

ENTREPRENEURIAL SUCCESS: INNOVATION, CREATIVITY AND ADVERSITY INTELLIGENCE

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ABSTRACT

This research is a correlational study between the variables innovation, creativity and Adversity Intelligence on entrepreneurial success among MSMEs in Kedungwuni District. The aim of this research is to test and analyze the influence of innovation, creativity and Adversity Intelligence on entrepreneurial success. This research uses descriptive research methods with a quantitative approach. In this research, data collection was carried out using a questionnaire. The results of this research are (1) partially innovation has a significant effect on entrepreneurial success, creativity has no significant effect on entrepreneurial success, and Adversity intelligence has a significant effect on entrepreneurial success. (2) innovation, creativity and Adversity intelligence simultaneously influence entrepreneurial success.

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1. Introduction

One step in supporting the achievement of national development is community empowerment through Micro, Small and Medium Enterprises (MSMEs). Empowering MSMEs in the midst of globalization and high competition means that MSMEs must be able to face global challenges such as increasing product and service creativity, entrepreneurial knowledge, developing human resources and technology, as well as expanding marketing areas (Rachmawati, 2024). Apart from that, unpredictable changes in people's tastes mean that MSME business actors are required to have creativity so they can continue to create works that are valuable and have an identity (Fatmasari, 2023). MSMEs are also inseparable from the creative thinking of every business actor to create new business fields and encourage entrepreneurs to play an active role in creating existing capabilities to achieve significant business success, and can be used by the government as a stepping stone in adopting strategies and regulations that support success. small businesses which include culinary, batik, clothing tailoring, health and beauty businesses, especially in Kedungwuni District, Pekalongan Regency.

An important role of an entrepreneur is to achieve success in his business. Business success cannot be achieved just like that, but must go through several stages to achieve the goal. Before

someone starts a business, it is necessary to increase their understanding as an entrepreneur about how to start or manage a business, the strategies needed to encourage success, and how to anticipate and solve existing problems (Anskaria S. Goahae, 2021). This is necessary because to become a successful entrepreneur or businessman you must have a business idea or vision and the willingness and courage to face risks in both time and money. Apart from that, innovation and expertise in the field of creativity and good quality are needed so that the resulting business is also good, social media assistance can also help MSMEs to increase entrepreneurial knowledge in managing their business, improve operational activities, increase production capacity, marketing areas, and create customers so that can spur the development of small and medium enterprises (Nurul Sukriani, 2022).

According to (Kristanto, 2009) Entrepreneurship is a creative and innovative ability to see opportunities and continue to receive positive feedback and changes that can support business growth and bring value to success. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative action to create opportunities. Creativity itself is the ability to develop new ideas and new ways of solving problems and finding opportunities to think about something new and different. Creativity is an important source in creating competitiveness for all organizations that care about growth and change. An entrepreneur must have new ideas resulting from creativity. This creativity will bring entrepreneurs to innovate their businesses (Fahrrozzi dan Fahrudin, 2021).

Apart from thinking creatively, an entrepreneur must also be able to innovate in developing his business. Innovation is the ability to apply creative ideas or solutions to existing problems and opportunities (Darman Syafe'i, 2021). Actions to innovate products will produce clear differences in the product itself. Entrepreneurs in this case will have success through thinking and implementing new things or old things in new ways. Acting to think innovatively is added value and a source of opportunity to create advantages in new forms (Rusdianto, 2022).

An entrepreneur must also have a strong spirit and be able to turn obstacles into opportunities. These obstacles can be processed with the intelligence you have so that you can produce opportunities to start or develop your business. Therefore, adversity intelligence must be possessed by an entrepreneur. Adversity intelligence is a condition where an individual's ability to observe existing difficulties and then be able to process these difficulties to find a solution or potential with the abilities he has (Fitrianiingsih & Arseto, 2019). Adversity intelligence is a person's ability to respond to various obstacles and difficulties that occur through intelligence and turn these obstacles into opportunities. Courage in taking advantage of opportunities is what will create success in entrepreneurship and will have a positive effect if managed well (Andika Permana Putra, 2023).

Several previous studies related to business success carried out by (Soriyani & Harahap, 2022), (Maryam et al., 2021), (Putu et al., 2022) suggest that creativity and innovation influence business success in Micro, Small and Medium Enterprises (MSMEs). While research conducted by (Fatmasari, 2023) states that creativity and innovation do not have a significant effect on the business success of MSMEs.

Based on the description of the problems and gaps between previous research explained above, researchers are interested in conducting research on "The Influence of Innovation, Creativity and Adversity Intelligence on Entrepreneurial Success among MSMEs in Kedungwuni District, Pekalongan Regency".

2. Literature Review

Innovation according to (Anskaria S. Goahae, 2021) is the process of creating or applying something new to an existing product or process. Innovation can be defined as the ability to apply creativity in order to solve problems and opportunities to improve and enrich life. According to (Ibrahim & Abu, 2020) innovation is the tendency to support original and creative new ideas in making new products or changing a product. Without innovation, a business or company will not survive for long. This is because customer needs, wants and requests change. Customers will not always consume the same product. Customers will look for other products from other companies that they feel can satisfy their needs. For this reason, continuous innovation is needed if the company is to continue further and remain established with its business efforts (Ernani Hadiyati, 2011). The concept of innovation is very important as a tool to bring success to a business. In an era of faster change, entrepreneurs must create something new in terms of products, marketing and ongoing promotions so that their companies remain competitive (Zesa Dinda Auliya, et.al, 2024). This concept shows how innovation influences business success. This is in line with research conducted (Joko Riyanto, 2023) that innovation has a positive effect on business success.

H1: There is a significant positive influence of the Innovation variable on entrepreneurial success.

Creativity is a person's ability to create new ideas in solving new or existing problems. It is hoped that creativity in running a business can be oriented towards good things and the business can develop (Anugrahini Irawati, 2021). Everyone should have creativity. Creativity will give someone independence by looking for opportunities. Creativity can also be utilized by individuals with the aim of generating new ideas for starting a business and can enable someone to obtain a business that has never existed before (Marden & Hidayah, 2022). According to (Hilmi Wiranawata, 2019) Creativity can be measured using several indicators, namely fluency of thinking, flexibility of thinking, elaboration of thoughts and originality of thinking. Basically, creativity must be possessed by everyone. Creativity will give someone independence by looking for opportunities. Creativity arises due to the existence of creative ideas regarding business which causes the emergence of new business opportunities. Creativity can make someone get a business that has never existed before so that a new business emerges and then the business will be able to run and develop to achieve success (Regi Utami Nasution, 2022).

H2: There is a significant positive influence of the Creativity variable on entrepreneurial success.

Adversity intelligence is a condition where an individual's ability to observe existing difficulties and then be able to process these difficulties to find a solution or potential with the abilities he has (Fitrianiingsih & Arseto, 2019). According to (Aminah, 2020) Adversity intelligence has 4 dimensions known as CO2RE (Control, Origin and Ownership, Reach and Endurance). These four dimensions are mutually sustainable which will shape a person's soul in facing problems by looking at all opportunities to solve these problems. Adversity intelligence is one of a person's skills or abilities regarding his response to difficulties. Entrepreneurs who have a good level of adversity intelligence will increase their entrepreneurial intentions. Conversely, entrepreneurs who have a low level of adversity intelligence are unable to face all obstacles or obstacles because they feel hesitant and afraid to take risks. This is in line with what was stated by (Andika Permana Putra, 2023) that Adversity intelligence is a person's ability to respond to various obstacles and difficulties that occur through their intelligence and turn these obstacles into good opportunities. Courage in taking advantage of opportunities is what will create success in entrepreneurship.

H3: There is a significant positive influence of the Adversity Intelligence variable on entrepreneurial success.

Business success is the success of a business in achieving its goals or can be called a situation that describes a situation that is better than before. Entrepreneurial success is not identical to how someone succeeds in accumulating money or assets and becoming rich, because wealth can be obtained in various ways to produce added value. One indicator of business success can be seen from profit income, because profit is the goal of someone doing business (Aurel Lai, 2023). According to (Darman Syafe'i, 2021) indicators of entrepreneurial success are the ability to make a profit (profitability), productivity and efficiency, competitiveness, competency and business ethics as well as building trust or trust from the wider community. The success of a business is usually seen by the increase in the scale of the business it has. This can be seen from the production volume which previously could use an increased amount of raw materials per day or being able to process more raw materials (Hilmi Wiranawata, 2019). Therefore, understanding consumer needs, desires and demands will provide important input for designing business strategies to create satisfaction for customers. Business actors are required to be able to compete and follow every movement of change so as to direct business actors in creating success for their business (Gusti Made, 2021). Not a few people and companies have achieved success because they have creative and innovative abilities. This creative and innovative process usually begins with the emergence of ideas and thoughts to create something new and different (Dana Kristian, 2022). The success of the business depends on many elements, one of which is acting to think creatively, innovatively and having the ability. Adversity Intelligence is an added value and source of opportunity for entrepreneurs in achieving success.

H4: There is a significant positive influence of the Innovation, Creativity and Adversity Intelligence variables on entrepreneurial success.

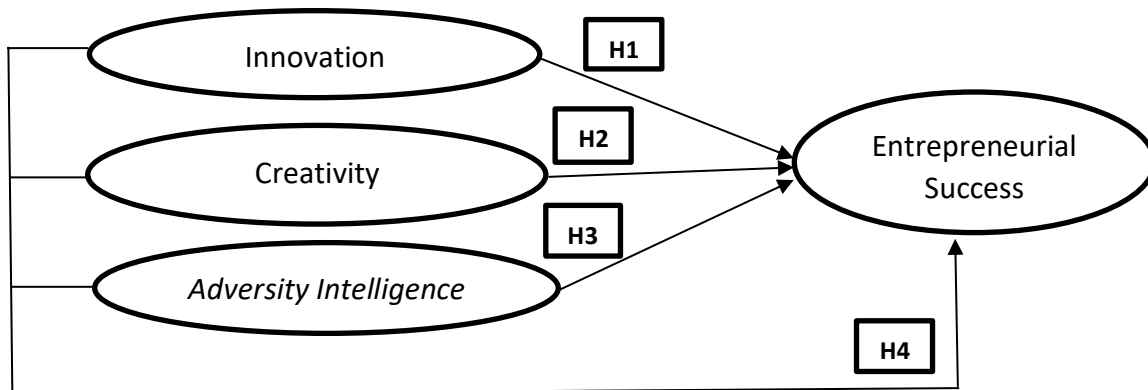


Figure 1. Research Model

3. Method, Data, and Analysis

This type of research is descriptive quantitative research, data collection in this research uses a survey method using a questionnaire filled in by respondents. Where the object of this research is MSME actors in Kedungwuni District, Pekalongan Regency. The sampling technique in this study used a random sampling method of 32 respondents consisting of 19 respondents from Batik and clothing tailoring businesses, 7 respondents from culinary businesses, 5 respondents from health and fitness businesses and 1 respondent from beauty businesses. The data collection technique

uses a questionnaire with a Likert scale. The main instrument used to obtain data is systematically arranged containing several questions given to respondents that meet the validity and reliability requirements. The analysis technique used in this research is the multiple linear regression analysis method to determine the significant relationship between three independent variables and one dependent variable.

4. Result and Discussion

Validity Test

Table 1. Validity Test of Innovation, Creativity and Adversity Intelligence Variables

Variable	Indicator	r count	r table	Information
Innovation	X1.1	0,953	0,349	Valid
	X1.2	0,917	0,349	Valid
	X1.3	0,897	0,349	Valid
Creativity	X2.1	0,857	0,349	Valid
	X2.2	0,913	0,349	Valid
	X2.3	0,853	0,349	Valid
Adversity Intelligence	X3.1	0,931	0,349	Valid
	X3.2	0,895	0,349	Valid
	X3.3	0,870	0,349	Valid
Entrepreneurial Success	Y.1	0,908	0,349	Valid
	Y.2	0,901	0,349	Valid
	Y.3	0,876	0,349	Valid

Source: data processed 2024

From the test results in table 1 above, it can be seen that the validity value for each question has a calculated r value > r table, thus proving that all items in this study are said to be valid.

Reliability Test

Table 2. Results of reliability tests for Innovation, Creativity and Adversity intelligence

No	Variable	Cronbach's Alpha	Information
1	Innovation	0,912	Reliable
2	Creativity	0,847	Reliable
3	<i>Adversity intelligence</i>	0,881	Reliable
4	Entrepreneurial Success	0,876	Reliable

Source: data processed 2024

Based on table 2 above, it is known that the results of the reliability calculations obtained a Cronbach alpha reliability coefficient > the alpha standard used, namely 0.60 for each question from the variables Innovation, Creativity, Adversity Intelligence and Entrepreneurial Success. Thus, it can be said that the questions from each variable are reliable to be used as research instruments.

Classic Assumption Test

Testing data normality with the Kolmogorov-Smirnov test shows that if the sig value is greater than 0.05, then all data is normally distributed. Testing of data multicollinearity also shows that the VIF value does not exceed 10.00 so that the residuals do not contain symptoms of multicollinearity among the research variables. Heteroscedasticity testing carried out using the

Glejser test also shows a sig value greater than 0.05 so that the residuals do not contain symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 3.

Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	.371	1.604		.232	.819
1	Innovation (X1)	.353	.165	.363	2.134	.042
	Creativity (X2)	.307	.190	.268	1.619	.117
	Adversity					
	intelligence (X3)	.315	.152	.308	2.077	.047

a. Dependent Variable: Entrepreneurial Success (Y)

Source: data processed 2024

Based on table 3 above, the Multiple Linear Regression equation can be seen as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0,371 + 0,353 X_1 + 0,307 X_2 + 0,315 X_3, \text{ Where:}$$

Y = Entrepreneurial Success

X1 = Innovation

X2 = Creativity

X3 = Adversity intelligence

a = constant,

b = regression coefficient

The equation above shows that there is a positive effect of innovation, creativity and Adversity Intelligence on entrepreneurial success which can be explained as follows:

1. The Innovation coefficient value is 0.353, which means that if Innovation is better it will result in an increase in entrepreneurial success in MSMEs in Kedungwuni District by 35.3%, so the test results explain that the Innovation variable has a positive and significant influence on entrepreneurial success in MSMEs in the District Kedungwuni
2. The Creativity coefficient value is 0.307, which means that if creativity gets better it will result in an increase in entrepreneurial success in MSMEs in Kedungwuni District by 30.7%, so the test results explain that the Creativity variable has a positive and insignificant influence on entrepreneurial success in MSMEs in Kedungwuni District
3. The Adversity intelligence coefficient value is 0.315, which means that if Adversity intelligence gets better it will result in an increase in entrepreneurial success in MSMEs in Kedungwuni District by 31.5%, so the test results explain that the Adversity intelligence variable has a positive and significant influence on entrepreneurial success in MSMEs in Kedungwuni District.

HYPOTHESIS TESTING

T Test (Partial Test)

The t test is carried out to show how far the influence between the independent variable and the dependent variable is. If the significant value (Sig.) is smaller than 0.05 or if t count > t

table then a variable is said to have a significant effect on other variables. With this test, the t table obtained in this study is 2.048.

1. Based on table 3, it can be seen that testing the hypothesis between the Innovation variable (X1) on Entrepreneurial Success (Y) obtained a significance value of $0.042 < 0.05$ or $t \text{ count } 2.134 > t \text{ table } 2.048$ which means hypothesis 1 which states that there is a significant influence of the innovation variable on entrepreneurial success partially **accepted**. Thus, it can be concluded that innovation has a positive and significant influence on the entrepreneurial success of MSMEs in Kedungwuni District. This research is in line with research conducted by (Soriyani & Harahap, 2022) which concluded that innovation has a positive and significant effect on entrepreneurial success.
2. Based on table 3, it can be seen that testing the hypothesis between the creativity variable (X2) on Entrepreneurial Success (Y) obtained a significance value of $0.117 > 0.05$ or $t \text{ count } 1.619 < t \text{ table } 2.048$ which means hypothesis 2 states that there is a significant influence of the creativity variable on entrepreneurial success partially **rejected**. Thus, it can be concluded that creativity does not have a significant effect on the business success of MSMEs in Kedungwuni District. This research is in line with research conducted by (Fatmasari, 2023) which concluded that creativity has no significant effect on entrepreneurial success..
3. Based on table 3, it can be seen that testing the hypothesis between the Adversity intelligence variable (X3) on entrepreneurial success (Y) obtained a significance value of $0.047 < 0.05$ or $t \text{ count } 2.077 > t \text{ table } 2.048$ which means hypothesis 3 which states that there is a significant influence of the Adversity intelligence variable on entrepreneurial success is partially **accepted**. Thus, it can be concluded that Adversity intelligence has a positive and significant influence on the entrepreneurial success of MSMEs in Kedungwuni District. This research is in line with research conducted by (Putu et al., 2022) which concluded that Adversity intelligence has a positive and significant effect on entrepreneurial success.

F Test (Simultaneous Test)

Table 4.

F Test Results (Simultaneous Test)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81.266	3	27.089	23.530	.000 ^b
	Residual	32.234	28	1.151		
	Total	113.500	31			

a. Dependent Variable: entrepreneurial success (Y)

b. Predictors: (Constant), Adversity intelligence (X3), Creativity (X2), Innovation (X1)

Source: data processed 2024

From table 4 above, we get a significance value of $0.000 < 0.05$ or a calculated F value of $23.530 > 2.99$ so it can be concluded that H4 is **accepted**, which means there is a significant influence between the variables Innovation, Creativity and Adversity Intelligence on Entrepreneurial Success simultaneously.

5. Conclusion and Suggestion

The research results show that Innovation, Adversity intelligence have a positive and significant influence on the entrepreneurial success of MSMEs in Kedungwuni District, while creativity has no significant influence on the business success of MSMEs in Kedungwuni District. Simultaneously, there is a significant influence between the variables Innovation, Creativity and Adversity Intelligence on Entrepreneurial Success among MSMEs in Kedungwuni District. This means that if Innovation, Creativity and Adversity intelligence are increased together it will have an impact on increasing business success and vice versa if Innovation, Creativity and Adversity intelligence decrease together it will result in a decrease in business success.

Recommendations for future research suggest adding more variables that influence entrepreneurial success such as capital, entrepreneurial knowledge and other related variables. It is also recommended to increase the sample of respondents so that the research results are more accurate.

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