

ABSTRACT

Muhammad Fernando (2022) the research entitled "The Influence of Innovation and Creativity on the Success of Culinary Small and Medium Enterprises (SMES) in Baturaja Timur District (Case Study on Small and Medium Enterprises (SMES)). Under the guidance of Darmaan Sayafei, SE., M.Si., and Anis Feblin, SE., M.Si.,

The purpose of this study was to determine the influence of innovation and creativity on the success of culinary small and medium enterprises (SMES) in Baturaja Timur District (Case Study on Small and Medium Enterprises (SMES) with 30 samples. The analysis method used was a quantitative method.

The value of t count Innovation (X1) was 2.119 with a t table of 2.05183 because $t \text{ count } (2.119) > (2.05183) \text{ t table}$, H_0 was rejected and H_a was accepted, meaning there was a significant influence of innovation on business success. T count Creativity (X2) was 3.111 with a t table of 2.05183 because $t \text{ count } (3.111) > t \text{ table } (2.05183)$, H_0 was rejected and H_a was accepted, meaning there was a significant influence of creativity on business success in culinary small and medium enterprises (SMES) in Baturaja Timur District (Case Study on Small and Medium Enterprises (SMES) Pempek). The value of F count was 72.887 with an F table of 3.35. Therefore, $F \text{ count } > F \text{ table}$ where $72.887 > 3.35$, H_0 was rejected and H_a was accepted, meaning simultaneously there was a significant influence between Innovation (X1), Creativity (X2) on the Success of Business (Y) variable. The value of the determination coefficient R square in this study was 0.844 which meant that the Success of Business (Y) in culinary small and medium enterprises (SMES) in Baturaja Timur District (Case Study on Small and Medium Enterprises (SMES) Pempek) was influenced by Innovation (X1) and Creativity (X2) variables by 84.4%, while the remaining 15.6% was influenced by other factors not studied in this study such as job satisfaction and Organizational Climate.

Keywords: Innovation and Creativity and Business Success

ABSTRAK

Muhammad Fernando (2022), penelitian dengan judul “Pengaruh Inovasi Dan Kreativitas Terhadap Keberhasilan Usaha Pada UMKM Bidang Kuliner di Kecamatan Baturaja Timur (Studi Kasus pada Usaha Kecil Menengah (UKM), Darmaan Sayafei, SE., M.Si., selaku pembimbing I dan Anis Feblin, SE., M.Si., selaku pembimbing II.

Tujuan penelitian ini untuk mengetahui Pengaruh Inovasi Dan Kreativitas Terhadap Keberhasilan Usaha Pada UMKM Bidang Kuliner di Kecamatan Baturaja Timur (Studi Kasus pada Usaha Kecil Menengah (UKM) dengan 30 sampel, metode analisis yang digunakan adalah metode kuantitatif.

Nilai t_{hitung} Inovasi (X_1) sebesar 2,119 dengan t_{tabel} sebesar 2,05183 karena $t_{hitung} (2,119) > (2,05183) t_{tabel}$ maka H_0 ditolak dan H_a diterima, artinya ada pengaruh signifikan Inovasi terhadap keberhasilan usaha, t_{hitung} Kreativitas (X_2) sebesar 3,111 dengan t_{tabel} sebesar 2,05183 karena $t_{hitung} (3,111) > t_{tabel} (2,05183)$ maka H_0 ditolak dan H_a diterima, artinya ada pengaruh signifikan Kreativitas terhadap keberhasilan usaha Pada UMKM Bidang Kuliner di Kecamatan Baturaja Timur (Studi Kasus pada Usaha Kecil Menengah (UKM) Pempek). Nilai F_{hitung} 72,887 dengan F_{tabel} Sebesar 3,35. Jadi $F_{hitung} > F_{tabel}$ dimana $72,887 > 3,35$ maka H_0 ditolak dan H_a diterima, artinya secara simultan ada pengaruh signifikan antara Inovasi (X_1), Kreativitas (X_2), secara bersama-sama terhadap variabel Keberhasilan Usaha (Y). Nilai koefisien determinasi *R square* pada penelitian ini adalah sebesar 0,844 yang menunjukkan pengertian bahwa Keberhasilan Usaha (Y) pada UMKM Bidang Kuliner di Kecamatan Baturaja Timur (Studi Kasus pada Usaha Kecil Menengah (UKM) Pempek). dipengaruhi oleh variabel Inovasi (X_1) dan Kreativitas (X_2) sebesar 84,4% sedangkan sisanya 15,6% dipengaruhi faktor lain yang tidak diteliti dalam penelitian ini seperti kepuasan kerja dan Iklim Organisasi.

Kata kunci :Inovasi dan Kreativitas dan Keberhasilan usaha