

## ABSTRAK

**Yosa Lestari. 2021.**Pengaruh Kompetensi Dan Kreatifitas Terhadap Keberhasilan Usaha UMKM Penjahit Pakaian Di Kecamatan Baturaja Timur. **Skripsi Dibimbing Oleh Bapak Ali Akbar, S.E., M.Si dan Bapak Noviansyah, S.E., M.Si**

Penelitian ini membahas tentang Pengaruh Kompetensi Dan Kreatifitas Terhadap Keberhasilan Usaha UMKM Penjahit Pakaian Di Kecamatan Baturaja Timur. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner. Jumlah sampel penelitian ini sebanyak 27 orang. Metode analisis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial (individu) antara variabel Kompetensi (X1) berpengaruh signifikan terhadap Keberhasilan Usaha (Y) dan variabel Kreatifitas (X2) berpengaruh signifikan terhadap Keberhasilan Usaha (Y). Berdasarkan uji hipotesis secara simultan (keseluruhan) ada pengaruh Kompetensi (X1) dan Kreatifitas (X2) terhadap Keberhasilan Usaha (Y) pada Penjahit Pakaian di Kecamatan Baturaja Timur. Nilai Koefisien determinasi (*R Square*) adalah sebesar 0,959 hal ini menunjukkan bahwa sebesar 95,9% sumbangan dari keberhasilan usaha penjahit pakaian di Kecamatan Baturaja Timur bisa dijelaskan oleh variabel Kompetensi (X1) dan Kreatifitas (X2), sedangkan sisanya sebesar 4,1% dipengaruhi oleh variabel lain seperti, kemampuan dan kemauan, tekad yang kuat dan kerja keras, kesempatan dan peluang yang tidak dimasukkan dalam penelitian ini, (Suryana,2013)

**Kata Kunci: Kompetensi, Kreatifitas, Keberhasilan Usaha**

## **ABSTRACT**

***Yosa Lestari. 2021. The Influence of Competence and Creativity on the Success of the Clothing Tailor MSME Businessess in East Baturaja District. Under the guidance of Ali Akbar, S.E., M.Si and Noviansyah, S.E., M.Si***

*This study discussed the influence of competence and creativity on the success of SMEs in clothing tailors in East Baturaja District. The data collection technique used in this study was through the distribution of questionnaires. The number of samples in this study were 27 people. The analytical method used was multiple linear regression. The results showed that partially (individually) between the Competency variables (X1) had a significant influence on Business Success (Y) and the Creativity variable (X2) had a significant influence on Business Success (Y). Based on the hypothesis test simultaneously (overall) there was an influence of Competence (X1) and Creativity (X2) on Business Success (Y) at Tailors in East Baturaja District. The value of the coefficient of determination (R Square) was 0.959, this indicated that 95.9% of the contribution from the success of the tailoring business in East Baturaja District can be explained by the variables Competence (X1) and Creativity (X2), while the remaining 4.1% influenced by other variables such as, ability and willingness, strong determination and hard work, opportunities and opportunities that were not included in this study, (Suryana, 2013)*

***Keywords: Competence, Creativity, Business Success***