

## ABSTRAK

Perkembangan UMKM sektor industri kuliner yang semakin pesat menuntut pelaku usaha untuk mampu meningkatkan kreativitas, motivasi, dan kemampuan beradaptasi terhadap lingkungan bisnis guna mencapai kesuksesan usaha. Penelitian ini bertujuan untuk menganalisis pengaruh kreativitas, motivasi, dan lingkungan bisnis terhadap kesuksesan usaha UMKM sektor industri kuliner di Kecamatan Kencong. Penelitian ini menggunakan model kuantitatif dengan pendekatan kausal yang bertujuan untuk mengetahui pengaruh variabel independen terhadap variabel dependen. Penelitian ini juga menggunakan teknik *purposive sampling*, serta menentukan jumlah sampel menggunakan rumus Slovin yang terhitung 169 responden pelaku UMKM di Kecamatan Kencong. Analisis dilakukan melalui uji instrumen, uji asumsi klasik, regresi linear berganda, uji hipotesis (uji t), dan uji koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa kreativitas, motivasi, dan lingkungan bisnis berpengaruh positif dan signifikan terhadap kesuksesan usaha UMKM sektor industri kuliner di Kecamatan Kencong, sehingga peningkatan inovasi, motivasi usaha, dan kemampuan menyesuaikan diri terhadap lingkungan bisnis menjadi faktor penting dalam mencapai keberhasilan usaha yang berkelanjutan. Berdasarkan hasil nilai adjusted  $R^2$  diperoleh nilai sebesar 0,458 (45,8%). Keadaan ini menunjukkan bahwa variabel independen yaitu kreativitas, motivasi, dan lingkungan bisnis memberi kontribusi pengaruh sebesar 45,8% terhadap tingkat variabel dependen yaitu kesuksesan usaha. Sedangkan sisanya 54,2% kemungkinan dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : Kreativitas, motivasi, lingkungan bisnis, dan kesuksesan usaha

## **ABSTRACT**

*The rapid development of MSMEs in the culinary industry sector requires business actors to be able to increase creativity, motivation, and adaptability to the business environment in order to achieve business success. This study aims to analyze the influence of creativity, motivation, and business environment on the success of MSME businesses in the culinary industry sector in Kencong District. This study uses a quantitative model with a causal approach that aims to determine the influence of independent variables on dependent variables. This study also uses purposive sampling techniques, and determines the number of samples using the Slovin formula which counts 169 respondents of MSME actors in Kencong District. The analysis was carried out through instrument tests, classical assumption tests, multiple linear regression, hypothesis tests (*t* tests), and determination coefficient tests ( $R^2$ ). The results of the study show that creativity, motivation, and the business environment have a positive and significant effect on the success of MSMEs in the culinary industry sector in Kencong District, so that increased innovation, business motivation, and the ability to adapt to the business environment are important factors in achieving sustainable business success. Based on the results of the adjusted  $R^2$  value, a value of 0.458 (45.8%) was obtained. This situation shows that independent variables, namely creativity, motivation, and business environment, contribute 45.8% to the level of dependent variables, namely business success. While the remaining 54.2% are likely to be influenced by other variables that were not studied in this study.*

*Keywords: Creativity, motivation, business environment, and business success*