The Impact of Dominant Predictors on University Students' Creativity through Creative Self-efficacy in Shaanxi China: The Moderating Role of Motivation

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Abstract: Studies on creativity have identified critical individual and contextual variables that contribute to individuals' creative performance. Ceative self-efficacy has also served as a critical mediating mechanism linking a variety of individual and contexual factors to people's creative performance. However, the factors influence the relationship between creative self-efficacy and creativity have not yet been systematically investigated. In this study, the author explores potential processes that motivation moderate the relationship between creative self-efficacy and university students creativity under the effects of three dominant predictors like openness to experience, learning goal orientation and team learning behavior.

Key words: Creativity; Creative Self-efficacy; Motivation; Openness to Experience; Learning Goal Orientation; Team Learning Behavior

1 Introduction

Cultivating students' creativity is one of the main goals of education around the world, and more creative talents will be demanded in the future society. Creativity is a unique integrated ability among human beings which is a water-shed between first-class talent and third-rate talent.

1.1 Global and domestic development status of creativity

Scientific and technological innovation and development are important factors that profoundly affects the trend and process of human civilization, and in sense determines the rise and fall and destiny of a country or a nation. In today's world, the tide of scientific and technological innovation keeps rising. Major countries including China in the world vigorously promote medium and long-term scientific and technological strategic planning, aiming to accurately grasp and immediately lay out the direction and focus of scientific and technological innovation, so as to grasp the initiative of competitive development.

1.2 Importance of Creativity

Creativity is vital to an individual, a nation and also a country. In human society, only the new thing will have vatality and the new product will have a market. People who have creativity would make progress and people who get a great achievement in his career must full of creativity all his life.

2. Literature Review

The overall view is to test and justify the three independent variables (openness to experience, learning goal orientation, and team learning behavior) and the mediator variable (creative self-efficacy) towards the university students' creativity in Shaanxi, China. In addition, to test and justify motivation as a moderator between mediator variable and university students' creativity to close the gap in this research. In order to have an intensive understanding, social cognitive theory, the theory of creative individual action, self-determination theory, self-regulatory focus theory and

goal-setting theory are employed to be pillar theories to support the theoretical framework and hypotheses developed.

3.Methodology

This part is developed to discussions on the research design and methodology. The discussion begins with the choice of research design, unit of analysis, sample design and the operationalization of the variables included in this study. On top of that, the purpose of the this study is to operationalize the variables, conduct a test on the validity and the reliability of the measurement, discuss on the data collection instruments, data analysis, demonstrate various test's procedures, develop the application of statistical methods in the research.

3.1 Research Design

The aim of the research design and selection is to examine the objectives of this study. Thus the research activity sequence are as follows:

(1) Select and evaluate the variables to justify the effects on university students' creativity.
(2) Prepare a cross sectional study using survey to test the relevance and the relationship between the selected variables.
(3) Formulate specific research questionnaires.
(4) Pilot testing on the questionnaires on its relevance and accuracy towards the best fit of the purpose and objectives of this research.
(5) Revise and finalize the questionnaires' draft.
(6) Collect actual data by administrating the research questionnaires.
(7) Test the hypotheses with appropriate statistical testing methods.
(8) Analyzing the data and evaluate the findings.

3.2 Analysis Methodology

Once the data are collected, the information will be coded and the SPSS software is used to perform statistical analysis, which includes the following:

a) Descriptive statistics

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. Descriptive statistics are broken down into measures of central tendency and measures of variability.

b) Factor and reliability analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring.

c) Correlation analysis

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables. This particular type of analysis is useful when a research wants to establish if there are possible connections between variables.

d) Multiple and regression analysis

The multiple analysis is a valuation technique. These methods of valuation are used in investment banking, equity research, private equity, corporate development, mergers and acquisitions, leveraged buyouts and finance that determines the different market values for comparable companies.

Regression analysis is a powerful statistical method that allows you to examine the relationship between two or more variables of interest. While there are many types of regression analysis, at their core they all examine the influence of one or more independent variables on a dependent variable.

4 Research Finding

4.1 Reliability test

To evaluate the measurement tools used, researcher will conduct two important test which is reliability and validity. In order to derive at the most accurate output and with the highest generalizability the measurement outcome need to achieve high reliability and validity (Kumar, 2014). As such, to ensure the achievement of consistency result in the research study, reliability test is used. The use of Cronbach's Alpha reliability coefficient will be the subsequent process to ensure the items in a set are positively correlated to each other (AlHassan & Wood, 2015).

4.2 Pilot study

Pilot study is an important test to be used to heck the validity, reliability, and consistency of a set of questionnaire before it is conducted in full test (Berger &Brown 2015). Before the final data collection was conducted, the pilot tests were distributed using the non-probability sampling approach (convenience sampling approach) to the university students in Shaanxi province. The purpose of the pilot study is to further justify any issue regarding the questions and wording

used in the survey (Creswell & Creswell 2018).

Table 1. Reliability statistics (90 pilot test)

Dimension	Number of Items	Cronbach's Alpha
Creativity	9	0.858
Creative self-efficacy	6	0.766
Intrinsic motivation	6	0.854
Extrinsic Motivation	6	0.652
Openness to experience	8	0.810
Learning goal orientation	9	0.916
Team learning behavior	6	0.873
Total	**50**	**0.939**

5 Conclusion

In conclusion, the aim of this paper is to provide and explain an intensive research method used in this study. Furthermore, a descriptive approach was being used in the research design. Quantitative method along with the usage of non-probability sampling approach (convenience sampling approach) have been conducted in this current research.

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