

## **ABSTRACT**

*Creativity is one of most important aspects that can boost career in the future. Research by Edelman Berland shows profesional workers in United States of America assume that creative education is necessary to solve problems they faced in their workplace with different point of view. Unfortunately according to Global Creativity Index, Indonesia is on 81 out of 82 for the most creative country.*

*Therefore young people in Bandung, Indonesia, create a community that has been named Warung Imajinasi. With the help from volunteer they make events to improve creativity in society around them. Gesten and Kearing (2000) said volunteer can make an impact directly to student like how they write and read.*

*The purpose of this research is to analyse factors that can affecting an association of Warung Imajinasi and determines the most dominant factor. This research is an exploratory study using mix methods with sequential exploratory design.*

*This research used exploratory factor analysis to analyze data, with 90 respondents for sample and drawn using stratified technique. The result of analysis showed that there are four new factors, i.e: "Comfortable", "Individual Motivation", "Attracting Activity", and "Giving Social Impact" with the most dominant factor is "Comfortable" which is has the greatest % of variance with 45,279.*

**Keywords:** *exploratory factor analysis, creative community, mix methods*