



**THE EFFECT OF ENTREPRENEURIAL ATTITUDES, INNOVATION AND CREATIVITY ON BUSINESS SUCCESS IN THE GARMENT INDUSTRY
(CV. CELBYM AND YEIKO)**

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Abstract: *This study aims to determine the relationship between entrepreneurial attitudes, innovation and creativity on business success. The object of this research lies in the company CV. Celbym and Yeiko are engaged in the garment industry. All variables in the study were calculated using a questionnaire with a 5- point Likert scale of 74 respondents with SPSS 24 software. The technique used in this study was validity test, reliability test, classic assumption test, hypothesis test, multiple regression analysis test and correlation matrix between dimensions. The result show tha entrepreneurship, innovation and creativity have a significant effect on business success.*

Keywords: *Entrepreneurship Attitude, Innovation, Creativity, Business Success.*

INTRODUCTION

The progress of a country can be seen from the many entrepreneurs in that country, in the current era of globalization the opportunity to get a job when graduating from college is very difficult. Entrepreneurial spirit has become a must for everyone because of the demands of the era where the available employment is very limited and competition for job applicants is very fierce. Entrepreneurs are people who are brave in taking risks to open businesses in various opportunities. Entrepreneurship does not belong to talented people, but anyone can develop an entrepreneurial spirit by developing positive ways of thinking, courage, willingness, innovative, and more than just looking for business opportunities but opening up business opportunities so that the entrepreneurial spirit will be formed.

CV. Celbym and Yeiko are garment companies that have been established for a very long time in Indonesia, namely for 35 years creating apparel products that have been exported to various countries, especially to countries on the African continent, Nigeria is the country that

mostly imports products produced by CV. Celbym and Yeiko which now already have 74 employees to produce the ready made garment. CV. Celbym and Yeiko can export clothes to around 3000 to 5000 dozen each week.

LITERATURE REVIEW

Entrepreneurial Attitude

Etymologically, entrepreneurship is a science that examines the development and development of a spirit of creativity and dares to bear the risk of the work done in order to realize the work.

Entrepreneurship here emphasizes everyone who starts something new business. It can be said simply that entrepreneurship is a process of creating something different by capturing all of his time and energy accompanied by bearing financial, psychological, social risks and receiving financial rewards in the form of money and personal satisfaction (Robert Hisrich and Michael Peters in Buchari Alma, 2018 : 23). It can be concluded that entrepreneurship is one's ability to deal with various risks by taking initiatives to create and do new things through the utilization of a combination of various resources with the aim of providing the best service to all stakeholders and obtaining benefits as a consequence.

Innovation

According to Hubeis (2012: 67) innovation as a change or a big idea in a set of information relating to input and output. From this definition, two things are obtained, namely product innovation and process innovation which in economic terms is called innovation if the product or process is improved, then it can be the beginning of the sales process in the market. According to Tamamudin (2012: 289) which shows that the higher the product innovation carried out by the company will improve the company's performance through increased buying decisions.

The innovation decision process is in principle an information search and processing activity where individuals are motivated to reduce uncertainty about the advantages and disadvantages of motivation. Entrepreneurs are people who connect creative ideas with certain business structures and action. Various creative ideas emerge when he sees an unresolved problem.

Creativity

Creativity is the ability to develop new ideas and to find new ways of looking at problems and opportunities. An entrepreneur is invited to think differently. Fahmi, (2018:81). Alma (2018: 68) states creativity is the ability to make new combinations or see new relationships between elements, data, variables that already exist. Suryana (2014: 66) argues that creativity is a way of thinking about the novelty, the difference, usefulness and understandable for made a product of doing business.

Business Success

Gary Hamel in Suryana (2014: 237) suggests that the company emphasizes strategies that focus on developing core competencies, knowledge and the uniqueness of intangible assets to create excellence in shaping and achieving business success ". David C. McClelland in Suryana (2014: 109) added, that: "The success of a company to maintain its age is determined by achievement motives, optimism, values, and entrepreneurial status or success.

Meanwhile, the success of an entrepreneur is always inseparable from creativity and innovation. Innovation is created because of high creativity. Creativity is the ability to bring something new into life that is an important source of competitive power, because the environment is very fast changing.

RESEARCH METHODS

This research uses quantitative research with a questionnaire given to the research object. The instruments in this study will measure the variables of entrepreneurial attitudes , innovation and creativity related to business success . This study uses an analytical method with SPSS version 24.

The sampling technique in this study uses saturated sampling where all members of the population are used as samples, namely all the 74 employees of CV. Celbym and Yeiko.

FINDINGS AND DISCUSSION

Characteristics of Respondents

From the population and sample obtained the characteristics of respondents. Based on gender, dominated by men as many as 56 people. (59.4%). By age is between 20 – 29 years as many as 31 people (68.8%). Based on the education there were 36 people with high school education (36.0%). And based on years of service most them already work for 5 – 9 years as many as 36 people (40.6%).

Validity Test and Reliability Test

Validity test is done, if $r_{count} > r_{table} = 0.30$, it is said to be valid with $\alpha = 0.05$. Test the validity of the entrepreneurial attitudes variable (X1) consisting of 6 statement declared valid, the innovation variable (X2) consisted of 6 statement declared valid, the creativity variable (X3) consisted of 6 statement declared valid and the business success variable (Y) consisted of 8 statement declared valid. So that the total statements used by researchers for the next test were 26 statements.

Test reliability test in this study is the Cronbach's alpha method. If $r_{arithmetic} > r_{table} = 0.60$ than the questionnaire is reliable, where as if it is otherwise it is not reliable. Based on

the result of a reliable entrepreneurial attitude (X1), innovation (X2), creativity (X3) and business success (Y). Namely all > 0.60 so that it can be declared reliable.

Normality Test

Normality testing is carried out if the Kolmogorov-Smirnov Sig Test ≥ 0.05 then the data is normally distributed. If the Kolmogorov-Smirnov Sig Test < 0.05 , the data distribution is not normal. From the result of tests of normality entrepreneurial attitude (X1) = 0.001 < 0.05 otherwise not normal, innovation (X2) = 0.003 < 0.05 otherwise not normal, creativity (X3) = 0.011 < 0.05 otherwise not normal and business success (Y) = 0.000 < 0.05 otherwise not normal. In the presence of abnormal data, a Z-score test of the three variables is carried out. From these results there is one sample that is not normally distributed, so that one sample is not used. So that the respondents used were 73 respondents.

Multicollinearity Test

Test the multicollinearity assumption of the Variance Inflation Factor (VIF) test, if the VIF value of the variable X < 10 does not occur multicollinearity. From the test data, that VIF < 10 is entrepreneurial attitude (X1) = 1.335 < 10 , innovation (X2) = 1.294 < 10 and creativity (X3) = 1.154 < 10 , so it is said that the data do not occur multicollinearity.

Heteroscedasticity Test

From the Scatter Plot test result data that there are no clear patterns such as points widened above and below the number 0 on the Y axis, so the points spread randomly, and do not from certain patterns. It can be concluded that the tested data did not occur heteroscedasticity.

Multiple Linear Regression Analysis

From the above equation, it can be interpreted as follows:

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1,415	.398		3,555	.001		
Entrepreneurship Attitude	.164	.079	.230	2,072	.042	.738	1,355
Innovation	.275	.999	.302	2,783	.007	.773	1,294
Creativity	.210	.078	.275	2,686	.009	.867	1,154

a. Dependent Variable: Business Success

$$Y = 1,415 + 0,164 X_1 + 0,275 X_2 + 0,210 X_3 + e$$

- 1) Constant value (a) of 1.415. meaning that if the entrepreneurship attitude (X1), innovation (X2), creativity (X3) are considered zero (none) the business success (Y) is worth 1.415 units. This means that business success is included in the category of "very bad".

- 2) Regression coefficient of $\beta_1 = 0.164$ means that the variable entrepreneurship Attitude (X1) has a positive effect on the business success variable (Y) and if innovation (X1), and Creativity (X1) are considered zero (none or not done) then entrepreneurship attitude variable (X1) will affect the Business Success variable (Y) of 0.164.
- 3) Regression coefficient of $\beta_2 = 0.275$ means that the Innovation variable (X2) has a positive effect on the Business Success variable (Y) and if the Entrepreneurship Attitude (X1) and Creativity (X3) are considered zero (none or not done) then Innovative variable (X2) will affect Business Success variable (Y) by 0.275.
- 4) Regression coefficient value of $\beta_3 = 0.210$. This means that the variable creativity (X₃) has a positive effect on the variable business success (Y) and if the entrepreneurship attitude (X3) and Innovation (X3) are considered zero (no or not done) then the variable Creativity (X3) will affect the variable Business Success (Y) of 0.210.

Test The Coefficient of Determination (R^2)

Rated R Square of 0,372. This shows that the variables of entrepreneurial attitudes (X1), innovation (X2), and creativity (X3) explain the variable of business success (Y) of 37.2%. While the rest (100% - 37.2%), namely 62.8% of business success (Y) is explained by other factors outside this study.

Simultaneous Test (F Test)

Calculation results, the value of F is seen $F_{count} > F_{table}$ that $13.632 > 2.74$, then H_0 is rejected, which means significant. Based on the probability of the analysis results obtained a value of $0,000 < 0.05$ means that H_0 is rejected and H_a is accepted. It can be concluded that entrepreneurial attitudes (X1), Innovation (X2) and creativity (X3) together have a significant effect on business success (Y).

Partial Test (t Test)

Partial test of each component of the regression equation is as follows:

- 1) The effect of entrepreneurial attitude (X1) on business success is significant with t-count = 2.072 ($t_{count} > t_{table} = 1.994$) and Sig. = 0.042. The coefficient value that is equal to 0,164 indicates that the direction of the relationship between entrepreneurial attitudes (X1) and business success is positive.
- 2) The effect of innovation (X2) on business success (Y) is significant with t-count = 2,783 ($t_{count} > 1.994$) and Sig. = 0.007. The *coefficient* value is equal to 0.275 which shows that the direction of the relationship between innovation (X2) with business success is positive.
- 3) The effect of creativity (X3) on the success of the business (Y) is significant with t-count = 2,686 ($t_{count} > 1,994$) and the value of Sig. = 0.009. the *coefficient* value is equal to 0,210 which shows that the direction of the relationship between creativity (X3) and business success is positive.

Discussion

- 1) Constant value $a = 1.415$ shows the performance of employees included in the category of "very bad" so that companies need to make policies by increasing entrepreneurial attitude, innovation and creativity .
- 2) Entrepreneurial attitude towards business success has a positive and significant effect with a regression coefficient of 0.164. That is, entrepreneurial attitudes have sufficient sensitivity to the success of the business so that it becomes the company's priority to take policy in order to increase business success. If it is related to the current condition of the company, it can be said that it is brave to take risks because it is supported by sufficient capital to advance the company so that business success can increase..
- 3) Innovation on business success has a positive and significant effect with the largest regression coefficient of 0.275. That is, innovation has sensitivity to business success so it becomes the company's top priority to take policy in order to increase business success. Proven in CV. Celbym and Yeiko always make revisions to existing products to keep up with the latest trends so they can be accepted by consumers because they are supported by sufficient capital to advance the company so that business success can increase.
- 4) Creativity on business success has a positive and significant effect on business success with the second largest regression coefficient of 0.210. That is, innovation has sensitivity to business success so it becomes the second priority for companies to take policies in order to increase business success. To increase production output, CV. Celbym and Yeiko must further develop ideas - especially receive input from members so they can produce new models to increase production output, so business success can also increase.
- 5) The attitude of entrepreneurship, innovation and creativity together has a positive and significant effect on business success with an F of 13,632. This means that if the entrepreneurship attitude, innovation and creativity are jointly enhanced it will increase business success. The company has not done together to improve entrepreneurship, innovation and creativity to increase business success.

CONCLUSION AND SUGGESTION

Conclusion

This study aims to determine the effect of entrepreneurial attitudes, innovation and creativity on business success in the CV. Celbym and Yeiko. Based on data that has been collected and tests that have been carried out on the problem using multiple regression analysis methods, the conclusions can be drawn as follows:

- 1) From the results of testing the regression hypothesis shows there is a positive and significant influence between entrepreneurial attitudes (X1) on business success (Y) means that the better the entrepreneurial attitude possessed, it can increase business success in the CV. Celbym and Yeiko.
- 2) From the results of testing the regression hypothesis shows there is a positive and significant effect between innovation (X2) on business success (Y) means that the more frequent innovations can increase business success in the CV. Celbym and Yeiko.

- 3) From the results of testing the regression hypothesis shows there is a positive and significant effect between creativity (X3) on business success (Y) means that the higher creativity applied can increase business success in the CV. Celbym and Yeiko.
- 4) Entrepreneurship attitudes (X1), innovation (X2) and creativity (X3) towards business success (Y) together significantly influence business success in CV. Celbym and Yeiko. This means that when companies apply entrepreneurial attitudes, innovation and creativity together, business success will increase faster.

Suggestion

The results of research conducted on the variables of entrepreneurial attitudes, innovation and creativity on business success, the researchers put forward some suggestions that can be used as input for the company, is expected to be used as input in improving employee performance as follows:

- 1) Company policy in an effort to improve business success through entrepreneurship attitudes can be done by:
Required activities that are directly related to increasing business success, by changing their attitudes to be more positive towards their place of work through seminars or training, so that in the future it can be more developed and advanced.
- 2) Company policy in an effort to improve business success through innovation variables can be done by:
There needs to be an improvement in terms of making a good method in making a garment so that creating new products that keep pace with the times becomes very important for companies to eliminate consumers' boredom about existing products.
- 3) Company policy in an effort to increase business success through creativity variables can be done by:
Creating products that have different values from other garment companies. In addition, the development of adequate technology and human resources has become a matter that must be considered by every company to encourage existing business production activities.

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