

THE EFFECT OF CREATIVITY AND SKILLS ON BUSINESS SUCCESS IN SMALL AND MEDIUM BUSINESS IN EAST JAKARTA

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Abstract

This study aims to determine whether creativity and skills have an influence on business success. The basis of this research is because creativity and skills have a direct relationship with business success. The method used in this research is a survey method. The data used in this study is quantitative data using path analysis . The population in this study is Small and Medium Enterprises (UKM) located in East Jakarta with an affordable population in Cakung District. This sampling used simple random sampling . The sample in this study amounted to 93 entrepreneurs respondents in SMEs located in East Jakarta. The results of this study are: (1) There is a positive and significant effect of Creativity on Skills. (2) There is a positive and significant effect of Creativity on Business Success. (3) There is a skill that has a positive and significant effect on business success. (4) There is a simultaneous positive and significant influence on Creativity and Skills on Business Success.

Abstrak

Penelitian ini bertujuan untuk mengetahui apakah kreativitas dan keterampilan memiliki pengaruh terhadap keberhasilan usaha. Dasar dari penelitian ini adalah karena kreativitas dan keterampilan memiliki hubungan langsung dengan kesuksesan bisnis. Metode yang digunakan dalam penelitian ini adalah metode survey. Data yang digunakan dalam penelitian ini adalah data kuantitatif dengan menggunakan analisis jalur. Populasi dalam penelitian ini adalah Usaha Kecil Menengah (UKM) yang berada di Jakarta Timur dengan jumlah penduduk terjangkau di Kecamatan Cakung. Pengambilan sampel ini menggunakan simple random sampling. Sampel dalam penelitian ini berjumlah 93 responden pengusaha UKM yang berada di Jakarta Timur. Hasil penelitian ini adalah: (1) Terdapat pengaruh positif dan signifikan Kreativitas terhadap Keterampilan. (2) Terdapat pengaruh positif dan signifikan Kreativitas terhadap Keberhasilan Usaha. (3) Terdapat keterampilan yang berpengaruh positif dan signifikan terhadap keberhasilan usaha. (4) Terdapat pengaruh positif dan signifikan secara simultan antara Kreativitas dan Keterampilan terhadap Keberhasilan Usaha.

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INTRODUCTION PRELIMINARY

SME (Small and Medium Enterprises) is the most strategic national economic sector and concerns the livelihood of many people, as a result it has a crucial role in the pace of the people's economy and national economic development, because this sector is not only a source of livelihood, but also provides employment opportunities for people. people with low levels of knowledge and skills. SMEs are always present as major players in economic activity in various sectors because of their potential role. When the economic crisis hit the world in the 1997/1998 period, only the SME sector was able to survive the shocks of the crisis. Endang Sri Rahayu, explained that there are several reasons that have made the small and medium business sector able to survive in times of crisis, one of the reasons is that this sector does not use raw materials originating from abroad and usually receives loans from domestic loans, so the dollar price increases. not as a cost burden, even if their products are exported they receive a profit based on rising dollar prices (Rahayu et al., 2010).

On the other hand, the condition of SMEs during the Covid-19 pandemic, from the results of a survey conducted by the Central Statistics Agency, recorded that 82.85% of entrepreneurs experienced a decrease in income due to the Covid-19 pandemic. The decrease in income was mostly experienced by small and medium-sized enterprises reaching 84%, compared to large-medium enterprises which reached 82%. In addition, this pandemic condition has even resulted in 63.9% of the affected MSMEs experiencing a decrease in turnover of more than 30%. Only 3.8% of MSMEs experienced an increase in turnover. Business actors have made a number of efforts to maintain their business conditions. They take a number of efficiency measures by reducing the production of goods or services, reducing working hours and the number of employees and sales or marketing channels. Even so, there are also business actors who are taking steps by adding marketing channels as part of their survival strategy (Bahtiar, 2021) .

Business success in general can be interpreted as the main goal based on a business with all the activities contained therein aimed at achieving success showing a condition that is better or superior than the previous period. This can be evaluated when a business succeeds in achieving the goals or targets set by the organization, one of which is increased income, increased business productivity, high competitiveness and has a good picture in the eyes of customers. A business is said to be successful if it receives a profit or profit. If in a company or business there is still a decrease in profits or unstable profits, then the company or business will find it difficult to operate its business activities and maintain its business.

The economic development of Jakarta is the center of government and trade which has an effect on the development of SMEs in Jakarta which is an attraction for investors as well as entrepreneurs to invest and open a business. Small and Medium Enterprises in DKI Jakarta have a broad coverage covering all sectors of economic activity, while those in other cities and provinces in Indonesia have relatively large business opportunities. DKI Jakarta, the percentage of the role of small business entrepreneurs is lower than large industries in economic growth in DKI Jakarta (Ariwibowo et al., 2018)

DKI Jakarta Province, especially in the City of East Jakarta Administration, small and medium-sized entrepreneurs have a very strategic role in expanding employment opportunities, increasing exports and equalizing income. medium-sized businesses that have strong and solid roots so that they can become the backbone in driving the wheels of the national economy .

Endi Sarwoko (2007) explained that small and medium enterprises have several problems in their growth. Problems arise from the lack of entrepreneurial, financing, and

market values. Other external factors such as the macroeconomic environment, government policies and regulations, and the availability of physical infrastructure also affect growth. Therefore, it is important to know how the impact of internal and external factors that affect business success (Sarwoko, 2007) . Creativity as a business success factor is due to the ability of an entrepreneur to apply creativity as a must-have so that he can read market opportunities and create competitive products by diversifying products. Intense competition in entrepreneurship encourages entrepreneurs to have high creativity. Creativity is the ability to read market opportunities and create competitive products to diversify products to achieve business success (Aditi & Pentana, 2018) . The power of creativity must be based on an advanced way of thinking, new ideas that are not the same as existing products. Various creative ideas usually cannot be limited by space, form or time and there are new breakthroughs in the business world which at first seemed impossible (Kemendikbud, 2013).

In achieving a successful business, an entrepreneur must not only have relative creativity but must have high skills. Skills have become a demand, because the level of labor competition at this time is based on the level of knowledge and skills of a person. Entrepreneurship has a crucial role in the life and development of a country. Developing countries including Indonesia are still weak in developing entrepreneurship (Novitasari, 2019) . Entrepreneurial skills refer to the activities, or practical knowledge, which are expected to create and run a business successfully (Purwa Aji et al., 2018).

THEORITICAL REVIEW

1. Creativity

Faisal Afif (2012) asserts that creativity is a process of thinking and inspiring in a different way than usual, being challenged to be able to produce something new, both in the form of ideas and real works that are relatively different from the creativity that existed in the business world before the process of applying creativity to the work that was done. we do to produce new products, processes and structures, while improving the way we work in a better direction (Afif, 2012) M. Anang Firmansyah and Anita Roosmawarni (2019) argue that creativity is a person's ability to create something new in the form of ideas, real works, combinations of things that already exist or are relatively different from those that already exist (Firmanysah & Roosmawarni, 2019) . Retno Kurnia Nurzaman (2019) understanding creativity is a person's ability to create a new product or a combination of things that already exist, are useful and understandable (Nurzaman, 2019) . According to this definition, it can be concluded that creativity is a person's ability to give birth to something new, either in the form of ideas or real works, which are relatively different from those that existed before. Suryana in (Nurzaman, 2019) indicators of creativity, namely, curious, optimistic, flexible, looking for solutions to problems, original, likes to imagine.

2. Skills

Tony Susilo Wibowo (2018) suggests that skills are the ability to do something effectively, skills imply a certain behavioral system that helps to achieve the proposed goals (Wibowo et al., 2018) . Furthermore, Sunan Purwa Aji et al. (2018) explains that skills are patterns of activities that aim to manipulate and coordinate information (Purwa Aji et al., 2018) . Meanwhile, Maier continued in (Chatterjee & Das, 2016) stating that the following skills refer to innate talents (which develop without training) and achievements (those resulting from practice). Based on the exposure of these

experts, it can be concluded that skills are knowledge and abilities that exist within oneself referring to innate talents and achievements to perform by constructing knowledge and experience, mental structures and beliefs that are used to interpret objects and events.

3. Business Success

Masuo, Fong, Yanagida, and Cabal state that business success is usually defined in terms of economic or financial measures that include return on assets, sales, profits, employees, survival rates, and non-financial measures, such as customer satisfaction, personal development, and achievement (Oyeku et al., 2014). Meanwhile, Choms Gary Ganda Tua Sibarani et al. (2019) argues that business success is the main goal of a company, where all the activities contained therein are aimed at achieving success (GTS et al., 2019). According to Ketchen et al. in (Lumpkin et al., 2011) business success is the company's ability to create and distribute wealth. Meanwhile, Henry Faizal Noor (2007) suggests that business success is success based on an effort to achieve its goals, a business is said to be successful if it receives a profit, because profit is a goal based on a person doing a business (Noor, 2007). Based on the opinion of experts, it can be concluded that business success is the ability to generate wealth by receiving many benefits.

4. Relationship Between Creativity And Skills

According to Teresa M. Amabile (2013), creativity requires all components, creativity is highest when a person intrinsically has expertise and high creative thinking skills working in an environment that supports creativity (M. Amabile, 2013). Meanwhile, in line with the thoughts of Berys Gaut in (Vanheste, 2009) argues that Plato's opinion up to now, which denies that the core capacity involved in creativity is a matter of skill, is a wrong view. Adopting an antiteleological view of the creative process and combining what would be termed routine skills with non-routine skills. Creative ability meets several reasonable criteria for engaging a skill.

5. The Relationship Between Creativity And Success

According to Jamil Latief, an entrepreneur needs to be creative because success in competition can be obtained by developing creativity (Latief, 2017). Mercy Ogbari (2015) explains that the continued adaptation of creativity in entrepreneurial success will not be in vain forever. The presence of someone who has creative abilities is very important because it produces imaginative work which is ultimately judged to be included in the business because creativity involves making new combinations and associative elements such as new processes (Ogbari et al., 2015).

6. Relationship Between Skills And Business Success

Research conducted by Imam Soleh Marifati (2018) elements of skills are generally obtained through training or real work experience. This shows that entrepreneurs who are equipped with high skills will have a relatively high success rate as well (Marifati, 2018). According to Kunene (2008) in (Chatterjee & Das, 2016) asserts that the skills of an entrepreneur are an important determinant of business success.

7. Thinking Framework And Hypotheses

This research has also explained and explained in the background how the influence of creativity and skills on business success. Therefore, the framework used by

the author in this study is intended to obtain the results that there is an influence of creativity and skills on business success. Based on the framework that has been described previously, the formulation of the hypothesis for this research is as follows:

H1: The positive effect of creativity on skills in Small and Medium Enterprises in East Jakarta.

H2: Positive influence between creativity on business success in Small and Medium Enterprises in East Jakarta

H3: The positive effect of skills on business success in Small and Medium Enterprises in East Jakarta

H4: Positive influence between creativity and skills on business success in Small and Medium Enterprises in East Jakarta

METHOD

This research is included in the category of quantitative research. Meanwhile, this study used a simple random sampling approach. The population of this study is all SME entrepreneurs spread throughout the East Jakarta area with an affordable population of 93 entrepreneurs in Cakung District.

Measurement of business success as the dependent variable in this study, the author uses the theory of Henry Faizal Noor in (Purwa Aji et al., 2018) suggesting that the dimensions in measuring business success, namely profit, productivity and efficiency, competitiveness, competence and business ethics, building good image. Measurement of creativity as an independent variable in this study, the author uses the measurement of Suryana's theory in (Nurzaman, 2019) with indications of being curious, optimistic, flexible, looking for solutions to problems, original, and likes to imagine. The measuring instrument for the independent variable of skills is based on (Hisrich, et.al, 2005:21) in (Muhyi, 2012) (Chatterjee & Das, 2016) is a person's ability to manage a business in achieving business success which consists of the following dimensions and indicators:

1. *Personal Entrepreneurial Skill* , explains that a skilled entrepreneur must have:
 - a. Inner control, the corporate capacity to be able to control themselves or self-discipline in the implementation of business activities.
 - b. Risk taker, namely the skill in taking risks, ready to be faced with various risks that may arise in carrying out the process of business activities.
 - c. Innovative, is an important quality of an entrepreneur, which is characterized by behavior that leads to the discovery of new things or new ways.
 - d. Change oriented, has the meaning of change orientation when entrepreneurs do not like stagnation or mere routine.
 - e. Persistent or militant, shows the tenacity of an entrepreneur.
 - f. Visionary leader, is a requirement of an entrepreneur who must become a visionary leader who can lead the company towards a brighter future.
 - g. Ability to manage change, namely the ability to cope with change.
2. *Business Management Skills* , business management skills are an important dimension in achieving business progress. Indicators to measure the skills of an entrepreneur, as follows:
 - a. Planning and goal setting, skills to plan and determine the expected goals. All activities begin with planning. so that the goals achieved are in accordance with the desired goals.

- b. Decision making, skills to make decisions.
 - c. Human relations, entrepreneurs must be associated with other people. control or proficient in supervision.
 - d. Marketing, or marketing, is a skill that entrepreneurs must have in order to introduce and attract consumers or customers.
 - e. Finance, namely the ability to manage company finances
 - f. Accounting, or business bookkeeping so that all financial aspects are well organized.
 - g. Management, namely the ability to direct the work of others in order to achieve goals.
 - h. Control, or skilled in supervising business activities.
 - i. Negotiation, namely the extent to which an entrepreneur can negotiate or improve his negotiating position with various parties related to the transactions that involve him.
 - j. Venture launch, a rare skill that most entrepreneurs who are able to start a startup business possess.
 - k. Managing Growth, skilled in dealing with change, the faster the company can direct its business in the expected direction.
3. *Technical Skills* , skills that must be possessed by an entrepreneur are as follows:
- a. Writing, or writing skills, is a basic skill that is technically required in business operations.
 - b. Oral Communication is a very important asset for entrepreneurs to communicate with internal and external parties.
 - c. Monitoring environment, namely the ability to monitor the environment both internally and externally in relation to the activities carried out.
 - d. Technical Business Management, as a specialist competence in company management.
 - e. Technology is the ability of entrepreneurs to be able to use technology.
 - f. Interpersonal, the ability that employers must possess to develop relationships with all stakeholders.
 - g. Listening, this is an information window for entrepreneurs.
 - h. Ability to organize the ability to organize a business run by an entrepreneur.
 - i. Network building or the ability to build a business network, the ability to build the network exists not only among consumers but also among all parties related to the business.
 - j. Management style, in this case the entrepreneur must examine the requirements of the appropriate management style to run his business.
 - k. Coaching, an entrepreneur is not only a change leader, but also able to train employees to improve their work skills.
 - l. Being a team player, this aspect means that the entrepreneur is not a single player doing everything himself, but as a team player together with employees.

This research is quantitative. The research method used for this research is a survey method with path analysis. The survey method is used to obtain research results through questionnaires, systematic interview tests, and others. Multiple regression analysis is used to see the effect between two independent variables, namely creativity and skill, and the dependent variable is business success. Data on creativity, skills, and business success were collected through questionnaires. This study consists of three variables that become the object of research, namely success is the dependent variable (Y) while the independent

variables used in this study are creativity (X1) and skills (X2).

RESULTS AND DISCUSSION

Data Analysis Results

The results of the validity test contained the number of questions in the creativity questionnaire 12 items, skills 29 items, and the business success questionnaire as many as 8 items. All statement items greater than 0.361 indicate that none of the statement items have dropped and can be used.

Based on the results of the instrument reliability test using *Crobach's Alpha*, the creativity variable is 0.960, skill is 0.986, business success is 0.937, indicating that the instrument has very high reliability. That is, this instrument is feasible to be used as a measuring tool.

Calculations using SPSS version 26 normality test using the One Sample Kolmogorov Smirnov Test. It can be seen that the significance (Asymp.Sig) of business success (Y) is 0.133, creativity (X1) is 0.200 and skill (X2) is 0.200. Because the three variables have a significance greater than 0.05. So it can be concluded that the data used in this study is normally distributed and can be used in further analysis with statistical methods.

Table 1
Partial Test (t Test)
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.397	1.431		3,771	.000
	Creativity (X1)	.146	.046	.239	3.206	.002
	Skills (X2)	.167	.018	.683	9.175	.000

a. Dependent Variable: Business Success (Y)

Source: SPSS Output Results

The t-test can be seen in table 1, the partial test of the linear regression coefficient above, based on the output results obtained tcount, beta or path coefficient the direct influence of creativity on business success is 0.239 with the t table can be found in the statistical table at a significance of 0.05 with $df = nk - 1$ or $93 - 2 - 1 = 90$, then the ttable is 1.98667. Therefore, it can be seen that $t_{arithmetic}$ is greater than t_{table} ($3.206 \geq 1.98667$) and the significance is smaller than 0.05 ($0.002 \leq 0.05$). That is, there is a positive and significant influence between creativity on business success of 0.239.

Based on the output results, it is stated that beta or path coefficient of direct influence of skills on business success is 0.683 with t_{count} greater than t_{table} ($9.175 \geq 1.98667$) and significance less than 0.05 ($0.000 \leq 0.05$). That is, there is a positive and significant influence between skills on business success of 0.683.

Table 2
Partial Test of the Effect of Creativity on Skills
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.007	7,998		2.505	.014
	Creativity (X1)	1,792	.184	.714	9,736	.000

a. Dependent Variable: Skill (X2)

Source: SPSS 26 . Output Results

Based on the output results in table 2, it states that the beta or path coefficient of the direct influence of creativity on skills is 0.714 with t_{count} greater than t_{table} ($9.736 \geq 1.98667$) and significance less than 0.05 ($0.000 \leq 0.05$). That is, there is a positive and significant influence between creativity on skills of 0.714.

Table 3
Simultaneous Test (F Test)
ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1666,818	2	833,409	139,329	.000 ^b
	Residual	538,343	90	5,982		
	Total	2205,161	92			

a. Dependent Variable: Business Success (Y)

b. Predictors: (Constant), Skills (X2), Creativity (X1)

Source: SPSS 26 . Output

The results from table 3 of the simultaneous test above are obtained F_{count} of 139.329. And F_{table} can be seen in the statistical table with a significant level of 5% $df_1 = k-1$ or 3-1, and $df_2 = nk-1$ or $df_1=k-1$ or 3-1, and $df_2=nk-1$ or $93-2-1=90$ obtained F_{table} is 3.10. So, it can be concluded that because $F_{\text{count}} 139.329 > 3.10 F_{\text{table}}$ then H_0 is rejected or H_a is accepted, which means creativity and skills contribute simultaneously to business success. This is reinforced by the Sig level. of 0.000 which is smaller than 0.05.

Table 4
R Square Test Results The Effect of Creativity on Skills
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 ^a	0.510	0.505	14.11279

a. Predictors: (Constant), Creativity (X1)

b. Dependent Variable: Skill (X2)

Based on table 4 shows the R_{square} value of 0.510 which means, creativity affects skills by 51%, the rest is influenced by other variables not examined in this study. Meanwhile, the standard error in equation two can be calculated by the formula $e_2 = 1 - 0.510 = 0.49$ while the remaining 49% is influenced by other factors not examined by the researcher.

Table 5
Test Results of R Square
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.756	.750	2.44573

a. Predictors: (Constant), Skills (X2), Creativity (X1)

Source: SPSS 26 . Output Results

Table 5 shows the R_{square} value of 0.756, which means that creativity and skills affect business success by 75.6%. Meanwhile, the standard error in equation two can be calculated by the formula $e2 = 1 - 0.756 = 0.244$ or 24.4% of other variables which are factors outside this research.

PATH ANALYSIS SUMMARY RESULTS

Based on some of the calculations above, it can be concluded that the path coefficients between variables can be drawn as follows:

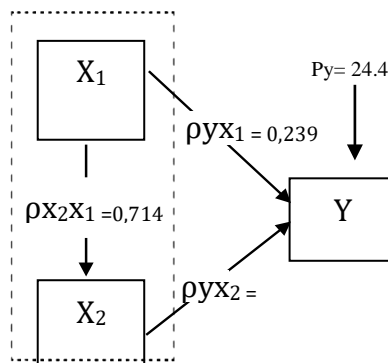


Image 1
Path Coefficient Analysis

CONCLUSIONS AND SUGGESTION

Based on the hypothesis, the direct effect of creativity on skills is 0.714. This means that each increase in one unit of creativity will increase business success by 0.714. The p-value is $0.000 < 0.05$ and the t_{count} is 9.736 which is greater than the t_{table} 1.98667. This proves that the influence of creativity has a positive and significant effect on business success. The direct effect of creativity on business success is 0.239. This means that each increase in one unit of creativity will increase business success by 0.239. The p-value is $0.000 < 0.05$ and the t_{count} is 3.206 which is greater than the t_{table} 1.98667. This proves that the influence of creativity has a positive and significant effect on business success. the direct effect of skills on business success is 0.683. This means that every increase in one skill unit will increase business success by 0.683. The p-value is $0.000 < 0.05$ and the t_{count} is 9.175, which is greater than the t_{table} 1.98667. This proves that the influence of skills has a positive and significant effect on business success.

The results of multiple regression research together with the effect of creativity and skills on business success obtained a coefficient of determination by looking at R² of 0.756, which means that the influence of the independent variable creativity and skills on the dependent variable of business success in SMEs in East Jakarta is 75.6%, while the rest is 0.244 = 24.4% influenced or explained by other variables not examined.

The conclusion of the study is that there is a partial and simultaneous influence between the influence of creativity and skills on business success in SMEs in East Jakarta. Based on the hypothesis, it can be concluded that:

1. Based on the partial t-test there is a direct and significant effect between creativity on skills.
2. Based on the t-test partially there is a direct and significant effect between creativity on business success .
3. Based on the t-test partially there is a direct influence between skills on business success.
4. Based on the f-test simultaneously there is a positive and significant effect between creativity and skills on business success.

It is hoped that SMEs can create new creations combined with various variations. In addition, SMEs can also hone their creativity by attending SME creativity seminars or by watching video tutorials from social media. From the various kinds of creativity that have been carried out by entrepreneurs, it has led to a high level of business success. Therefore, SMEs are expected to be able to take part in training and implement sales strategies so that traders can increase their monthly income. In addition, regular training, exhibitions, and bazaars can add to the entrepreneurial skills of entrepreneurs.

Suggestions for further research is that this research uses two independent variables to measure business success, so that in the next research it is recommended, it is expected to pay attention to these variables by developing appropriate indicators or adding other variables, such as motivation, marketing, business opportunities, and others. the most relevant variables influencing the success of SMEs in East Jakarta.

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