Factors affecting the succes of creative economy based micro small medium business in the city of Semarang

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A R T I C L E   I N F O

ABSTRACT

This research was conducted aiming to look at the factors that influence the success of micro, small and medium enterprises based on innovative economy in the city of Semarang. This can be seen from the key factor in fulfilling MSMEs based on a creative financial system in the form of the progress of MSMEs in the city of Semarang today. The population in this study were 50 SMEs in the city of Semarang. The data series strategy in this study, the use of the note series strategy through questionnaires, and documentation shows that the advertising variables on the fulfillment of SMEs and the creative economy system have insignificant results. The results of this study indicate that all logo variables on the achievement of SMEs and innovative financial systems have great results.

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INTRODUCTION

One of the sectors that aid the economy in Indonesia comes from the MSME area as it is thru this quarter that every one components related to patterns of human existence originate, starting from the consumption sector, food, fashion, photographers, the humanities as an example in terms of consumption, fashion. The achievement of improvement is synonymous with the advent of high quotes of economic increase and employment. One of the actual sectors that may lessen the unemployment fee is micro, small and medium corporations and in step with populace information in 2017 that I got from the South Sulawesi Cooperatives and UMKM Office, it's miles divided into three components. , micro groups with a populace of 134,795 are organizations owned by means of people and or man or woman enterprise entities that meet the standards for micro companies.

The development of micro, small and medium corporations has an crucial function no longer only in soaking up exertions and social welfare, in many approaches they come to be glue and stabilize the hassle of social inequality. At the time of the initial observation of this take a look at I simplest centered on micro and small agencies in this example the factors that influence the achievement of micro and small corporations can be seen from, hobby in entrepreneurship should prioritize braveness, be able to take obligation for the commercial enterprise being run dare to take dangers and feature optimism for an opportunity. Changing the destiny of one of the matters that can reduce unemployment is that humans ought to create jobs for themselves and for others by way

of manner of entrepreneurship to reduce unemployment. An entrepreneur not simplest affords a task for himself but additionally usually reduces the unemployment rate round his surroundings with the aid of hiring other humans. Characteristics that have to be owned by an entrepreneur in step with (Hasiholan & Amboningtyas, 2021)encompass having private responsibility, dynamic and being able to count on risks, tenacious and chronic, fully decided, energetic and clever. The achievement of micro and small groups can be seen from the network, community links are very vital because when we decide to emerge as entrepreneurs we inevitably ought to deal with many human beings for enterprise development. Cooperation between or extra individuals who each have a enterprise with the intention of making a profit.

Having a very broad community may be very important to help reap big targets which are decided inside the future and without a network it's miles difficult to obtain business success because several people in the community of a business will make a earnings. The success of MSMEs, in keeping with MSME entrepreneurs, on the time of my preliminary observations, changed into that networks played a very good sized function in commercial enterprise progress. The achievement of micro and small groups also can be visible from the brand which is an critical part of marketing sports. Efforts to build a brand can not be separated from the issue of product first-class as dynamic conditions associated with human products and services were set in an environment that meets predetermined expectancies.

One of the modern-day promotional media is the development of the world of technology and statistics, making the net a conversation device this is in outstanding demand by the general public, with social media, MSME entrepreneurs also can use their smartphones as a medium to promote their merchandise. Much of what we see on social media now as we regularly do, the Makassar alternate group is an area for entrepreneurs to sell their products, each in terms of food, fashion and others. Promotion can communicate and provide explanations in addition to convince potential customers approximately their goods and offerings. The essential aim is to get attention, remind and persuade potential customers. The use of promotional factors which include advertising and marketing, income promotion, sales force and public members of the family is assumed for you to boom sales performance as a part of an integrated advertising software (Novrianda et al., 2021).Social media is the center of the development of the world of generation and data in latest years, making the net a communication device in order that competition in terms of commercial enterprise is now developing. The development of micro, small and medium organizations has an crucial role not handiest in absorbing exertions and the welfare of the people in the areas, in lots of ways they turn out to be a predicate and stabilize the hassle of social inequality. Micro, small and medium establishments are the main target of improvement based on dedication and desirable coordination among the authorities, marketers and non-enterprise establishments as well as the local people with the aid of implementing an aggressive approach based totally at the community economic system (partnership for the development of micro, small and medium enterprises as an entire via offering effective guide towards the improvement of human resource groups, for example with statistics generation entrepreneurship schooling, get right of entry to to funding and advertising, enlargement of the export marketplace is a trademark of achievement in building a humans-based business climate.

The elements of a conducive commercial enterprise surroundings that need attention include the availability of capital, infrastructure and centers, the provision of business services, environmental establishments supporting local development and the high-quality of public zone management. The innovative economic system is a manifestation of efforts to are looking for sustainable development via creativity, in which sustainable improvement is an economic weather that is competitive and has reserves of renewable assets. The creative economic system can be said to be a gadget of deliver and call for transactions originating in financial activities driven by using the commercial zone referred to as the innovative enterprise. Therefore the creative industry is an necessary part of the creative economic system. The innovative industry is an industry that originates

from the utilization of creativity, individual capabilities and competencies to create prosperity and employment through the creation and utilization of the innovative strength and inventiveness of the enterprise. The formation of bekraf is the government's optimism that the innovative economic system will simply turn out to be the backbone of the national financial system. This is the beginning of a new milestone for Indonesia's innovative financial system. So based totally on the historical past above, this research will take a look at the "factors that have an impact on the achievement of micro, small and medium corporations based on the creative financial system in the city of Semarang" visible from the key factors for the fulfillment of SMEs based totally on the creative economy.

RESEARCH METHOD

Population and Sample
Population
The population is a mixture of all elements inside the form of activities, matters or people who've similar characteristics that come to be the center of attention of a researcher because that is visible as a studies universe (Ferdinand, 2014).The populace in this look at have been 50 SMEs in the town of Semarang.

Sample
The pattern is part of the population to be studied. The research sample has population traits, in order that the sample used can constitute the populace being discovered.(Sugiyono, 2021) The general sample on this have a look at is 50 respondents.

Research variable
Research variables are the entirety that is determined by using researchers and may trade in nature with the aim of being studied that allows you to achieve records which could then be drawn conclusions. Research variables include, independent variables are variables which have influence and reason changes in other variables. The impartial variables on this examine are Business Interest (X1), Promotion (X2), and Brand (X3).The based variable is a variable whose life is stimulated by way of the unbiased variable. The based variable in this have a look at is the fulfillment of SMEs primarily based at the creative economic system (Y).(Liyono, 2022)

Method of gathering facts
Data collection strategies in this look at, the use of facts series strategies through questionnaires, and documentation.Observation is a data collection method wherein the researcher directly observes the research object.The questionnaire is an statistics gathering technique that lets in the analyst to examine the attitudes, beliefs, behaviors, and characteristics of numerous individuals who may be suffering from the existing machine.(Sara et al., 2022).Documentation is a manner to acquire records by means of analyzing and recording several documents either from books, archives or files listing statistical tables and other topics related to research.

Test Data Research Instruments
The standards for a good questionnaire include validity and reliability. It start from, validity test.For the level of validity, a significance test was accomplished by way of evaluating the calculated r cost with the r table value. The validity check is used to determine the feasibility of the gadgets in a listing of questions for a variable. In this examine, checking out changed into finished the usage of SPSS. The selection-making criteria used inside the validity test with SPSS (Lestari, 2019) are as follows: (a) If sig. ≤ 0.05, then declared legitimate. (b) If sig. > zero.05, then declared invalid. And then reliability test.The reliability test became accomplished to decide the consistency of the tool as a measuring device, in order that the outcomes of the measurements can be depended on. The reliability test may be visible inside the Cronbach's Alpha value, if the Alpha cost is > zero.60 then the query assemble is where the variable is reliable (PSAK:1, 2022).Then the questionnaire in this observe is constant or reliable,

Analysis Method

The statistics analysis technique is the stage of the studies system in which the data that has been controlled is processed so as to solution the problem formula. Process the facts acquired from the questionnaire and tabulated within the form of numbers the use of the SPSS application statistical evaluation device. (Parameswari et al., 2019).

Classic assumption check
Normality check

The normality test targets to check whether within the regression model, the established variable and independent variable have a ordinary distribution or no longer. Met The technique used to decide the normality of the regression model is by using searching on the opportunity plot photo evaluation via looking on the distribution of points on the diagonal axis and the One Sample Kolmogorov-Smirnov Test the usage of a significance degree of 5% or 0.05 (Pratama & Nina Maharani, Moch Malik Akbar R, 2022). The foundation for making choices at the Probability Plot graph is as follows: (a) If the information spreads across the diagonal line and follows the course of the diagonal line, then the regression meets the idea of normality. (b) If the statistics spreads far from the diagonal line and does no longer comply with the path of the diagonal line, then the regression model does no longer meet the normality assumption.

Multicollinearity Test

The multicollinearity test pursuits to decide whether or not within the multiple linear regression model a correlation is found between the independent variables. A accurate regression model need to now not have a correlation between unbiased variables (Usvela et al., 2019).To discover whether or not or now not multicollinearity exists, it could be visible from: (a) The importance of the correlation among independent variables. Guidelines for a multicollinearity unbiased regression version, have the following criteria: The correlation coefficient among unbiased variables isn't always greater than 90% (below 0.90), If the correlation is robust among one unbiased variable and some other, this is, a correlation above 90% or 0.90, then this indicates critical multicollinearity. (b) Use the Variance Inflation Factor (VIF) and tolerance values. The restrict of the tolerance value is 0.01 and VIF is 10. If the tolerance fee is ≤ zero.01 or identical to the VIF fee ≥ 10, multicollinearity will arise.(Mutlu & Ozer, 2019)

Heteroscedasticity Test

The heteroscedasticity test aims to decide whether or not in this regression version there may be an inequality of variance or residuals from one commentary to another. If the variance from observation residual to other observations is unique, it approach that there may be a symptom of heteroscedasticity in the regression version. A top regression version does no longer have heteroscedasticity. In this have a look at, the methods used to come across heteroscedasticity are via using the Glacier Test and the Scatterplot Test (Gunawan & Wahyuni, 2013).Test Glatster for the basis of his choice as
following : (a) Heteroscedasticity does no longer occur if the calculated t fee is smaller than ttable and the significance cost is more than 0.05. (b) Heteroscedasticity takes place, if the calculated t cost is more than t table and the significance value is much less than 0.05. Meanwhile, the basis for choice making for the Scatterplot Test is as follows: (a) If sure styles at the SPSS Scatterplot Graph, inclusive of dots that shape a everyday sample (wavy, spread, then slim), then it is able to be concluded that there may be heteroscedasticity.(Sara et al., 2022). (b) Conversely, if there's no clear pattern and the dots spread, then the indication is that heteroscedasticity does no longer occur.

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis that measures the have an effect on of or greater independent variables (X) and the established variable (Y). This more than one linear regression evaluation method turned into carried out with the help of the SPSS 16.Zero program,

that is one of the laptop program packages used to control statistical statistics. Multiple linear regression evaluation became carried out to find out how lots have an impact on the variables X1 (Human Relationship), X2 (Transformational Leadership Style) and X3 (Motivation) have on variable Y (Employee Performance). (Puspitaningtyas & Saino, 2019)Then a multiple linear regression model is used that is formulated as follows:

$$Y = α + β1\,X1 + β2\,X2 + β3\,X3 + e$$

Information :
Y = Employee Performance X1 = Human courting
X2 = Transformational Leadership Style X3 = Motivation
α = Constant
β = regression coefficient, that's the importance of the trade inside the established variable because of changes in each unit of the impartial variable (slope)
e = popular blunders

Hypothesis testing
t take a look at
        This t or partial take a look at is used to peer the significance of the unbiased variables affecting the established variable that's performed partially or personally (AH Pratama, 2017). (a) The steps for the t or partial take a look at are as follows: Determine the fee speculation and alternatives Ho : b1, b2, b3 = 0, every independent variable has no full-size impact on the established variable., Ha : b1, b2, b3 ≠ zero, each unbiased variable has a considerable impact on the structured variable.(b) Determine the large stage (α = zero.05). (b) Criteria for checking out Ho is general if t rely < t table Ho is rejected if t count > t desk. (c) Conclusion Ho is usual = there's no have an impact on between the independent variables at the based variable. Ho is rejected = There is a giant have an impact on between the unbiased variables at the dependent variable.

F check
        The F take a look at become executed with the aim of understanding how far independent or unbiased variables can jointly affect the based or based variable (AH Pratama, 2017). The take a look at steps are as follows: (a) Define hypothesis Ho : β1, β2, ..., βn = 0, that means that the unbiased variables collectively don't have any impact at the established variable, Ho : β1, β2, ..., βn ≠ zero, which means that the independent variables at the same time affect the based variable. (b) Determine the F desk the use of: Significance degree (a) = five%. Ho is ordinary if (a) > 0.05 then all unbiased variables have no good sized impact on modifications in the structured variable. Ho is rejected if (a) <0.05 then all independent variables have a sizeable impact on modifications inside the cost of the structured variable

Determination Coefficient Test
        The Coefficient of Determination Test (R2) is used to measure how a long way the version's capacity to explain the variance of the unbiased variables. The coefficient of dedication determines the value of the relationship between the based variable which can be explained by the unbiased variables in the presence of linear regression Y and X. The value of the coefficient of dedication is between 0 (zero) and one (1) (AH Pratama, 2017). The factor is if R2 = 0, then there is no best relationship. Conversely, if the value of R2 = 1, it means that there is a courting between the variables Y and X.

RESULTS AND DISCUSSIONS

Research result

Description of Research Object

This studies become carried out in May 2023. This research changed into carried out at UMKM in Semarang City. The gadgets in this study are: Semarang City MSME marketers who are used as researchers as respondents or data assets.(Poll, 2022)

Respondent Descriptive Statistics

Each respondent constantly has distinctive traits. Researchers try to organization the traits of these respondents into each group according to the traits of those respondents with the goal of facilitating researchers in compiling facts. In this observe the grouping of the traits of the respondents used became: the intercourse of the respondent. It may be explained that the gender of the respondents in this observe turned into divided into two, specifically: male and woman. In this examine, the range of respondents from UMKM commercial enterprise actors in Semarang City who were male have been 12 people even as people who were woman have been 38 humans. From these data it is able to be concluded that more commercial enterprise actors in Semarang City are woman than male.(Cagini et al., 2021)

Classic assumption take a look at

Multicollinearity Test

The multicollinearity take a look at goals to check whether or not the regression model located a correlation among the impartial (independent) variables. A properly regression version must now not have a correlation among variables (Ghozali, 2021).Multicollinearity within the regression model in the have a look at was determined based totally on the VIF (variance inflation aspect) and tolerance values. It may be seen that no variable has a VIF price more than 10 and a tolerance value less than 0.1 this means that that there is no correlation among the impartial variables. So it can be concluded that there may be no multicollinearity among the independent variables on this regression version.

Heteroscedasticity Test

The cause of doing the heteroscedasticity take a look at is in order that the regression model has variance dissimilarity from the residual one commentary to some other, in order that it is able to be done to the next test. Following are the results of heteroscedasticity trying out the use of the Glejser check by using regressing the impartial variables with absolute values of unstandardized residuals. Based at the Glejser take a look at results, the significance values of all unbiased variables are > 0.05 so that it is able to be said that this regression model is free from heteroscedasticity. From the scatter plot graph it may be visible that there is no clear pattern and the points unfold above and underneath the variety zero (0) at the Y axis, so there's no heteroscedasticity.

Normality take a look at

The normality check goals to check whether within the regression version, the confounding or residual variables have a normal distribution or not. The normality test produces a everyday chance plot graph. The actual records points flow inside the identical course and across the diagonal line, so it can be concluded that the idea of normality in this regression model is met. Above, it may be seen that Asymp Sig (zero.401) > 0.05, so it may be stated that the information is normally allotted.

Multiple Regression Analysis

Multiple linear regression evaluation that has been performed acquired the regression coefficient, t cost and importance stage From these consequences, the regression equation received is:

$$Y = 0.014 X1 + 0.177 X2 + 0.134 X3$$

The multiple regression equation is defined as follows: (a) Business Interest Variable (X1) has a fantastic influence at the achievement of MSMEs and the Creative Economy (Y) with a cost of 0.014;

which means that the higher the business interest, the fulfillment of MSMEs and the creative economic system will growth. (b) The Promotion Variable (X2) has a fine have an impact on on the success of SMEs and the Creative Economy (Y) with a value of 0.177; which means that the higher the advertising, the success of MSMEs and the creative economic system will boom. (c) Brand Variable (X3) has a superb influence at the fulfillment of SMEs and the Creative Economy (Y) with a fee of 0.134; which means that the higher the Brand, the success of MSMEs and the Creative Economy will increase.

Determination Coefficient Test (R2)

The coefficient of willpower (R2) basically measures how a long way the model's ability to provide an explanation for the variation in the based variable. The cost of the coefficient of dedication is between zero and one (Ghozali, 2018). It can be visible that the output of the SPSS version precis shows that the cost of R rectangular is zero.530. This manner that only fifty three.0% of the variant in the fulfillment of SMEs and the Creative Economy (Y) can be defined by using the independent variables above. While the relaxation (100% -53.0% = 47.0%) is defined by different reasons outdoor the model.

Goodness of Fit Test

The accuracy of the sample regression function in estimating the real value may be assessed with the aid of its goodness of healthy check. Statistically at the least this could be measured from the fee of the coefficient of willpower, the price of the F statistic and the fee of the t statistic (Roflin et al., 2021)

F check

The F test is used to check whether or not there may be impact of the impartial variables on the based variable simultaneously (together). Based on the Anova test or F check, it can be obtained that the F matter is 17.268 with a significance degree of 0.000. Because the opportunity is much smaller than 0.05 (0.000 <0.05) and F count is greater than F table (17.268 > 2.Ninety five) it can be said that the independent variables consist of Business Interest (X1), Promotion (X2) and Brands (X3), concurrently or collectively affect the fulfillment of SMEs and the Creative Economy (Y) variables significantly.

T check

The T check is a check to determine the significance of the impact of the unbiased variables partially or in my view at the structured variable. (a) The results of the SPSS calculation, it may be seen that the significance of the Business Interest variable at the achievement of MSMEs and the Creative Economy is zero.829. Because the possibility is above zero.05, the regression coefficient for this hypothesis is not massive, at the same time as t rely (0.217) is smaller than t desk (1.96), so Ho is time-honored and Ha is rejected. This means that commercial enterprise hobby has no effect at the success of SMEs and the creative economic system. This way that the hypothesis that reads: Business Interest impacts the achievement of MSMEs and the Creative Economy is rejected.(Huda & Azar, 2021). (b) The effects of the SPSS calculation, it may be seen that the significance of the Promotion variable at the fulfillment of MSMEs and the Creative Economy is 0.051. Because the probability is above 0.05, the regression coefficient for this hypothesis is not big, whilst t count (2.00 0) is extra than t desk (1.96) then Ho is rejected and Ha is frequent. This manner that Promotion has no giant impact at the fulfillment of MSMEs and the Creative Economy. This means that the hypothesis that announces: Promotion has an impact on the achievement of MSMEs and the Creative Economy is standard. (c) The consequences of the SPSS calculation, it may be visible that the importance of the Brand variable on the achievement of MSMEs and the Creative Economy is 0.033. Because the chance is underneath 0.05, the regression coefficient of this hypothesis is widespread, even as t depend (2.195) is extra than t desk (1.96), so Ho is rejected and Ha is regularly occurring. This way that merchandising impacts the fulfillment of SMEs and the creative financial system. This means that

the hypothesis that asserts: Promotion has an impact at the success of MSMEs and the Creative Economy is established.(Febrilla, 2022)

Discussion

The Effect of Business Interest on the Success of MSMEs and the Economy Creative

Entrepreneurial interest is someone who creates a brand new commercial enterprise within the face of chance and uncertainty for the cause of gaining income and boom by using identifying possibilities and mixing the important sources to be utilized (Mulia & Saputra, 2020).From table four.6, the outcomes of SPSS calculations, it could be visible that the importance of the variable Business Interest at the Success of MSMEs and the Creative Economy is zero.829. Because the possibility is above 0.05, the regression coefficient for this speculation isn't sizable, at the same time as t rely (0.217) is smaller than t table (1.96), so Ho is regular and Ha is rejected. This method that business hobby has no impact on the fulfillment of SMEs and the innovative economic system.

The effects of this observe suggest that enterprise interest has no enormous effect at the achievement of SMEs and the innovative economic system. The outcomes of this study are not in step with research carried out (Ulang & Pranatika, 2022)showing that Business Interest has a superb and good sized effect at the achievement of MSMEs and the Creative Economy within the metropolis of Makassar. As for research this is in keeping with that conducted by (Shinu, 2022) Interest in Entrepreneurship has a superb however no longer substantial impact on commercial enterprise fulfillment within the town of Langsa.

The Effect of Promotion at the Success of MSMEs and the Creative Economy

Promotion is an element used to tell and convince the market approximately a new products or services for a organisation through advertising, personal selling, sales merchandising or booklet. From table 4.6 the consequences of SPSS calculations, it is able to be seen that the importance of the Promotion variable on the achievement of MSMEs and the Creative Economy is zero.051. Because the chance is above 0.05, the regression coefficient for this speculation is not good sized. This method that promoting has no effect on the achievement of MSMEs and the Creative Economy.

The outcomes of this look at indicate that advertising has no significant effect at the achievement of SMEs and the creative financial system. The results of this observe aren't consistent with the studies performed (Yudianto & Nurpratama, 2022)displaying that promoting has a high-quality and substantial impact on the success of MSMEs and the Creative Economy inside the town of Makassar. And there may be every other look at carried out by using (Larasati et al., 2021). Promotion has a positive and considerable impact on enterprise fulfillment within the metropolis of Langsa.

The Influence of Brands at the Success of SMEs and the Creative Economy

Brand is a visible design and/or call given to a products or services through an organization with the intention of differentiating its product from competition' products and assuring consumers that the product is of continually high great. From table four.6 of the SPSS calculation effects, it is able to be visible that the importance of the logo variable at the success of MSMEs and the Creative Economy is 0.033. Because the probability is under 0.05, the regression coefficient of this speculation is extensive. This means that manufacturers have an impact on the fulfillment of MSMEs and the Creative Economy.

The outcomes of this observe imply that manufacturers have a substantial impact at the achievement of SMEs and the creative financial system. The consequences of this observe are in keeping with research performed (Samsudin et al., 2023)showing that brands have a effective and considerable effect on business success inside the metropolis.

CONCLUSION

Based on the results of existing research, the following results are obtained, the variable business interest in the success of MSMEs and the creative economy has no significant effect. In addition, the promotion variable on the success of SMEs and the creative financial system has insignificant results. This shows that each brand variable on the achievement of SMEs and the creative economy system has a broad influence. The suggestions for the future to be better are that MSME actors in the city of Semarang are increasingly increasing their business interest with the aim of helping their business succeed. Such as the interest in product innovation which is a consequence for advertising in MSMEs.

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