

ABSTRAK

Penelitian ini bertujuan Untuk menganalisis pengaruh kreativitas terhadap keberhasilan usaha di car free day Kota Jambi. Untuk menganalisis pengaruh inovasi terhadap keberhasilan usaha di car free day Kota Jambi. Untuk menganalisis pengaruh motivasi usaha terhadap keberhasilan usaha di car free day Kota Jambi. Untuk menganalisis motivasi usaha memoderasi pengaruh kreativitas terhadap keberhasilan usaha di car free day Kota Jambi. Untuk menganalisis motivasi usaha memoderasi pengaruh inovasi terhadap keberhasilan usaha di car free day Kota Jambi. Metode penelitian menggunakan jenis data primer, dengan analisis deskriptif kuantitatif. Jumlah objek penelitian yaitu UMKM di Car Free Day Kota Jambi dengan jumlah populasi sebanyak 495 perilaku usaha umkm, teknik penarikan sampel dengan proporsi diperoleh jumlah sampel sebanyak 96 responden. Alat analisis menggunakan metode SEM PLS. Hasil penelitian menunjukkan bahwa kreatifitas berpengaruh signifikan terhadap keberhasilan usaha di car free day Kota Jambi. Inovasi berpengaruh signifikan terhadap keberhasilan usaha di car free day Kota Jambi. Motivasi usaha berpengaruh signifikan terhadap keberhasilan usaha di car free day Kota Jambi. Motivasi usaha memperlemah pengaruh kreatifitas terhadap keberhasilan usaha di car free day Kota Jambi. Motivasi usaha memperkuat pengaruh inovasi terhadap keberhasilan usaha di car free day Kota Jambi.

Kata Kunci: kreativitas, inovasi, motivasi usaha, dan keberhasilan usaha.

ABSTRACT

This study aims to analyze the influence of creativity on business success in car free day in Jambi City. To analyze the influence of innovation on business success in car free day Jambi City. To analyze the influence of business motivation on business success on car free day in Jambi City. To analyze business motivation to moderate the influence of creativity on business success on car free day in Jambi City. To analyze business motivation to moderate the influence of innovation on business success on car free day in Jambi City. The research method uses primary data types, with quantitative descriptive analysis. The number of research objects is MSMEs at Car Free Day Jambi City with a population of 495 MSME business behaviors, sample extraction techniques with a proportion of 96 respondents. The analysis tool uses the SEM PLS method. The results of the study show that creativity has a significant effect on the success of the business at the Jambi City car free day. Innovation has a significant effect on the success of the business in the Jambi City car free day. Business motivation has a significant effect on the success of the business at the Jambi City car free day. Business motivation weakens the influence of creativity on business success on car free day in Jambi City. Business motivation strengthens the influence of innovation on business success on the Jambi City car free day.

Keywords: *creativity, innovation, business motivation, and business success.*