Career Development

Source: 2023 Data Processing Results

From the results of table 5 above it can be seen that:

1. The individual creativity variable, t-count is 2.878 while the t-table is (0.05;97) = 1.661 because t-count > than t-table, so there is a significant influence between the individual creativity variable on the coffee shop barista career development variable in Pekanbaru city.
2. The product innovation variable, t-count is

1.227 while the t-table is (0.05;97) = 1.661 because t-count > t-table, so there is a significant influence between the product innovation variable on the coffee shop barista career development variable in Pekanbaru city..

##### b. F Test Results (Simultaneous)

To test the parameters of the independent variable, the F test is used, the hypothesis of which is that

Ho is rejected if calculated  $F > F$  Table. test in this study:  
 The following are the results of the F

**Table 8. F Test Results (Simultaneous)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	508,620	2	254,310	31,264	0.000a
	Residual	324,055	98	7,754		
	Total	832,675	100			

- a. Predictors: (Constant). Individual Creativity, Product Innovation  
 b. Dependent Variable: Career Development  
 Source: 2023 Data Processing Results

Therefore F calculated =  $31.264 > F$  Table (0.05); (2); (100) = 3,090, so it is significant according to the conditions, so that together individual creativity and product innovation have a significant effect on the career development of coffee shop baristas in Pekanbaru city.

The coefficient of determination is one of the tests carried out with the aim of obtaining the magnitude of the influence value of the independent variable on the dependent variable. These tests can be seen in the table below:

c. Coefficient of Determination Test Results (R<sup>2</sup>)

**Table 9. Determination Test Results (R<sup>2</sup>)**

**Model Summary b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.822a	0.852	0.706	1,005

- a. Predictors: (Constant), Individual Creativity, Product Innovation  
 b. Dependent Variable: Career Development  
 Source: 2023 Data Processing Results

From the numbers in the adjusted R square table, it can be seen that the value is 0.706. And this value is in the strong category, which means that the influence of the independent variables (individual creativity and product innovation) on the dependent variable (coffee shop barista career development) is 70.6% while the remaining 29.4% is influenced by other variables not discussed in this research.

baristas, coffee shop baristas are also flexible in carrying out their work, can adapt to what is trending or the tastes that consumers generally like. In terms of intuitiveness, the baristas also have a high sensitivity to the surrounding environment when working, but the perspective of increasing creativity by attending special training for baristas is still minimal, this is because the baristas do not want to spend money, which can be said to be quite large, to attend training. the professional. The passion, openness and divergent thinking of the baristas can be said to be good but not optimal due to several obstacles in the field that they face. In terms of being available to face risks and being consistent, the baristas are quite capable of doing it. And from the results of data processing, it is known that the individual creativity of coffee shop baristas in the city of Pekanbaru has a

**DISCUSSION**

1. The results of the recapitulation of respondents' responses show that the individual creativity of coffee shop baristas in Pekanbaru city is in the good category with an average score of 3.12. This shows that coffee shop baristas in general already have individual creativity that is capable in the world of the coffee business. Coffee shop baristas in the city of Pekanbaru can maintain the originality of their coffee blends which have different flavors between the

significant influence on their career development, which is proven by the calculated t value of 2.878 while the t-table is 1.661 because  $t$  calculated  $>$  than  $t$  table so it is clear that there is a significant influence between the individual creativity of a coffee shop barista and their career development in the future.

2. The results of the recapitulation of respondents' responses regarding product innovation that has been carried out by coffee shop baristas in Pekanbaru city are also in the good category with an average score of 3.98. This shows that the coffee shop baristas in the city of Pekanbaru have made innovations related to the products that their coffee shop offers to customers, expanding products, imitating products and creating new product flavors that the baristas have done to meet the tastes and desires of customers. of the products they offer. From the results of data processing it is known that product innovation has a significant influence on the career development of coffee shop baristas in the city of Pekanbaru, this is proven by the t-count which is 1.227 while the t-table is 1.661 because  $t$ -count  $>$  than  $t$ -table so it is clear that there is a significant influence between product innovation and career development of coffee shop baristas in Pekanbaru city.
3. From the results of simultaneous testing it is known that together individual creativity and product innovation have a significant influence on the career development of coffee shop baristas in Pekanbaru city, this is proven by the calculated F value of  $31.264 > F$  table (0.05); (2); (100) = 3.090, then  $H_0$  is rejected or significant according to the conditions, so that the variables of individual creativity and product innovation together have a significant effect on the career development of coffee shop baristas in Pekanbaru city.

And the  $R^2$  value is 0.706, which means that the contribution of the influence of the independent variables (individual creativity and product innovation) to the dependent variable (career development) is 70.6% while the remaining 29.4% is influenced by other variables not discussed in the research. This.

## CONCLUSION

Based on the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

1. Partially, individual creativity has a significant influence on the career development of coffee shop baristas in the city of Pekanbaru.
2. Partially, product innovation has a significant influence on the career development of coffee shop baristas in the city of Pekanbaru.
3. Simultaneously, individual creativity and product innovation have a significant influence on the career development of coffee shop baristas in Pekanbaru city.
4. The  $R^2$  value is 0.706. This means that the contribution of the influence of individual creativity and product innovation variables to the career development variable is 70.6%, while the remaining 29.4% is influenced by other variables not included in this research.

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