

ABSTRAK

Keberlangsungan usaha mikro, kecil, dan menengah (UMKM) sektor kuliner seringkali dihadapkan pada persaingan yang ketat, terutama di kawasan pendidikan yang memiliki tren konsumen yang dinamis. Penelitian ini bertujuan untuk menganalisis pengaruh inovasi, karakteristik wirausaha, dan modal usaha terhadap keberlangsungan usaha pemilik UMKM *Food and Beverage* (F&B) di Kecamatan Summersari, Kabupaten Jember. Jenis penelitian ini adalah kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh UMKM F&B di Kecamatan Summersari, dengan sampel sebanyak 100 responden yang diambil menggunakan teknik *purposive sampling* (usaha beroperasi >1 tahun). Pengumpulan data dilakukan menggunakan kuesioner berskala Likert yang telah diuji validitas dan reliabilitasnya. Data yang terkumpul dianalisis menggunakan regresi linear berganda dibantu perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa: (1) Inovasi berpengaruh positif dan signifikan terhadap keberlangsungan usaha; (2) Karakteristik wirausaha berpengaruh positif dan signifikan terhadap keberlangsungan usaha, dan merupakan variabel yang paling dominan; (3) Modal usaha berpengaruh positif dan signifikan terhadap keberlangsungan usaha. Secara simultan, inovasi, karakteristik wirausaha, dan modal usaha berpengaruh signifikan terhadap keberlangsungan usaha. Nilai koefisien determinasi (R^2) sebesar 0,826 menunjukkan bahwa 82,6% variasi keberlangsungan usaha dapat dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya 17,4% dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci: Inovasi, Karakteristik Wirausaha, Modal Usaha, Keberlangsungan Usaha, UMKM.

ABSTRACT

The business continuity of micro, small, and medium enterprises (MSMEs) in the culinary sector is often faced with intense competition, especially in educational areas with dynamic consumer trends. This study aims to analyze the effect of innovation, entrepreneurial characteristics, and business capital on the business continuity of Food and Beverage (F&B) MSME owners in Summersari District, Jember Regency. This type of research is quantitative with a survey method. The population in this study were all F&B MSMEs in Summersari District, with a sample of 100 respondents taken using purposive sampling technique (business operating >1 year). Data collection was carried out using a Likert scale questionnaire that had been tested for validity and reliability. The collected data were analyzed using multiple linear regression assisted by SPSS software. The results of the study show that: (1) Innovation has a positive and significant effect on business continuity; (2) Entrepreneurial characteristics have a positive and significant effect on business continuity, and is the most dominant variable; (3) Business capital has a positive and significant effect on business continuity. Simultaneously, innovation, entrepreneurial characteristics, and business capital have a significant effect on business continuity. The coefficient of determination (R^2) value of 0.826 indicates that 82.6% of the variation in business continuity can be explained by these three variables, while the remaining 17.4% is influenced by other factors outside the research model.

Keywords: *Innovation, Entrepreneurial Characteristics, Business Capital, Business Continuity, MSMEs.*

