

The Effect Of Creativity And Product Innovation On The Success Of Small And Medium-Sized Enterprises In Medan Pancing

Stefani Br Tarigan¹, Natasya Alfitriya², Octavia Berliana Lumbanraja³, Ryan Chandra Dalimunthe⁴, Malik Ramadhan⁵, Deni Adriani⁶

^{1,2,3,4,5,6} Faculty of Economics and Business, Universitas Negeri Medan

Email: tariganstefani0@gmail.com¹, natasyaal.7242441003@mhs.unimed.ac.id², octaviaberlianaa@gmail.com³, ryanchandradalimunthe97@gmail.com⁴, malikramadhan981@gmail.com⁵, deni_adriani@unimed.ac.id⁶

Abstract

This study aims to find out how creativity and product innovation affect the success of small businesses in Medan Pancing, by looking at each factor separately and also how they interact with each other. This study uses a quantitative method and looks at how different factors are connected. The study selected 40 business people from the Medan Pancing area in Medan City, North Sumatra Province, using a purposive sampling method. Data was collected using a Likert scale questionnaire and then examined using multiple linear regression methods with the help of IBM SPSS software. The study shows that creativity has a positive and significant impact on business success (the t-value of 3.421 is higher than the critical t-value of 2.02439, and the significance level is 0.002). Additionally, product innovation also has a positive and significant effect on business success (the t-value of 6.545 is higher than the critical t-value of 2.02439, and the significance level is 0.000). Product innovation has a bigger impact than creativity. At the same time, creativity and product innovation have a strong and positive impact on business success (F-count 134.438 is higher than F-table 3.25; significance level 0.000). The R squared value of 0.879 means that 87.9% of what makes a business successful can be explained by these two factors. These results show that small businesses need to keep focusing on being creative and coming up with new product ideas all the time if they want to stay competitive and make sure their businesses can last long-term.

Keywords: Creativity, Innovation, Business Success.



INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a crucial part of the Indonesian economy because they can create jobs, increase residents' incomes, and drive economic growth in every region. However, MSMEs currently face increasingly fierce competition, changing consumer needs, and rapid technological advancements. This situation requires MSME owners to develop the skills needed to create a competitive advantage so that their businesses can survive and grow. Some elements that can support business success include creativity and innovation in the products developed by business owners.

Creativity is a person's ability to generate new ideas, concepts, or methods that can be applied to solve problems or create new business opportunities. Creativity enables SME owners to produce products that stand out from competitors, thereby attracting consumer interest. Additionally, creativity plays a role in helping business owners adapt to market changes and the ever-evolving needs of customers. Therefore, creativity is a vital asset for SMEs in achieving business success.

In addition to creative skills, innovative products also play a crucial role in helping businesses achieve success. Product innovation is not just about creating new items, but also about improving the quality, appearance, features, or benefits of existing products. By creating innovative products, MSME entrepreneurs can provide greater value to customers, make their businesses more competitive, and open up more opportunities to sell their goods or services. Continuous innovation can help small and medium-sized enterprises survive amid rapidly changing business competition.

Various studies show that the ability to innovate and be creative is closely linked to business success. A study conducted by Harahap in 2021 demonstrated that creativity has a positive impact on the success of SME businesses. This study showed that the higher the level of originality and quality applied by a company, the greater its success. Another study conducted by Febyani and her team in 2025 showed that innovation and creativity have a positive and significant impact on the success of MSMEs, with innovation being the primary factor in driving business growth. These findings indicate that entrepreneurs' ability to generate new ideas and transform them into value-added products significantly influences growth.

The findings of Fuad & Rafiqi (2026) also show that creativity and innovation have a positive and significant impact on the success of microenterprises. Creativity helps entrepreneurs generate new and useful ideas, while innovation plays a role in transforming those ideas into products or strategies that can enhance a business's competitiveness. Thus, creativity and innovation are not merely supporting factors but also strategic aspects that determine the success of MSMEs in facing market competition.



Although various studies have examined the influence of creativity and innovation on business success, these findings still highlight the need for more in-depth research on different types of MSMEs and varying business conditions. Each region has distinct business characteristics, levels of competition, and innovation capabilities, which can lead to different findings. Therefore, research on the impact of creativity and product innovation on business success among SMEs remains relevant to conduct in order to gain a more comprehensive understanding of the factors that support business success.

Based on the previous explanation, this study aims to examine the influence of creativity and product innovation on business success among MSMEs located in Medan Pancing. It is hoped that the results of this study can help MSME entrepreneurs enhance their creativity and product innovation, thereby enabling them to achieve sustainable success. Of course, this topic can be further explored in a series of studies with the following hypotheses:

- a. Partially, there is a significant effect of creativity on the business success of MSMEs in Medan Pancing.
- b. Partially, there is a significant effect of product innovation on the business success of MSMEs in Medan Pancing.
- c. There is a significant simultaneous effect of creativity and product innovation on the business success of MSMEs in Medan Pancing.

LITERATURE REVIEW

Creativity

Creativity is one of the key competencies in entrepreneurship because it relates to an entrepreneur's ability to generate ideas, concepts, and new ways of viewing and capitalizing on business opportunities. According to Harahap (2021), creativity is an essential skill for running and growing a business, as it helps MSME entrepreneurs generate ideas and discover new ways to address various business opportunities and challenges. Creativity can also encourage entrepreneurs to develop their products and business activities, thereby increasing the success of their businesses. Creativity can also be used to solve problems and identify opportunities in running a business.

In the context of MSMEs, creativity can be manifested through the ability to generate new ideas, identify consumer needs, find alternative solutions to problems, and create something different from existing products. Creativity does not always mean producing something entirely new; it can also involve developing something that already exists to add value. According to Harahap (2021), creativity is a crucial ability that can help MSME entrepreneurs grow their businesses. Creativity enables entrepreneurs to generate new ideas and approaches to running their businesses, thereby creating opportunities and enhancing their ability to compete.



Creativity is also closely linked to innovation. According to Harahap (2021), creativity is a vital skill for SME owners in growing their businesses by generating new ideas and approaches to business operations. Creativity helps business owners identify opportunities, produce something distinctive, and adapt their businesses to market needs and trends. Thus, creativity serves as a source of ideas that are subsequently developed into products or business strategies.

According to Sudirman et al. (2022) in Nainggolan et al. (2026), the indicators of creativity in this study include:

1. Curiosity
2. Optimism
3. Flexibility
4. Problem-solving
5. Originality
6. Imagination

Product Innovation

Innovation can be understood as the ability to manage and implement creativity to solve various problems and capitalize on available opportunities. As an individual possessing intelligence and intellectual insight, a person is expected to be able to identify opportunities, develop knowledge, and take action effectively and efficiently (Sutaguna et al., 2023). Product innovation involves the renewal, development, and improvement of products offered to consumers. Mulia et al. (2023) state that product development is an effort undertaken by business actors to create and update goods so that they have added value and can meet consumer demand. Innovation can be achieved through improvements in product quality, variety, or characteristics, making the products offered more attractive and capable of competing in the market. In line with this, Hilmi et al. (2026) indicate that product innovation is one of the factors that play a role in enhancing the success of MSME businesses. Therefore, product innovation can serve as a crucial means for MSME entrepreneurs to tailor their products to consumer needs and navigate market competition.

Research conducted by Permatasari and Sulasari in 2019 shows that micro, small, and medium-sized business owners in the culinary sector have a good understanding of the importance of product innovation in supporting business success. This study was conducted among culinary businesses in Malang City and showed that product innovation is one of the factors entrepreneurs consider when managing their business operations. On the other hand, research conducted by Hilmi and colleagues in 2026 indicated that the development of new products has a significant positive impact on the sustainability of MSMEs in the handicraft sector.



In the study by Cahyo and Harjanti (2013) cited in Putra & Setiawan (2019), product innovation was measured using the following indicators: (1) increasing product variety to attract consumer interest, (2) providing additional features or options so that consumers can choose products according to their preferences, (3) consistently monitoring and controlling quality in providing service to consumers, and (4) using products that meet established quality standards.

Business success

Business success is a state in which a business is able to achieve the goals set by its owners. Business success can be measured not only by the profits earned but also by business growth, such as increases in revenue, sales volume, production, customer base, capital, and the business's ability to survive and thrive. Sari et al. (2024) explain that business success can be assessed by the entrepreneur's ability to achieve goals and sustain business growth amid various constraints and competition. Success in business depends not only on the results achieved but also on the entrepreneur's ability to generate new ideas and find innovative solutions so that the business can survive and continue to grow. Based on the results of this study, the capabilities of companies in the micro, small, and medium-sized enterprise (MSME) sector have improved positively and significantly due to creativity and innovation.

According to Santoso (2021) in Nainggolan et al. (2026), the indicators of business success are:

1. Adaptability
2. Productivity
3. Job satisfaction
4. Profitability and resource acquisition

Creativity and product innovation are closely linked to business success. Creativity plays a role in generating new ideas, while innovation plays a role in developing and implementing those ideas into innovations that provide value to consumers. With creativity, MSME entrepreneurs can produce unique products, while through product innovation, these ideas can be developed by improving quality, adding variety, or changing product design.

The Relationship Between Innovation, Creativity, and Business Success is supported by the findings of a study by Sari et al. (2024), which examined the influence of creativity and innovation on business success in the Micro, Small, and Medium Enterprises (MSMEs) sector in the city of Bogor. The study's findings indicate that both innovation and creativity have a significant and positive impact on business success. This suggests that entrepreneurs' chances of achieving business success increase in tandem with their ability to innovate and generate original concepts.



In contrast to previous research, Fatimah and Tumanggor (2022) found that innovation and creativity have a major influence on the success of the Dodol Pasar Bengkel MSMEs. According to Susanto (2020), he also found that creativity and innovation have a major impact on the success of small and medium-sized enterprises in Central Kalimantan. Furthermore, Ramdani and his research team (2024) found that the ability to innovate and be creative significantly influences the success rate of micro, small, and medium enterprises (MSMEs) selling snacks in Sukabumi Regency.

A study by Lazuardi & Gustina (2025), which focused on the Kaju Coffee Shop's Cemara Asri branch in Medan, showed that creativity and product innovation have a positive and tangible impact on the business's success. These findings align with the present study, as the research location is also in the city of Medan and the study employs variables such as creativity, product innovation, and business success.

Based on the theoretical discussion and the results of previous studies, it can be concluded that creativity is the ability of MSME entrepreneurs to generate and develop ideas; product innovation is the application of updates or improvements to products; and business success indicates the degree to which business objectives are achieved, as reflected in the growth of revenue, sales, production, capital, and other business aspects. Creativity and product innovation are aspects that need to be considered in the development of MSMEs because they can help business owners create unique products, tailor products to consumer needs, and develop business activities sustainably.

RESEARCH METHODS

Based on associative techniques and a quantitative approach. Since this study uses numerical data obtained from questionnaires distributed to participants, which are then analyzed statistically, the researcher chose a quantitative approach. According to Sugiyono (2019), quantitative research is a method for studying a specific population or sample by collecting data using specific tools and analyzing the data statistically or quantitatively. This study was conducted to examine how creativity and product innovation influence the success of micro, small, and medium-sized enterprises (MSMEs) in Medan.

This study was conducted at several micro, small, and medium enterprises located in the Medan Pancing area, Medan City, North Sumatra Province. The study involved MSME entrepreneurs operating in that region. The sampling technique used was purposive sampling, a method of selecting a sample by considering or following specific criteria aligned with the research objectives. Based on these considerations, this study selected 40 micro, small, and medium enterprise owners as the sample.

The sample selection criteria in this study include five points. First, the business owners included in the sample are owners or managers of small and medium-sized



enterprises in the Medan Pancing area. Second, the businesses have been operating for at least one year. Third, these business owners have made improvements or changes to the products they sell. Fourth, the business owners are willing to participate as respondents in this study. Fifth, respondents must understand the current status and development of their own businesses.

Both primary and secondary data were used. A survey questionnaire was used to collect primary data directly from 40 individuals who manage SMEs. In addition, secondary data were obtained from books, scientific journals, research articles, and various other sources related to creativity, product innovation, business success, and SMEs. Data collection techniques involved administering questionnaires, conducting direct observations, and recording all information obtained. The questionnaire was designed based on indicators for each variable and used a Likert scale with five response options: a score of 5 for “strongly agree,” a score of 4 for “agree,” a score of 3 for “neutral,” a score of 2 for “disagree,” and a score of 1 for “strongly disagree.”

The variables analyzed consisted of creativity as the first independent variable (X1), product innovation as the second independent variable (X2), and business success as the dependent variable (Y). The data obtained were then analyzed using IBM SPSS software. The analysis stages included classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and calculation of the coefficient of determination (R-squared). Multiple linear regression analysis was chosen because this study involved two independent variables and one dependent variable.

RESULTS AND DISCUSSION

Table 1. Results of the Classical Assumptions Test

No	Assumption	Prob.	Description
1	Normality	0,107 > 0,05	Fulfilled
2	Linearity	0,150 > 0,05	Fulfilled
3	Heteroskedasticity	0,707;0,091 > 0,05	Fulfilled
4	Multikolinearity	T (0,338) > 0,100; VIF (2,956) < 10,00	Fulfilled

Source: Data Analysis Results (2026)

Based on the results of the classical assumption tests, the normality test yielded an Asymp.Sig (2-tailed) value of 0.107, which is greater than 0.05. This indicates that the data distribution is normally distributed. The results of the linearity test show that the significance value for linearity deviation is 0.150, which is greater than 0.05; therefore, it can be concluded that the data are linear and the linearity assumption is met. The results of the multicollinearity test show that the Tolerance value of 0.338 is greater than 0.100

226

and the VIF value of 2.956 is less than 10.00; therefore, it can be concluded that there are no signs of multicollinearity in the data. In the heteroscedasticity test, it was found that the significance values between the independent variables and their absolute residuals were not significant. Variable X1 has a significance value of 0.707, which is greater than 0.05, and variable X2 has a significance value of 0.091, which is also greater than 0.05. This indicates that there is no heteroscedasticity issue in the data.

Table 2. Results of the T-Test (Partial)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.693	3.304		-1.723	.093
	Creativity	.447	.131	.336	3.421	.002
	Product Innovation	.683	.104	.643	6.545	.000
a. Dependent Variable: The Success of MSMEs						

Based on the results of the t-test above, the regression equation is:

$$Y = -5,693 + 0,447x_1 + 0,683x_2 + e$$

Keterangan:

Y = Bussines Success

X₁ = Creativity

X₂ = Product Innovation

-5,693 = Constant

0,447 = Regression Coefficient for Creativity

0,683 = Regression Coefficients for Product Innovation

1. The constant value of -5.693 indicates that the variables Creativity (X₁) and Product Innovation (X₂) have a negative effect.
2. The regression coefficient of 0.447 indicates that for every 1-unit increase in Creativity, with Product Innovation held constant, there is a corresponding mathematical increase of 0.447 units in Critical Thinking Ability.
3. The regression coefficient of 0.683 indicates that for every 1-unit increase in Product Innovation, with Creativity held constant, there is a corresponding mathematical increase of 0.683 units in Critical Thinking Ability.

Based on the results of the t-test above, it can be concluded that creativity has a significant partial effect on the business success of MSMEs in Medan Pancing, since the t-value of 3.421 is greater than the critical t-value of 2.02439 and the p-value of 0.002 is



less than 0.05. Furthermore, there is a significant partial effect of creativity on the business success of MSMEs in the fishing industry in Medan, as the calculated t-value of 6.545 is greater than the critical t-value of 2.02439, and the significance value of 0.000 is less than 0.05.

Table 3. Results of the F-Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1347.891	2	673.946	134.438	.000 ^b
Residual	185.484	37	5.013		
Total	1533.375	39			
a. Dependent Variable: The Success of MSMEs					
b. Predictors: (Constant), Creativity, Product Innovation					

Based on the results of the F-test above, it can be concluded that there is a significant simultaneous effect of Creativity and Product Innovation on the Business Success of MSMEs in the fishing industry in Medan, as the calculated F-value of 134.438 is greater than the critical F-value of 3.25, and the significance level of 0.000 is less than 0.05.

Table 4. Results of the Coefficient of Determination (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 ^a	.879	.872	2.23899
a. Predictors: (Constant), Creativity, Product Innovation				
b. Dependent Variable: The Success of MSMEs				

Based on the results of the coefficient of determination test above, it was found that the R-squared (R²) value is 0.879. These results indicate that the combined effect of creativity and product innovation on the business success of MSMEs in Medan accounts for 87.9%.

The findings of this study show that small and medium-sized enterprises in Medan Pancing derive significant benefits from their creativity, indicating a positive relationship between creativity and the benefits gained. The results of the t-test show that the calculated t-value of 3.421 is greater than the critical t-value of 2.02439, and the significance level is 0.002. These findings suggest that the more creative SME entrepreneurs are, the better the business results they achieve. Creativity enables entrepreneurs to develop new ideas, find ways to solve various business problems, and

create products that stand out from those of their competitors. With creativity, SMEs can more easily adapt to changing consumer needs and market developments, ensuring that their businesses continue to run smoothly.

The findings of this study are consistent with the research by Kalil & Aenurohman (2020), which shows that creativity and product innovation have a positive and significant impact on the growth of MSMEs. That study noted that creativity is crucial for entrepreneurs in navigating market competition and helps create added value in the products they produce. With sufficient creativity, MSME entrepreneurs can generate new ideas that enhance their businesses' competitive capabilities and drive sustained success.

In addition to creativity, the development of innovative products also has a positive and significant impact on the success of MSMEs in Medan Pancing. The results of the partial test show a calculated t-value of 6.545, which is greater than the table t-value of 2.02439, with a significance level of 0.000. The regression coefficient for product innovation is 0.683, indicating that product innovation has a greater impact than creativity in enhancing business success. This suggests that business success depends not only on the ability to generate ideas but also on the ability to turn those ideas into products that provide added value to customers. MSME merchants who can improve product quality, expand their product range, and enhance product design will find it easier to attract buyers and retain loyal customers.

This study is supported by the findings of Sari et al. (2024), which demonstrate that creativity and innovation have a positive and tangible impact on the success of MSMEs. The research shows that entrepreneurs who can generate new ideas and implement them through innovation have a greater chance of boosting their business growth. Based on the results of the study by Ramdani et al. (2024), this aligns with those findings, which indicate that the capacity for innovation can help business owners create products that are more competitive and better suited to market needs. Based on the results of a simultaneous test, creativity and product innovation have a positive influence on the success of MSMEs in Medan Pancing. This is evidenced by the calculated F-value of 134.438, which is greater than the table F-value of 3.25, and has a significance level of 0.000. These findings demonstrate that business success stems from a combination of entrepreneurs' ability to generate creative ideas and their ability to translate those ideas into product innovations with economic value. Creativity serves as the source of new ideas, while product innovation acts as the means to transform those ideas into products capable of meeting consumer needs and enhancing business competitiveness.

This finding is further supported by a study by Hilmi et al. (2026), which explains that product innovation plays a crucial role in enhancing the success of MSME businesses. Product innovation enables business owners to improve the quality, variety,

and characteristics of their products, thereby providing added value to consumers. Therefore, creativity and product innovation can be considered complementary key factors in helping MSMEs achieve success. The influence of the variables of creativity and product innovation on business success is evident from the coefficient of determination (R^2) value, which reached 0.879 or 87.9%. These results indicate that the majority of the variation in the success of MSMEs in Medan Pancing can be explained by creativity and product innovation, while the remaining 12.1% is influenced by other factors outside the scope of this study. Overall, the results of this study demonstrate that MSME entrepreneurs need to continuously develop their creativity and engage in sustainable product innovation in order to enhance competitiveness, expand their markets, and achieve sustainable business success amid increasingly intense business competition.

CONCLUSION

Based on research findings regarding the impact of creativity and product innovation on the success of MSME businesses, it can be concluded that creativity does indeed have a tangible effect. However, product innovation also has a significant influence even greater than that of creativity. This indicates that the ability to transform ideas into products with added value is more important than simply having good ideas. When considered together, creativity and product innovation continue to have a significant impact on the success of MSME businesses. The results of the study show that the coefficient of determination (R^2) reached 0.879, meaning that these two variables account for 87.9% of the variation in business success levels, while the remaining 12.1% is attributed to factors outside the scope of this study. Based on these findings, it is recommended that MSME operators in Medan Pancing continue to develop their creativity by paying attention to consumer needs and trying out new ideas. In addition, they must also be more serious and consistent in innovating their products by improving quality, adding variety and features, and refining designs. This is because product innovation has a greater impact on business success. Local governments and relevant agencies are expected to provide assistance in the form of entrepreneurship training, guidance on product development, and easier access to loans. For future researchers, it is recommended to expand the scope of the study, increase the sample size, and consider other variables such as entrepreneurial spirit, available capital, or the use of digital technology so that the research findings can more comprehensively describe the factors that influence the success of MSME businesses.

REFERENCES

Fatimah, N., & Tumanggor, M. B. (2022). Pengaruh Inovasi Dan Kreativitas Terhadap Keberhasilan UMKM Dodol Pasar Bengkel. *Value*, 3(1), 60–71.

230

IJEBIR, Volume 05 Issue 06, 2026



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

<https://doi.org/10.36490/value.v3i1.321>

- Febyani, F. A., Amna, L. S., & Sanida, N. (2025). Pengaruh Kreativitas, Inovasi, dan Prilaku Wirausahawan terhadap Kesuksesan Usaha UMKM Kecamatan Kedaton Bandar Lampung. *Jurnal Mahasiswa Manajemen Dan Akuntansi*, 4(2), 366–376.
- Fuad, P. N. A. L., & Rafiqi, A. (2026). Pengaruh Kreativitas dan Inovasi terhadap Keberhasilan Usaha Mikro di Kota Medan. *Economics, Business and Management Science Journal*, 6(2), 125–132.
- Harahap, N. (2021). Pengaruh kreativitas terhadap keberhasilan usaha pada usaha mikro kecil menengah (umkm) di desa patumbak kampung kecamatan patumbak kabupaten deli serdang. *Value*, 2(2), 61–70.
- Hilmi, R. A. A. R., Sudarijati, S., & Kartini, T. (2026). KEBERHASILAN USAHA UMKM KERAJINAN: PERAN PENGETAHUAN KEWIRAUSAHAAN, ORIENTASI KEWIRAUSAHAAN, DAN INOVASI PRODUK. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 9(2), 2150–2160.
- Kalil, K., & Aenurohman, E. A. (2020). Dampak kreativitas dan inovasi produk terhadap kinerja UKM di kota Semarang. *Jurnal Penelitian Humaniora*, 21(1), 69–77.
- Lazuardi, D., & Gustina, I. (2025). The effect of creativity and product innovation on business success (case study at Ruang Kopi Koju Branch Cemara Asri Medan). *International Journal of Applied Finance and Business Studies*, 13(1), 63–69.
- Mulia, F., Sari, W. P., Noprian Dolok Saribu, A. L., & Sari, W. I. (2023). Pengaruh Inovasi Produk dan Keunggulan Bersaing terhadap Keberhasilan Usaha pada UMKM Industri Makanan dan Minuman di Kota Medan. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 6(2), 968–977.
- Nainggolan, E., Novita, N., & Januarty, W. (2026). Pengaruh Kreativitas Dan Inovasi Produk Terhadap Keberhasilan Usaha (Studi Kasus Ruang Kopi Koju Cabang Cemara Asri Medan). *Gudang Jurnal Multidisiplin Ilmu*, 1(2), 31–45.
- Permatasari, I. R., & Sulasari, A. (2019). Kajian Peranan Orientasi Wirausaha Dan Inovasi Produk Terhadap Keberhasilan Usaha Umkm Di Kota Malang. *Adbis: Jurnal Administrasi Dan Bisnis*, 13(1), 49. <https://doi.org/10.33795/j-adbis.v13i1.64>
- Putra, M. S. A., & Setiawan, P. Y. (2019). Peran inovasi memediasi orientasi kewirausahaan terhadap kinerja pemasaran barbershop di kota denpasar. *Udayana University*.
- Ramdani, S. N., Danial, R. D. M., & Nurmala, R. (2024). Pengaruh Kemampuan Inovasi Dan Kreativitas Terhadap Keberhasilan Usaha. *Jurnal Ilmiah Wahana Pendidikan*, 10(22), 1231–1240.
- Sari, T. I., Gemina, D., & Yuningsih, E. (2024). Kreativitas dan Inovasi Terhadap Keberhasilan Usaha Industri Mikro Kecil Menengah (IMKM) di Kota Bogor. *Profit*:



- Jurnal Manajemen, Bisnis Dan Akuntansi, 3(4), 81–96.
- Sugiyono. (2019). Metode penelitian kuantitatif. Alfabeta.
- Susanto, H. (2020). Pengaruh kreativitas dan inovasi terhadap keberhasilan usaha mikro kecil menengah (UMKM) di Kalimantan Tengah. Profit: Jurnal Penerapan Ilmu Manajemen Dan Kewirausahaan, 5(2), 10–21.
- Sutaguna, I. N. T., Ali, H., Dewi, N. N., Margery, E., Sundari, P., Agung, I. G. A., Widodo, M. H., Kartika, I. M., Susanti, H., & A. (2023). Ekonomi bisnis. Yayasan Cendikia Mulia Mandiri.
https://www.researchgate.net/publication/383952866_Kewirausahaan

