

## Improving Creativity of Steering and Unloading Workers' Sales Through Subjective Welfare, Positive Application and Performance at Pt Abra Cirebon Sakti

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**Abstract.** *This study examines the Influence of Subjective Well-being, Positive Behavior, and Performance on Sales Creativity of Stevedores at PT. Abra Cirebon Sakti. The population is 100 stevedores of PT. Abra Cirebon Sakti. However, considering that there are several obstacles in the field that result in complaints from the company's clients. This study uses primary data sources and data collection using a questionnaire instrument. After testing the hypothesis, it was found that there was an influence of subjective well-being, positive behavior, and performance on sales creativity of stevedores. Based on this study, it was found that subjective well-being, positive behavior, and performance had an influence on sales creativity of stevedores and there was no influence of subjective well-being on stevedore performance.*

**Keywords:** *Positive behavior; Performance; Creativity; Subjective well-being*

### 1. Introduction

The world of marketing includes all forms of marketing carried out by an organization or company. It can be said that marketing is the spearhead of a company's success, because every company certainly offers products or services. If the marketing of a company functions very well, then the company can reach the peak of its success. In other words, the success of a company's business depends on how the marketing sector plays its role to the maximum.

The types of marketing in this modern era are indeed very diverse. Because competition in the business world is getting tighter, every marketing field in the company must think about the marketing concept and [smart, effective and precise marketing strategy](#).

Marketing according to Kotler and Keller (2016:27): "Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging, and freely exchanging products and services of value with others."

The statement defines marketing as a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

The differences in research results were put forward by Sutapa, Mulyana, Wasitowati (2017:1)

*The results of data analysis show that creativity has no significant effect on innovation. Market orientation significantly affects innovation and performance. Innovation also has a significant effect on excellence and competitive performance. Furthermore, competitive advantage has a significant effect on company performance. (Sutapa, Mulyana, Wasitowati, 2017:1)*

The results of the data analysis show that creativity has no effect significant to innovation. Market orientation significantly influences innovation and performance. Innovation also has a significant effect on competitive advantage and performance. Furthermore, competitive advantage has a significant effect on company performance.

However, in reality in the field, especially at PT. Abra Cirebon Sakti in carrying out the loading and unloading process faces several obstacles such as natural factors, Human Resources (HR), transportation, heavy equipment conditions are often damaged because they are obsolete and security at the port. In terms of Human Resources, the lack of responsiveness of officers in coordinating between institutions in the port. The slow processing of licensing documents, to the supervision of containers that must go through several inspections by different agencies. The waiting period for containers to be loaded and unloaded from the ship (dwelling time) until they are removed from the port is getting longer, making the logistics costs of entrepreneurs swell. The lack of responsiveness of the loading and unloading employees resulted in complaints from customers.

In addition, the current situation is currently being hit by the Covid 19 Pandemic, so that movement is hampered due to crowd restrictions and PSBB policies.

The data obtained from PT. Abra Cirebon Sakti is in the form of a risk invoice in the middle of the work, the heavy equipment is damaged so that the time to use the dock runs out, so the goods must be moved to the warehouse, so a warehouse must be rented.

Table

Additional Warehouse Rental Costs Due to Loading and Unloading Waiting Period

No	DESCRIPTION	QUANTITY	PRICE	AMOUNT
1.	No : 001A/ACS-PBM/III/2020 Invoice Biaya Gudang Bongkar muat Batubara TB. Syukur 28 /B.G. Raumah 88 Periode 29 Feb s/d 18 Mar 2020			
	- Alat berat ( Excavator )	73 Jam	Rp. 375.000	Rp. 27.375.000,00
	- Alat Berat ( Loader )	61 Jam	Rp. 450.000	Rp. 27.450.000,00
	- Uang makan operator ( Excavator )	16 Shift	Rp. 200.000	Rp. 3.200.000,00
	- Uang Makan operator ( Loader )	15 Shift	Rp. 200.000	Rp. 3.000.000,00
	<b>TOTAL</b> :			<b>Rp. 61.025.000,00</b>
	Uang Muka :			
	Sisa Tagihan :			<b>Rp. 61.025.000,00</b>
Terbilang : # Enam puluh satu juta dua puluh lima ribu rupiah #				

Source: PT.Abra Cirebon Sakti invoice data for March 2019

The expenses listed in table above show the amount of warehouse costs that the company must pay due to the slow loading and unloading process. The dwelling time incident was caused by the complicated authority of several government agencies in the port. The government agencies involved include the Quarantine Agency of the Ministry of Agriculture, the Food and Drug Supervisory Agency (BPOM), Customs and Excise, and several related ministries in managing permits, so the bureaucratic chain is very long.

To overcome these obstacles, PT. Abra Cirebon Sakti must have skilled and creative workers in addition to providing adequate equipment so that it can facilitate loading and unloading activities. One of the efforts is through subjective welfare.

Guda Sridha (2018) in his research showed the results that: "Potential strategic synergies between sales force internal qualities and skills and organizational identity, three major contributors to sales force creativity and adaptive selling: subjective well-being (SWB), positive coping, and organizational identity (OI)".

## 2. Research Methods

The research method used in this study is descriptive correlation which has characteristics, among others, as stated by Nur Indriantoro and Bambang Supomo (2014:26) as follows:

- a. Descriptive research is a study of problems in the form of current facts from a population. The purpose of descriptive research is to test hypotheses or answer questions related to the current status of the object being studied. This type of research is generally related to opinions (individual, group or organizational), events or procedures.
- b. Correlational research is a type of research with problem characteristics in the form of a correlational relationship between two or more variables. The purpose of this research is to determine whether or not there is a correlation between variables or to make predictions based on the correlation between variables.

In relation to the above, it is appropriate if this study uses a descriptive correlation method, which looks at the relationship between two or more variables. This is related to the characteristics put forward by Winarno Surakhmad (2014:142), namely:

- a. Focus on solving current problems on actual problems.
- b. The data collected is then compiled, explained and then analyzed.

### 3. Results and Discussion

#### Profile of PT. Abra Cirebon Sakti

Company name	:	PT. Abra Cirebon Sakti
Name of Responsible Person	:	Abraham Hutabarat
Company's address	:	Bali Street Number 1, Panjunan Village Lemahwungkuk District, Cirebon City.
NPWP/ Telephone	:	02.471.7225.426.000 / 0231234380
Main business activities	:	Goods Loading and Unloading Services, EMKL
Capital status/Business status	:	Private / Central
Tax obligations	:	(X) VAT
Business License	:	No. 0690/10-17/PK/IX/2016 (Mayor of Cirebon)
Institutional	:	Supplier
Business License	:	552 3/44/SIUPBM/V/2006 (Transportation Service)

PT. Abra Cirebon Sakti is a company engaged in the field of coal loading and unloading and trucking which is located at Jalan Bali Number 1, Panjunan Village, Lemahwungkuk District, Cirebon City. PT. Abra Cirebon Sakti in managing its business adheres to the vision and

mission that have been set since its inception, where the vision and mission are the foundation in determining the direction of PT. Abra Cirebon Sakti's business development policy.

PT. Abra Cirebon Sakti in the future, the era of globalization of all sectors will be increasingly felt, as well as what happens in the business sector, competition will be more real. PT. Abra Cirebon Sakti responds in a natural and simple way, namely "in God there is a solution". Therefore, the Vision of PT. Abra Cirebon Sakti is also simple, namely: "Do'a Analisia dan Laksana (Pray, Analyze and Considered It Done)".

Mission of PT. Abra Cirebon Sakti, in a natural and simple way based on the vision of PT. Abra Cirebon Sakti, aspires to grow into a company that plays an active role in its field and can make a real contribution to achieving economic growth in the community, through increasing the skills and welfare of the family. PT. Abra Cirebon Sakti implements the design of development programs that are always being refined in the fields of:

- Improving the quality and quantity of Human Resources through short training according to their fields in collaboration with competent agencies.
- Increasing the number of business networks, by adding representative offices/branches to become more connected with potential consumers/clients.
- Improving the quality of service by prioritizing "Customer Satisfy First" in business life
- Accelerating independence by increasing technical and administrative capabilities to reduce the level of dependence on other parties in serving our consumers/clients.

## Data Description

### a. Description Subjective well-being

Based on the research data obtained from 8 statements, the empirical score distribution for statements about subjective well-being produced the following results:

From the table above, it can be seen that the data regarding subjective well-being obtained the highest value of 35, the lowest value of 17 with an average of 25.45.

The percentage of respondents' answers for each answer alternative is grouped on a scale of very good, good, sufficient, lacking and very lacking in the interval area with the following percentage parameters:

Very low area in interval = 1 - 7

Area lacking in interval = 8-16

Sufficient area at interval = 17-25

Good area in interval = 26-34

Very good area at interval = 35-40

From 13 question items, the following scores were obtained:

**b. Description Be Positive**

Based on the research data obtained from 8 statements, the empirical score distribution for statements about Behaving Positively obtained the following results:

From the table above, it can be seen that the data regarding Positive Behavior obtained the highest value of 35, the lowest value of 11 with an average of 24.16.

The percentage of respondents' answers for each answer alternative is grouped on a scale of very good, good, sufficient, lacking and very lacking in the interval area.

Value of variable X2 percentage 54% is in the sufficient category with a range of 17-25.

**c. Description Performance**

Based on research data obtained from 8 statements, the empirical score distribution for statements about Performance produced the following results:

From the table above, it can be seen that the data regarding Performance obtained the highest value of 38, the lowest value of 11 with an average of 25.44.

The percentage of respondents' answers for each answer alternative is grouped on a scale of very good, good, sufficient, lacking and very lacking in the interval area.

Value of variable X3 percentage 48% is in the good category with a range of 26-34.

**d. Description Creativity**

Based on research data obtained from 8 statements, the empirical score distribution for statements about Creativity produced the following results:

From the table above, it can be seen that the data regarding Creativity obtained the highest value of 34, the lowest value of 16 with an average of 26.15.

The percentage of respondents' answers for each answer alternative is grouped on a scale of very good, good, sufficient, lacking and very lacking in the interval area.

Table

Percentage of Respondents' Answers to Creativity

Indicator	Range	Frequency	Percentage (%)	Information
	1 - 7			Very less



Optimal Performance	8-16	1	1	Not enough
Giving feedback	17-25	44	44	Enough
Gathering ideas	26-34	55	55	Good
Giving appreciation	35-40			Very good
	Amount	100	100	

The Y variable value of 55 is in the good category and is located in the interval 26-34.

### Hypothesis Testing

#### The Influence of Subjective Well-being (X1) on Performance (X3)

To find out the extent of the influence Subjective well-being (X1) individually (partially) towards Performance (X3) can be seen from the t value in the Coefficients table below with the testing criteria if the significance level is less than 0.05, then the hypothesis is accepted. The results of the hypothesis testing are as follows:

Table

Hypothesis Test (t) of variables X1,X2 against X3

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,342	3,330		3,706	,000
Subjective Well-being	-,024	,100	-,020	-,236	,814
Be Positive	,567	,087	,551	6,505	,000

a. Dependent Variable: Performance

Based on table 8 above, the t-test results show that the t-value of the Subjective Welfare variable (X1) has a p-value of 0.814 > 0.05, which is not significantly distributed, while the t-value is -0.236 < from t-table 1.984, which means it is not significant. (t-table 1.984 is obtained from the degree of freedom (df) n-3 or 100-3 = 97, with the formula in Microsoft Excel using = tinv (0.05; 55). This means that Subjective Welfare (X1) partially has no effect on Performance (X3). This means rejecting the Ho hypothesis which states: "There is an influence of Subjective Welfare on Performance", and accepting the H1 hypothesis, namely: "No There is an influence of Subjective Well-being on Performance".

Next, to find out how big the influence is Subjective well-being towards Performance can be seen from the beta results of 0.192, this means that 19.2% of Performance is influenced by Subjective Well-being, while the remaining 80.2% is influenced by other factors.

#### The Influence of Subjective Well-being (X1) on Creativity (Y)

To find out the extent of the influence Subjective well-being (X1) individually (partially) towards Creativity (Y) can be seen from the t value in the Coefficients table below with the testing criteria if the significance level is less than 0.05, then the hypothesis is accepted. The results of the hypothesis testing are as follows:

## Table

Hypothesis Test (t) of variables X1, X2, X3 against Y

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,187	2,617		3,128	,002
Subjective Well-being	,179	,074	,192	2,419	,017
Be Positive	,257	,077	,319	3,346	,001
Performance	,283	,075	,361	3,792	,000

a. Dependent Variable: Worker Creativity

Based on table above, the t-test results show that the t-value of the Subjective Well-being variable (X1) has a p-value of 0.017 < 0.05, meaning it is significantly distributed, while the t-value of 2.419 > from t-table 1.984 means it is significant. (t-table 1.984 is obtained from the degree of freedom (df) n-3 or 100-3 = 97, with the formula in Microsoft Excel using =tinv (0.05; 55). This means that Subjective Well-being (X1) partially affects Creativity (Y). This means accepting the hypothesis H<sub>i</sub> which states: "There is an influence of Subjective Well-being on Worker Creativity".

Next, to find out how big the influence is Subjective well-being towards Creativity can be seen from the beta results of 0.192, this means that 19.2% of Worker Creativity is influenced by Subjective Well-being, while the remaining 80.2% is influenced by other factors.

### The Influence of Positive Behavior (X2) on Performance (X3)

Based on table above, the t-test results show that the t-value of the Positive Applicable variable (X2) has a p-value of 0.000 < 0.05, meaning it is significantly distributed, while the t-value of 6.505 > from t-table 1.984 means it is significant. (t-table 1.984 is obtained from the degree of freedom (df) n-3 or 100-3 = 97, with the formula in Microsoft Excel using =tinv (0.05; 55). This means that Positive Applicable (X2) partially affects Performance (X3). This means accepting the H<sub>o</sub> hypothesis which states: "There is an influence of Positive Applicable on Performance".

Next, to find out how big the influence is Positive Behavior on Performance can be seen from the beta results of 0.551, this means that 55.1% of Worker Creativity is influenced by Positive Behavior, while the remaining 44.9% is influenced by other factors.

### The Influence of Positive Behavior (X2) on Creativity (Y)

Based on table the t-test results show that the t-value of the Positive Enforcement variable (X2) has a p-value of 0.001 < 0.05, meaning it is significant, while the t-value of 3.346 > from t-table 1.984 means it is significant. (t-table 1.984 is obtained from the degree of freedom (df) n-3 or 100-3 = 97, with the formula in Microsoft Excel using =tinv (0.05; 55). This means that Positive Enforcement (X2) has an effect on Creativity (Y). This means accepting the



hypothesis  $H_1$  which states: "There is an effect of Positive Enforcement on Worker Creativity".

Next, to find out how big the influence is Positive Applicability to Creativity can be seen from the Beta results of 0.319, this means that 31.9% of Creativity is influenced by the Positive Applicability variable, while the remaining 68.1% is influenced by other factors.

### **The Influence of Performance (X3) on Creativity (Y)**

Based on table 4.9, the t-test results show that the t-value of the Performance variable (X3) has a p-value of  $0.000 < 0.05$ , meaning it is significant, while the t-value of  $3.792 >$  from t-table 1.984 means it is significant. (t-table 1.984 is obtained from the degree of freedom (df)  $n-3$  or  $100-3 = 97$ , with the formula in Microsoft Excel using  $=\text{tinv}(0.05; 55)$ ). This means that Performance (X3) partially affects Creativity (Y). This means accepting the hypothesis  $H_1$  which states: "There is an influence of Performance on Creativity".

Next, to find out how big the influence is Performance on Creativity can be seen from the beta value of 0.361, this means that 36.1% of Creativity is influenced by performance variables, while the remaining 63.9% is influenced by other factors.

### **The Influence of Subjective Well-being on Performance**

Partial testing of the influence of the Subjective Welfare variable on Performance obtained a value of p-value  $0.814 > 0.05$  not significantly distributed, while t count  $-0.236 <$  from t table 1.984 means not significant. This shows that the Subjective Welfare variable can predict Performance. This means rejecting the  $H_0$  hypothesis which states: "There is an influence of Subjective Welfare on Performance and accepting the  $H_1$  hypothesis, namely: "NoThere is an influence of Subjective Well-being on Performance".

Subjective well-being is considered a factor that can predict the presence of mental stress, and is one of the indicators of good quality of life for individuals and society. According to Veenhoven in (Diener: 2018) "Happiness as part of subjective well-being can facilitate social contact". Veenhoven further stated that: "Positive affect can create active and energetic feelings, making it more productive. In addition, those with high happiness also have less stress".

Campbell in Compton Compton (2018) states:

Self-esteem is a predictor that determines subjective well-being. High self-esteem will cause someone to have good control over anger, have intimate and good relationships with others, and productive capacity in work. This will help individuals to develop good interpersonal relationship skills and create a healthy personality.

Research result Indra Bakti Nasution (2020) which states that "Well-being affects performance". It turns out that the results of the study at PT Abra Sakti Cirebon showed that subjective Welfare did not have a positive effect on Performance. From the results of

the analysis of subjective Welfare, out of 8 questions there was one item with the lowest answer, namely item number 7, an indicator of positive social Realization, with the statement: "I try to solve work problems".

This shows that workers at PT Abra Sakti Cirebon have not been fully able to take steps to solve work problems. This will affect poor performance.

Meanwhile, the highest value regarding Subjective Well-being, from 8 questions there is one item with the highest answer, namely number 7, the indicator of Positive Social Relations with the statement: "I try to take steps to solve work problems".

This shows that workers at PT Abra Sakti Cirebon are good at trying to solve work problems.

### **The Influence of Subjective Well-being on Creativity**

Partial testing of the influence of Subjective Well-being on Creativity obtained a value of p-value  $0.017 < 0.05$ , meaning it is significantly distributed, while  $t \text{ count } 2.419 > t \text{ table } 1.984$  means it is significant. This shows that the Subjective Well-being variable can predict Creativity positively. Thus it is known that the previously formulated hypothesis stating "There is an influence of Subjective Well-being on Worker Creativity" is accepted or proven. Or in other words, Subjective Well-being can predict increased Creativity.

Referring to the research hypothesis which states that "There is an influence of subjective well-being on creativity", which means that increasing creativity can be done with subjective well-being.

Creativity is an individual mental process that produces new ideas, processes, methods or products that are effective, imaginative, flexible, successive, and discontinuous, which are useful in various fields to solve a problem. So creativity is part of a person's efforts. Creativity will become art when someone does an activity.

According to Supriadi in Yeni Rachmawati (2015:15) creativity is:

To the ability of a person to produce something new, either in the form of ideas or real works that are relatively different from what already exists. Creativity is a high-level thinking ability that implies an escalation in thinking ability, marked by succession, discontinuity, differentiation, and integration between stages of development.

StudyGuda Sridha (2018) regarding subjective well-being concluded: "SWB increases adaptive selling and sales creativity directly and through the mediation effect of sales force coping".

Every company in its activities aims to seek maximum profit, this goal will be achieved if the company carries out effective and efficient marketing, because marketing is one of the activities that must be carried out by entrepreneurs in order to achieve goals. To provide maximum service quality to customers must meet various elements that are combined,

especially in terms of personnel as service personnel concerning the pleasant attitude shown to customers, and especially is to understand what customers want so that they can meet their expectations optimally.

### **The Impact of Positive Behavior on Performance**

Partial testing of the influence of the Positive Behaviour variable on Performance obtained a value of p-value  $0.000 < 0.05$ , meaning it is significantly distributed, while t count  $6.505 >$  from t table 1.984 means it is significant. This means that the Positive Behaviour variable can positively predict Performance. Thus it is known that the hypothesis that has been formulated previously stating that "There is an influence of Positive Behaviour on Performance" is accepted or proven. Or in other words, Positive Behaviour can predict increased Performance.

Referring to the research hypothesis which states that "There is a positive influence on performance", which means that improving performance can be done by acting positively.

Being positive means welcoming customers warmly and serving their questions and requests wholeheartedly. (Valantino Dinisi, 2017:95).

This statement is supported by research which states that *The role of humor usage on creativity, trust and performance in business relationships: An analysis of the salesperson-customer dyad.* (Antoine Vachon: 2017).

Being positive can change the atmosphere and spread excitement in almost all interactions with consumers, serving consumer requests wholeheartedly. Being positive is a very attractive attitude because this attitude can change the atmosphere and spread excitement in almost all interactions with customers.

From the results of the analysis regarding Positive Applicability, out of 8 questions there is one item with the lowest answer, namely item number 4, the price indicator with the statement: "providing cheap prices for the services we provide", which means that not all consumers feel they accept the cheap prices given by PT. Abra Sakti Cirebon.

While the highest value regarding Applicable is positive, from 8 questions there is one item with the highest answer, namely item number 8, the convenience indicator with the statement: "PT. Abra Cirebon Sakti opens an online channel to make it easier for customers to contact our services". This shows that PT. Abra Cirebon Sakti has been felt to provide convenience for consumers by opening an online channel in doing business.

### **The Influence of Positive Behavior on Creativity**

Partial testing of the influence of the variable Positive Behaviour on Creativity obtained a p-value of  $0.001 < 0.05$ , meaning significant, while t count  $3.346 >$  from t table 1.984 means significant. This shows that the variable Positive Behaviour can positively predict Creativity. Thus it is known that the previously formulated hypothesis stating "There is an influence of

Positive Behaviour on Worker Creativity" is accepted or proven. Or in other words Positive Behaviour can predict increased Creativity.

Referring to the research hypothesis which states that "There is an influence of Positive Behavior on Worker Creativity", which means that to increase Creativity, it can be done by Behaving Positively.

Likewise, being positive, which includes elements of humor, has a positive relationship with sales creativity and customer trust, as evidenced by research conducted by Antoine Vachon (2017) which states that the use of salesperson humor positively affects salesperson creativity and customer trust. The use of humor may be a basic human ability that is important for enhancing creativity and developing strong relationships in a business-to-business environment.

From the results of the analysis regarding Performance, out of 8 questions there is one item with the lowest answer, namely item number 1, daring to take risks with the statement: "I try to bring faster completion of work", which means that not all stevedoring workers at PT. Abra Sakti Cirebon are able to complete work faster.

While the highest value regarding Performance, from 8 questions there is one item with the highest answer, namely item number 8, the indicator of finding a solution with the statement: "The company triggers the enthusiasm of workers to continue working". This shows that PT. Abra Sakti Cirebon is able to triggering the enthusiasm of workers to continue working.

Being positive can change the atmosphere and spread excitement in almost all interactions with consumers, serving consumer requests wholeheartedly. Being positive is a very interesting attitude because this attitude can change the atmosphere and spread excitement in almost all interactions with customers. Being positive means welcoming customers warmly and serving their questions and requests wholeheartedly. (Valantino Dinisi, 2017:95).

### **The Influence of Performance on Creativity**

Partial testing of the influence of Performance on Creativity obtained a value of p-value  $0.000 < 0.05$  meaning significant, while  $t$  count  $3.792 >$  from  $t$  table  $1.984$  meaning significant. This shows that the Performance variable can predict Creativity positively. Thus it is known that the previously formulated hypothesis stating "There is an influence of Performance on Worker Creativity" is accepted or proven. Or in other words, Performance can predict increased Creativity.

Referring to the research hypothesis which states that "There is an influence of Performance on Worker Creativity", which means that increasing Creativity can be done through Performance.

The results of this study are supported by previous research results by FredMiao which stated that Effects of sales force market orientation on creativity, innovation implementation, and sales performance. (C. FredMiao: 2015).

From the results of the analysis regarding Performance, out of 8 questions there is one item with the lowest answer, namely item number 3, the responsibility indicator with the statement: "I am reliable in completing every job", which means that not all stevedoring workers at PT. Abra Sakti Cirebon have reliable responsibilities.

While the highest value regarding Performance, from 8 questions there is one item with the highest answer, namely item number 2, the work performance indicator with the statement: "I can be relied on to carry out the work". This shows that the work performance of PT. Abra Sakti Cirebon stevedores can be relied on to carry out the work.

An organization is formed to achieve common goals, but to achieve goals effectively requires good and proper management. There are various opinions about the definition of performance, although basically they have more or less the same meaning. The ability to think creatively can see various solutions to a problem. Expressing thoughts that are different from others without being limited will essentially be able to produce various ideas. (Utami Munandar, 2016:60). With creativity, humans can improve their quality of life. New ideas as the fruit of creative thinking will be very much needed to face a future full of challenges. Ambar Teguh Sulistiyani & Rosidah (2013:223) state that "A person's performance is a combination of ability, effort and opportunity that can be assessed from the results of his work".

#### 4. Conclusion

Based on the results of the analysis and discussion presented previously, the following conclusions can be drawn: 1. There is no influence of Subjective Welfare on Loading and Unloading Performance at PT. Abra Cirebon Sakti. 2. There is an influence of Subjective Welfare on Sales Creativity of Stevedores at PT. Abra Cirebon Sakti. 3. There is a positive influence on loading and unloading performance at PT. Abra Cirebon Sakti. 4. There is a positive influence on the Sales Creativity of Stevedores at PT. Abra Cirebon Sakti. 5. There is an influence of Performance on Sales Creativity of Stevedores at PT. Abra Cirebon Sakti.

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