

ABSTRAK

Penelitian ini menganalisis peran kinerja sebagai mediator pengaruh kreativitas dan motivasi terhadap well-being pengrajin batik gentongan di Bangkalan. Melalui survei kuantitatif terhadap 170 pengrajin dan analisis PLS-SEM, ditemukan bahwa kreativitas dan motivasi berpengaruh positif dan signifikan terhadap kinerja. Ketiga variabel kreativitas, motivasi, dan kinerja juga terbukti meningkatkan well-being pengrajin. Kinerja berperan sebagai mediator signifikan, menunjukkan bahwa kreativitas dan motivasi tidak hanya berdampak langsung pada kesejahteraan, tetapi juga tidak langsung melalui peningkatan kinerja. Temuan ini memperkuat pentingnya faktor psikologis dan kapasitas kerja dalam membangun kesejahteraan pengrajin batik gentongan. Penelitian ini memberikan kontribusi teoretis bagi model kesejahteraan berbasis kinerja serta rekomendasi praktis bagi pemerintah dan komunitas pengrajin untuk meningkatkan kreativitas, keterampilan, dan dukungan kerja secara berkelanjutan

Kata Kunci: kreativitas, motivasi, kinerja, *well-being*, batik gentongan

ABSTRACT

This study analyzes the role of performance as a mediator of the influence of creativity and motivation on the well-being of gentongan batik artisans in Bangkalan. Through a quantitative survey of 170 artisans and PLS-SEM analysis, it was found that creativity and motivation have a positive and significant effect on performance. The three variables of creativity, motivation, and performance were also shown to improve artisan well-being. Performance played a significant mediator role, indicating that creativity and motivation not only have a direct impact on well-being, but also indirectly through increased performance. These findings reinforce the importance of psychological factors and work capacity in building the well-being of gentongan batik artisans. This study provides theoretical contributions to the performance-based well-being model as well as practical recommendations for the government and artisan communities to improve creativity, skills, and work support sustainably.

Keywords: Creativity, Motivation, Performance, well-being, Gentongan Batik