The Influence of Creativity and Entrepreneurial Ability on Business Success

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ABSTRACT

The purpose of this study is to ascertain how innovation and entrepreneurial abilities affect the performance of MSME companies in Binjai City. Researchers discovered that MSMEs are less creative based on observations, and it is nevertheless evident that they lack broad, innovative ideas. Additionally, MSMEs lack the broad insights necessary to create new products, making it challenging for them to succeed as a firm. MSMEs frequently deal with a drop in product production, which causes them to receive profits that fall short of their goals and see an annual dip in revenue. Using primary data sources, this study employs a qualitative research methodology. A questionnaire is used to collect the data. The study's findings support the third hypothesis, which holds that both creativity and entrepreneurial skills simultaneously have significant effects on company success.

Keywords   :   Creativity; Ability; Entrepreneurship; Business Success; MSMEs

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana inovasi dan kemampuan kewirausahaan mempengaruhi kinerja perusahaan UMKM di Kota Binjai. Para peneliti menemukan bahwa UMKM kurang kreatif berdasarkan pengamatan, dan terbukti bahwa mereka tidak memiliki ide yang luas dan inovatif. Selain itu, UMKM tidak memiliki wawasan yang luas yang diperlukan untuk menciptakan produk baru, sehingga menyulitkan mereka untuk sukses sebagai perusahaan. UMKM sering mengalami penurunan produksi produk, yang menyebabkan mereka menerima keuntungan yang tidak sesuai dengan target dan mengalami penurunan pendapatan tahunan. Dengan menggunakan sumber data primer, penelitian ini menggunakan metodologi penelitian kualitatif. Kuesioner digunakan untuk mengumpulkan data. Temuan penelitian ini mendukung hipotesis ketiga, yang menyatakan bahwa kreativitas dan keterampilan kewirausahaan secara simultan berpengaruh signifikan terhadap kesuksesan perusahaan.

Kata Kunci   :   Kreativitas; Kemampuan; Kewirausahaan; Keberhasilan Usaha; UMKM

INTRODUCTION

Micro, Small and Medium Enterprises or MSMEs that are continuously experiencing development, and are marked by the increasing number of MSMEs emerging by offering a variety of diverse and creative products. With conditions like this, it is not impossible that MSMEs become the main priority to meet market needs for new products that cannot yet be produced by large-scale companies, for Micro, Small and Medium Enterprises, it is not only the condition of the company that makes MSMEs continue to experience development but also the ability and excellence in creativity that is prioritized by MSMEs(Rosmala Dewi, 2021). MSMEs are also inseparable from the creative thinking of every business actor to create new business fields and encourage entrepreneurs to play an active role in creating existing capabilities to achieve significant business success, and can be used by the government as a foothold in taking strategies and regulations that support the success of small businesses (Malvin Hariyanto, 2023).

In a company or business venture, of course it requires humans as a source of labor in carrying out each of its activities, because humans become actors, planners and determinants of the realization of the goals of a business, both for large and small scales businesses (Ardy, 2023). Because in carrying out activities in entrepreneurship there are things that need to be considered, namely the problem of human resources that can determine the progress of the business and benefit the business, so that the existing components can be utilized and work together well (Aurel Lai, 2023).

Entrepreneurial activities can help the wheels of the economy, prosper business actors and the surrounding community to open up employment opportunities in reducing unemployment rates (Nurjanah, 2023). Small and Medium Enterprises (SMEs) can survive in the midst of an economic crisis due to several factors including: the capital used by SME actors is relatively small and usually uses their own capital (does not depend on financial institutions) so that if there is a downturn in the banking sector it will not have too much impact on the ongoing business. In addition, the products produced by SMEs are generally relatively close to the needs of the community and are able to sell quickly even though the economic situation is getting worse (Steven Sanjaya, 2024).

Entrepreneurship is an action of a person to create a business/business based on the opportunities and abilities they have. More and more people are choosing to become entrepreneurs due to various factors; The increasing number of unemployed, the difficulty of finding suitable jobs so that entrepreneurship becomes one of the solutions to existing conditions (Destiana, 2023). Understanding the needs, desires and demands of consumers will provide important input for designing business strategies in order to create satisfaction for their customers. Business actors are required to be able to compete and follow every movement of change so as to direct business actors in creating success for their businesses (Joko Riyanto, 2024).

Creativity is the ability to provide ideas or concepts with a creative thinking process to create something. Creativity is a creative power that has a higher and positive 'more' value in making or releasing new products that are more pragmatic. More value can be interpreted as newer, better, better, more modifiable, more correct, more effective, and more efficient. Meanwhile, more 'pragmatic' means more useful, more beneficial to the wider community, and easier to obtain (Soriyani Harahap, 2022). Creativity and innovation are inevitable after the product will adjust to the needs of the style and desires

of the buyer. Desires cannot be measured and result in products that are able to adapt to new lines, new products and completely new products. In addition to creativity and innovation that must be possessed by an entrepreneur, another factor that can be maximized to achieve the success of a business is the selection of promotional media (Gusti Made Arya Guna, 2021).

Achieving the success of a business is certainly not only capital but also personal competence to manage the business to be successful and consistent. To win the competition, an entrepreneur must have high creativity and innovation. Creativity and innovation of products sold as a solution to help increase business success, especially in the creative industry (Awa, 2024).

There are several factors that may have an influence on business success, including creativity, motivation, and entrepreneurial ability. The first factor that influences the success of creativity is the ability to think of something new and different. Something new and different can be in the form of results such as goods and services, and can be in the form of processes such as ideas, methods, and methods. Something new and different that is created through the process of creative thinking and acting innovatively is the added value of a business is creativity which according to Wiranawata, (2019) (value added) and is a valuable advantage. Ideas will become opportunities if entrepreneurs are willing to continuously evaluate opportunities through the process of creating something new and different, observing the doors of opportunity, analyzing the process in depth, and calculating the risks that may occur (Suhartini, 2021).

The second factor that influences business success is entrepreneurial ability. According to Syamsuri et al. (2021), entrepreneurial ability is how someone is able to manage existing resources, including managing employees to achieve goals and overcome problems faced such as production, finance, marketing and human resources. Good entrepreneurial ability will drive success, because business actors already have the knowledge and skills to be able to create new things. The abilities possessed by business actors will also affect employees in carrying out work to adjust the tasks that have been set by the business owner in an effort to achieve goals (Veron, 2022).

To explore the potential of the region, the role of the government is needed to pay more attention to MSME actors who play a role in supporting the economy of the small people and can be seen from the cooperation between MSMEs and the Cooperative Service specifically which is accommodated by the Ministry of Cooperatives and MSMEs. The contribution given by Micro, Small and Medium Enterprises (MSMEs) in national economic development on Gross Domestic Product (GDP) (Ayu Karimah, 2022). The growth process of MSMEs requires the role of the government in carrying out its duties and functions. Micro, Small and Medium Enterprises (MSMEs) choose a strategic role in national economic development. On the other hand, MSMEs also play a role in absorbing labor and distributing development results that can boost household income (Dahmiri, 2023).

This is one of the motivations to conduct this research with different objects. Based on the above explanation and phenomena, researchers are interested in examining the influence of variables on business success including creativity, motivation, and entrepreneurial ability. Based on observations, researchers found that MSMEs are less creative where it is still seen that MSMEs do not have a broad creative idea. MSMEs also do not have broad insight to develop new products so that it is difficult to achieve business success and MSMEs often experience a decline in producing their products resulting in

MSMEs getting profits that are not in accordance with the target and there is a decrease in income every year (Victor, 2023).

RESEARCH METHOD

This research method uses quantitative research, by using field research to obtain primary and secondary data. researchers distributed questionnaires to 44 respondents, this is in accordance with Population is a collection of objects or subjects that have certain properties and characteristics, which is a generalization area studied by researchers with the aim of concluding research results (Ideswal et al., 2020), according to Sugiono, population is a domain or area that includes objects and subjects that have certain characteristics and properties studied by researchers, with the aim of gaining understanding and concluding research results (Sugiyono, 2018) As well as direct interviews to obtain answers and questionnaire return rates. The sampling method is carried out using saturated samples, namely by including the entire sample, then the author processes it using multiple regression analysis with SPSS Version 22 to test the level of validity and reliability in order to determine whether or not there is an influence of two or more independent variables on the independent variable.

This data collection technique is basically measuring social phenomena, so in this study there must be the right tool. The instrument used is by using observation, interviews, and closed method questionnaires, where the possible answer choices are determined in advance and respondents are not given other alternative answers. The indicators for the two variables are then described by the author into a number of statements so that qualitative data is obtained. This data will be analyzed using a quantitative approach using statistical analysis. While the measurement technique used is the Likert Scale technique or attitude scale. The definition of the Likert Scale according to Sugiyono is, "The Likert Scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2019). In this attitude scale, respondents express their agreement and disagreement with a number of statements related to the object being studied.

In this study, the author measures the existence of a variable using a research instrument. After that, the author will continue the analysis to find the influence of a variable on another variable. The analysis technique in this study uses multiple linear regression analysis techniques with SPSS 22.0 data processing. Multiple linear regression analysis is a linear relationship between two independent variables (X1) and (X2) with the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable (Suharyadi and Puwanto S.K, 2013). Formula 1 is the multiple linear regression formula.

$$Y = a + b1X1 + b2X2 + b3X3 + e \qquad\qquad (1)$$

Based on Formula 1, where Y is business success, X1 is creativity, X2 for motivation, X3 is entrepreneurial ability, a for constant (Y value when X = 0), b is regression coefficient (increase or decrease value), and e is for error term.

RESULTS AND DISCUSSION

Validity test is a test used to show the extent to which the measuring instrument used in measuring what is measured. Another side of the definition of validity is the aspect of measurement accuracy. A valid measuring instrument can carry out its measuring function correctly, and also has high accuracy. (See Table 1)

Table 1. Results of the Creativity Variable Validity Test (X1)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	14,09	6,550	,429	,233	,630
X1.2	14,27	7,366	,282	,155	,690
X1.3	14,66	5,625	,621	,388	,535
X1.4	14,07	6,298	,522	,292	,589
X1.5	14,55	7,091	,326	,170	,674

Source: Processed Data, 2023

The results on the Table 1 can show the level of validity or whether there is a relationship between each item. To find out how the relationship is, we previously knew that the number of respondents was 44, so the formula is n-2 = 44-2 = 42, then see the r table, using a real level of 5% (0.05) the r table value is obtained = 0.2512. Judging from the r table value, the calculated r result is higher than the r table 0.2512, so this states that this validity test is declared valid.

Table 2. Results of the Validity Test of the Entrepreneurial Ability Variable (X2)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	15,05	4,649	,412	,245	,618
X2.2	14,95	4,463	,417	,304	,615
X2.3	14,86	4,539	,476	,427	,593
X2.4	15,20	4,539	,418	,392	,615
X2.5	15,02	3,883	,406	,416	,633

Source: Processed Data, 2023

The results on the Table 2 can show the level of validity or whether there is a relationship between each item. To find out how the relationship is, we previously knew that the number of respondents was 44, so the formula is n-2 = 44-2 = 42, then see the r table, using a real level of 5% (0.05) the r table value is obtained = 0.2512. Judging from the r table value, the calculated r result is higher than the r table 0.2512, so this states that this validity test is declared valid.

Table 3. Results of Validity Test of Business Success Variable (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	14,14	6,725	,582	,381	,800
Y2	14,25	6,610	,453	,274	,837
Y3	14,52	5,651	,769	,730	,742
Y4	14,36	6,562	,544	,362	,809
Y5	14,27	5,412	,767	,731	,740

Source: Processed Data, 2023

From the observation results on the Table 3, the results of the validity test, it was shown that all instruments from the creativity and entrepreneurial ability variables produced a value (r count) > than the r table of 0.2512. In addition, the instruments from the business success variable all produced a value (r count) > than the r table so it can be concluded that all instruments in this study can be said to be valid.

Reliability testing is carried out on items that have been tested for validity, so that invalid items are not included. In this study, the Alpha Cronbach formula was used to test reliability. If the calculated r is greater than the table r, the instrument is said to be reliable. Data processing to test reliability in this study used the SPSS version 22 computer program. (See Table 4)

Table 4. Reliability Test Results

Reliability Statistic

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,869	,875	15

Source: Processed Data, 2023

Based on the Table 4, reliability test using Cronbach Alpha, all research variables are reliable because Cronbach Alpha is greater than 0.6. According to Sugiyono (2019) A factor is declared reliable if Cronbach Alpha is greater than 0.6. So, the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

Normality Test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphic and statistical. The normality test of the graphic method uses a normal probability plot.
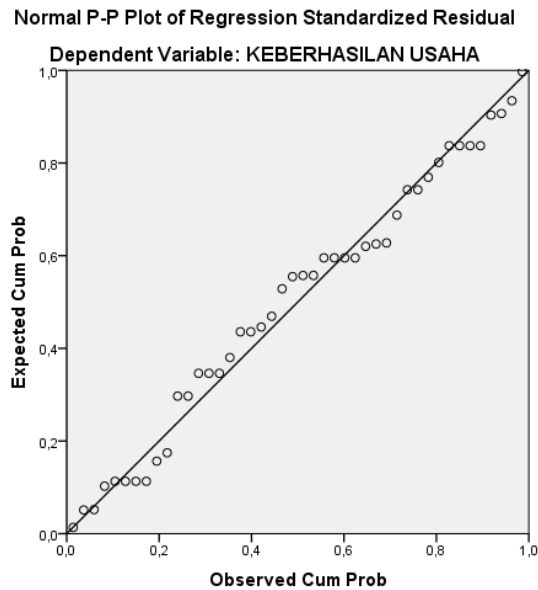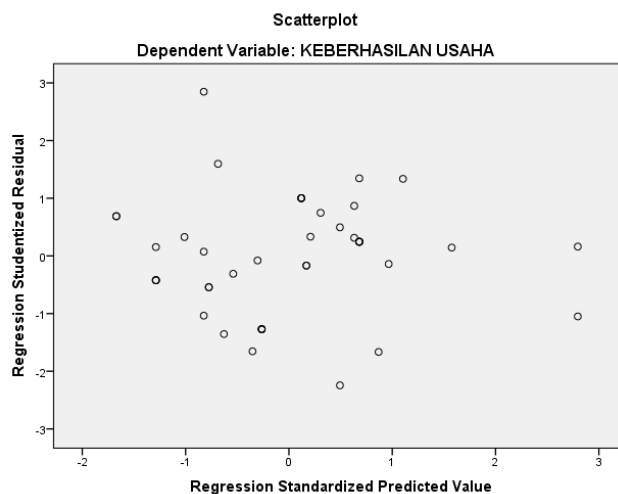
Source: Processed Data, 2023

Figure 1. Normality Test

Normally distributed data will form a straight diagonal line and the residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line. Normally distributed data will form a straight diagonal line and the residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line.

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity. The heteroscedasticity test functions to test for differences in variance from residual values from one observation period to another observation period.

Source: Processed Data, 2023

Figure 2. Heteroscedasticity Test

Based on Figure 2, it can be seen from the scaler plot graph above that the points are not spread randomly either below the number 0 on the Y axis. This concludes that there is Heteroscedasticity in the Regression model. So, the data we use meets the requirements for Regression.

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 22.00 for Windows program can be seen in Table 5.

Table 5. Multicollinearity Test Results

| | Coefficients [a] | | | | | | |
| | Unstandardized pleCoefficients | | Standardized Coefficients | | | Collinearity Statistics | |
Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	1,167	2,254		,518	,607		
Creativity	,458	,103	,464	,462	,000	,794	1,260
Entrepreneurial Ability	,578	,126	,479	4,601	,000	,794	1,260

Source: Processed Data, 2023

Based on Table 5 it can be seen that the tolerance value of creativity (X1) is 0.794, entrepreneurial ability (X2) is 0.794 where all are greater than 0.10 while the VIF value of creativity (X1) is 1.260 and entrepreneurial ability (X2) is 1.260, where all are less than 10. Based on the calculation results on the table. 5 it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 5 so that there is no correlation symptom in the independent variables. So, it can be concluded that there is no multicollinearity symptom between independent variables in the regression model.

Multiple linear regression testing explains the magnitude of the role of creativity variables (X1) and entrepreneurial ability (X2) on the business success variable (Y). Data analysis in this study uses multiple linear regression analysis using SPSS 22.0 for windows. (See Table 6)

Table 6. Multiple Linear Regression Test Results

| | Coefficients[a] | |
| | Unstandardized Coefficients | |
Model	B	Std. Error
(Constant)	1,167	2,254
Creativity	,458	,103
Entrepreneurial Ability	,578	,126

Source: Processed Data, 2023

Based on the Table 6, the multiple linear regression Formula that has the formulation in Formula 2.

$$Y = 1.167 + 0.458X1 + 0.578X2 \qquad (2)$$

Based on Formula 2, constant value (a) of 1.167, this number means that the addition of 1% level of creativity (X1), entrepreneurial ability (X2) then the success of the business is 1.167. The value of the creativity regression coefficient (X1) (b1) of 0.458 shows a positive result which means that there is a positive influence of creativity (X1) on business success (Y). The value of the entrepreneurial ability regression coefficient (X2) (b2) of 0.578 shows a positive result which means that there is a positive influence of entrepreneurial ability (X2) on business success (Y).

The T-statistic test is also called the individual significance test. This test shows how far the independent variable partially influences the dependent variable. (See Table 7)

Table 7. Partial Test (T-Test)

		Coefficients [a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.	
(Constant)	1,167	2,254		,518	,607	
Creativity	,458	,103	,464	4,462	,000	
Entrepreneurial Ability	,578	,126	,479	4,601	,000	

Source: Processed Data, 2023

Ha1: The influence of creativity (X1) on business success (Y). From Table 7, the t-value is 4.462. With α = 5%, t-table (5%; 44-k"(2)" = 41), the t-value is 1.68288. From the description, it can be seen that t-value (4.462) > t-table (1.68288), as well as the significance value of 0.000 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the creativity variable (X1) has a significant influence on the business success variable (Y).

Ha2: The influence of entrepreneurial ability (X2) on business success (Y). From table 7, the t-count value is 4.601. With α = 5%, t-table (5%; 44-k"(2)" = 41), the t-table value is 1.68288. From the description, it can be seen that t-count (4.601) > t-table (1.68288), as well as the significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the entrepreneurial ability variable (X2) has a significant effect on the business success variable (Y).

This test basically shows whether all independent variables included in this model have a joint influence on the dependent variable. The results of the F-Test can be seen in Table 8.

Table 8. Simultaneous Test Results (F-Test)

		ANOVA[a]					
Model	Sum of Squares	df	Mean Square		F	Sig.	
Regression	257,911	2	128,955	37,626	,000[b]		
Residual	140,521	41	3,427				
Total	398,432	43					

Source: Processed Data, 2023

From Table 8, the calculated F value is 32.516 with α = 5%, while the F table value for df = 2.41 = 3.23. From the description it can be seen that the calculated F (37.626)> F table (3.23), and the significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaning that creativity (X1) and entrepreneurial ability (X2) has a significant effect simultaneously on the business success variable (Y).

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of variable X to explain variable Y. If the determination (R^2) is greater (approaching 1), then it can be said that the influence of variable X is large on Customer Satisfaction. The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The coefficient of determination value can be seen in Table 9.

Table 9. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805[a]	,647	,630	1,851

Source: Processed Data, 2023

Based on Table 9. it can be seen that the value of R square is 0.647 or 64.7%. This shows that the variable of creativity (X1), entrepreneurial ability (X2) influences the success of the business (Y) by 64.7%. So, this value obtains 100% -64.7% = 35.3% influenced by other variables unknown to the researcher.

CONCLUSION

Business success is very influential for MSMEs, in order to achieve maximum desires in entrepreneurship, it must be supported by the ability of an entrepreneur or entrepreneur himself, namely the ability in terms of knowledge, attitude, skills, and emotional maturity. Where the success of the business itself is those who focus on existing opportunities, and start a business from opportunities, utilize existing resources and apply structures and strategies appropriately to achieve business success in entrepreneurship can be done in various ways, one of which is by having an entrepreneur who is competent in his field, the needs or goals of a business will be easily achieved. There are several factors that may have an influence on business success, including creativity, motivation, and entrepreneurial ability. The first factor that influences the success of creativity is the ability to think of something new and different. Something new and different can be in the form of results such as goods and services, and can be in the form of processes such as ideas, methods, and methods. Something new and different that is created through the process of creative thinking and acting innovatively is the added value of a business is creativity which according to Wiranawata, (2019) (value added) and is a valuable advantage. Ideas will become opportunities if entrepreneurs are willing to continuously evaluate opportunities through the process of creating something new and different, observing the doors of opportunity, analyzing the process in depth, and calculating the

risks that may occur. To explore the potential of the region, the role of the government is needed to pay more attention to MSME actors who play a role in supporting the economy of the small people and can be seen from the cooperation between MSMEs and the Cooperative Service specifically which is accommodated by the Ministry of Cooperatives and MSMEs. The contribution given by Micro, Small and Medium Enterprises (MSMEs) in national economic development on Gross Domestic Product (GDP). The growth process of MSMEs requires the role of the government in carrying out its duties and functions. Micro, Small and Medium Enterprises (MSMEs) choose a strategic role in national economic development. On the other hand, MSMEs also play a role in absorbing labor and distributing development results that can boost household income.

RECOMMENDATIONS

For MSMEs, in order to increase creativity and increase maximum entrepreneurial ability, in order to increase business success. For MSMEs, in order to increase creativity and increase maximum entrepreneurial ability, in order to increase business success. For further research, researchers are expected to analyze independent variables other than the variables that have been studied so that they can find out other variables that can affect business success, such as creativity, because creativity is one of the many factors that often became entrepreneurial success when doing business. This will help when making general and relevant conclusions and obtaining better validity.

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