

Influence of Creativity, Innovation, and Entrepreneurial Behavior on the Success of Culinary MSMEs Kedaton District, Bandar Lampung City

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Abstract

This study aims to analyze the influence of creativity, innovation, and entrepreneurial behavior on the success of culinary MSME businesses in Kedaton District, Bandar Lampung City. The background of this research is based on the important role of MSMEs in the local economy, amid the challenges faced in the competitive food industry. The methodology used is a quantitative approach with data collection through a closed survey to 37 respondents of MSME owners who operate for more than one year and have branches. Data analysis was conducted using SPSS software, with multiple linear regression results showing has a positive and significant influence on business success. Innovation is the most dominant factor in increasing business success, with an R^2 value indicating that 58.5% of business success is influenced by these three variables. The conclusion of this study confirms the importance of increasing creativity, innovation, and entrepreneurial behavior to achieve success in the culinary business.

Keywords: Creativity, Innovation, Entrepreneurial Behavior, Business Success, Culinary MSMEs



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INTRODUCTION

MSMEs (Micro, Small and Medium Enterprises) have an important role for the development of Indonesia in the sustainable economic sector, especially in the city of Bandar Lampung. One of the main drivers of regional growth is the food sector. In times of economic crisis, small and medium enterprises are a good choice to start a business and create jobs. However, food MSMEs in Bandar Lampung face many challenges that can hinder business growth and development. The main problem for entrepreneurs is that they do not understand the level of creativity. Many MSMEs do not have the ability to develop new and attractive products, making it difficult to survive in the competitive food industry market. Business owners face tough challenges in managing and developing their businesses, which can hinder uncompetitive businesses and cause them to go bankrupt. Overall, this problem needs to be considered carefully and recommended to MSME actors in Kedaton District, Bandar Lampung, so they can continue to provide added value to the local economy.

In running a business, entrepreneurs need to have new ideas. Creativity is very important in business. Managers are not the only creative people. Employees also have different ideas about how to work and run a business. Achieving business goals is the dream of every businessman (Susanto, 2020). Entrepreneurs must be innovative to run a successful business. Innovation is the use of ideas to solve problems and find opportunities to improve existing products (Afryani & Muhajirin, 2021). In the digital era of global business, customer needs, wants and demands are constantly changing, and without innovation, businesses cannot survive, because innovation includes not only products, but also businesses, services and technologies. Entrepreneurial behavior refers to self-confidence, independence, individualism, optimism, or even more, achievement, excellence, perseverance, hard work, courage, and the need to take risks. Business success is very important for MSMEs and business success must be supported by entrepreneurs or the entrepreneur (Jelatu, 2023)'s

(Najwa & Supriyanto, 2022)own abilities such as knowledge, attitudes, skills and emotional development (Budiyanto, 2022). Research before being conducted (Desky Alkachvi et al. 2019), (Kristian & Gofur, 2022)which states that there is a significant influence of creativity, innovation, and entrepreneurial behavior on business success. Therefore, it is expected that this research will provide good ideas regarding the factors that influence the success of a business and provide a message to MSME business actors in Kedaton District, Bandar Lampung City to be creative and innovative for the success of their business.

RESEARCH METHODS

This study population is from MSMEs engaged in the culinary sector in Kedaton District, Bandar Lampung. Purposive sampling is a method in this study that functions to obtain samples in this study with the criteria of MSMEs operating for more than one year and having business branches totaling 37 respondents. Data was collected by distributing several questions to respondents selected by the researcher, so that they reflect the characteristics of the study and represent the sample. The data collection process was carried out using a closed survey, where the researcher asked respondents to answer the available choices. Questions were distributed online via Google Form to culinary MSME owners in the Kedaton District area, Bandar Lampung.

RESEARCH RESULTS AND DISCUSSION

Statistical Results

Table 1. Descriptive Statistics

Interval	Creativity (X ₁)			Interval	Innovation (X ₂)		
	Frequency	%	Criteria		Frequency	%	Criteria
5-10	0	0.0%	STS	5-7	0	0.0%	STS
11-14	0	0.0%	TS	8-10	0	0.0%	TS
15-19	0	0.0%	N	11-13	2	5.4%	N
20-24	5	13.5%	S	14-16	12	32.4%	S
25-30	32	86.5%	SS	17-20	23	62.2%	SS
Total	37	100 %		Total	37	100 %	

Interval	Entrepreneurial Behavior (X ₃)			Interval	Business Success (Y)		
	Frequency	%	Criteria		Frequency	%	Criteria
21-25	0	0.0%	STS	21-25	0	0.0%	STS
17-20	0	0.0%	TS	17-20	0	0.0%	TS
13-16	0	0.0%	N	13-16	0	0.0%	N
9-12	5	13.5%	S	9-12	10	27.0%	S
5-8	32	86.5%	SS	5-8	27	73.0%	SS
Total	37	100 %		Total	37	100 %	

Source: Data processing, 2024

Based on the results of descriptive statistics, regarding the creativity variable (X₁) which is the most dominant in the statement strongly agree with a percentage of (86.%). In the innovation variable (X₂) which is the most dominant in the statement strongly agree with a percentage of (62.2%). In the entrepreneurial behavior variable (X₃) which is the most dominant in the statement strongly agree with a percentage of (86.5%). And in the business success variable (Y) which is the most dominant in the statement strongly agree with a percentage of (73.0%).

Regression Analysis Linear Multiple

The analysis used in this study is the multiple linear regression method to see the influence of creativity, innovation and entrepreneurial behavior variables (X) on business success (Y). The results of the analysis using the multiple linear regression method were carried out using SPSS 22.0 which will be presented in the following table.

Table 2. Multiple Linear Regression Analysis Summary
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.934	3.167		6,558	.013
1 Creativity	.419	.151	.201	2.235	.023
1 Innovation	.535	.143	.555	3,749	.001
1 Entrepreneurial behavior	.411	.194	.105	2,589	.016

a. Dependent Variable: Business success

Source: Analysis Results, 2024

Based on the results shown in Table 2, the multiple linear regression method can be developed for this research. $Y = 4.934 + 0.419X_1 + 0.535X_2 + 0.411X_3$ The calculation results above show that creativity, innovation, and entrepreneurial behavior have a positive impact on business success. In other words, the higher the level of creativity, innovation, and entrepreneurial behavior, the greater the business success that can be achieved.

t-test

Table 3. t-test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.934	3.167		6,558	.013
1 Creativity	.419	.151	.201	2.235	.023
1 Innovation	.535	.143	.555	3,749	.001
1 Entrepreneurial behavior	.411	.194	.105	2,589	.016

a. Dependent Variable: Business success

Source: Analysis Results, 2024

Based on Table 3 we can see the following:

1. The value of the t-count variable (X_1) = 2.235 (t-count > t-table = 1.697) the significance value is 0.023.
2. The value of the t-count variable (X_2) = 3.749 (t-count > t-table = 1.697), with a significance of 0.001.
3. The value of the t-count variable (X_3) = 2.589 (t-count > t-table = 1.697) The significance is 0.016.

As explained previously, there is a partial influence of creativity (X_1), innovation (X_2) and entrepreneurial behavior (X_3) on business success (Y). The innovation variable (X_2) has the highest t-value of 3.749 and a significance level of 0.001 indicating that innovation is the most significant factor influencing business success compared to creativity and entrepreneurial behavior.

F Test

Table 4. F Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	96,502	3	32,167	15,515	.000 ^b
Residual	68,417	33	2,073		
Total	164,919	36			

a. Dependent Variable: Business success

b. Predictors: (Constant), Entrepreneurial behavior, Innovation, Creativity

Source: Analysis Results, 2024

Based on Table 4, the F-count value of 15.515 exceeds the F-table of 2.8387 with a significance level of 0.000. This condition indicates a significant influence of Creativity, Innovation and Entrepreneurial Behavior on business success.

Determination Analysis (R^2)

The magnitude of the relationship between variables can be seen through the correlation coefficient (r). In the table, the r value of 0.795 shows that there is a significance between creativity, innovation and entrepreneurial behavior with business success (Y) which is positive and strong.

Table 5. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.547	1.43988

a. Predictors: (Constant), Entrepreneurial behavior, Innovation, Creativity

Source: Analysis Results, 2024

Based on Table 5, the R^2 value (coefficient of determination) describes how much impact the independent variable has on the dependent variable in the research model. The calculation results show that the R^2 value is .585 or 58.5% of business success (Y) is influenced by creativity, innovation, and entrepreneurial behavior (X). The remaining 41.5% is influenced by other factors not analyzed in this study.

Discussion

The Influence of Creativity on the Success of Culinary MSMEs in Kedaton District, Bandar Lampung City

t value of the creativity variable (X_1) = 2.235 (calculated $t > t_{table} = 1.697$) with a significance of 0.023, which means that there is an influence of creativity on the success of MSMEs in Kedaton District, Bandar Lampung. Creativity enables companies to adapt to market changes, meet customer needs, and maintain a competitive advantage. Creativity affects business (Andi Aenurohman, 2020). This is supported by research (Febriansyah et al., 2020) This shows that creativity affects business success. Therefore, every entrepreneur has the ability to think and create products. The courage to take risks allows entrepreneurs to create something unique and build a successful business.

The Influence of Innovation on the Success of Culinary MSMEs in Kedaton District, Bandar Lampung City

The updated variable value tcount (X_2) = 3.749 (tcount $> t_{table} = 1.697$) is worth 0.001, which means that there is an influence of innovation on the success of MSME businesses in

Kedaton District, Bandar Lampung . Innovation is the desire to combine old and new ideas to create new or transformative products (Ibrahim & Abu, 2020). Product innovation is the process of generating solutions and ideas to solve business problems in business operations (Warganegara & Ardila, 2023). Through innovation, entrepreneurs can win the competition, attract new customers, and create other advantages that differentiate their business from their real competitors.

The Influence of Entrepreneurial Behavior on the Success of Culinary MSMEs in Kedaton District, Bandar Lampung City

The value of the variable $t_{count} (X_3) = 2.589$ ($t_{count} > t_{table} = 1.697$) means 0.016 there is an influence of entrepreneurial behavior on the success of culinary UMKM businesses in Kedaton District, Bandar Lampung . Entrepreneurship plays an important role in the success of a business. The ability to take risks and manage uncertainty is very important for the sustainability of business growth. Personal circumstances affect entrepreneurial behavior through work motivation, innovation, and the courage to take risks (Priyono dan Burhanuddin, 2020).

CONCLUSION

1. There is an influence of creativity on business success, because the calculated t value of the creativity variable (X_1) = 2.235 (calculated $t > t_{table} = 1.697$) has a value of 0.023.
2. There is an influence of innovation on business success, the calculated t value of the innovation variable (X_2) = 3.749 (calculated $t > t_{table} = 1.697$) with a significance of 0.001.
3. There is a positive and significant influence of Entrepreneurial Behavior on Business Success, because the calculated t value of the entrepreneurial behavior variable (X_3) = 2.589 (calculated $t > t_{table} = 1.697$) has a value of 0.016 .

Suggestion

1. For culinary UMKM owners : Be creative by exploring new creative and innovative ideas for products and services. Consider customer input to create added value. Focus on innovations such as menu changes, creating new recipes, and utilizing technology for digital marketing. Improve your entrepreneurial behavior by attending seminars and training that focus on risk, business management, and building business networks.
2. For further researchers : Further research should be conducted using other variables such as regional expansion or digital roles and other environmental factors (e.g. consumer trends).
3. For SMEs or public organizations : Encourage collaboration between entrepreneurs and share ideas and knowledge about creativity and innovation. To promote business, can hold competitions and awards for small and medium enterprises that are developing in the food industry.

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