

The Influence of Creativity and Innovation on the Development of Entrepreneurship (Case Study on Fostered Business Chamber of Commerce and Industry / Kadin West Java)

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ABSTRACT

This study aims to study the effect of creativity and innovation on the development of international scale entrepreneurship in the fostered business of the West Java Chamber of Commerce in Bandung. The research method used is descriptive analytic survey method with a total sample of 51 respondents. The characteristics measured from each respondent are entrepreneurial creativity, entrepreneurial innovation, entrepreneurial development. Types of data collected from primary data. The results of the study found that creativity has a significant effect on entrepreneurship development, innovation has a significant effect on entrepreneurship development, creativity and innovation has a significant effect on entrepreneurship development. Based on this research, the sample used is still limited to the business fostered by Kadin West Java in Bandung, for that it is necessary to carry out further research based on more varied sampling and a longer duration, in order to obtain generalizable results.

Keywords

Creativity; innovation; entrepreneurial development

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Introduction

MSMEs with a business sector with minimal health risks but a high contribution to the people's economy can be activated by implementing health protocols. According to the Central Statistics Agency, in 2018 MSMEs contributed IDR 8,573.9 trillion to Indonesia's GDP or reached 57.8% of total state revenue of IDR 14,838.3 trillion. MSMEs also absorb 116,978,631 workers or 97% of the total Indonesian workforce. The number of MSMEs in Indonesia continues to grow. Consecutively in 2016, 2017 and 2018, there were 61.7 million units, 62.9 million units and 64.2 million units. The last figure is equivalent to 99.99% of the total business units in Indonesia. In 2019, it also recorded household consumption as the main support for Indonesia's economic growth with a contribution of 56.52% from all sectors. Superior from gross capital formation which contributed 32.32%. Ministerial Circular Number HK.02.01 / Menkes / 335/2020. The contents of the circular are that the manager is obliged to clean and disinfect the work area and public areas regularly every four hours, provide hand washing facilities, check the worker's body temperature before doing activities, require workers to wear

masks, and install information media to remind workers, perpetrators, businesses, and customers to comply with a minimum physical distance of one meter. The longer the economy is closed, the deeper the crisis will be. The best course is to follow the circumstances while taking health protocol seriously.

The Ministry of BUMN, through a Circular of the Minister of BUMN number S-336 / MBU / 05/2020 dated May 15, 2020, reviewed the five new normal phases. First, starting May 26, BUMN employees under 45 years of age enter the office with the Covid-19 protocol. Second, on June 1, malls and retail businesses will open with restrictions on visitors and operating hours. Third, open tourist attractions starting June 8. Furthermore, economic activity is open to all sectors with an evaluation on June 29. Finally, evaluate all sectors towards normal scale on July 13 and 20. The new normal phase only applies to areas with an already sloping rate of spread of the corona virus. The size is the reproduction rate or RO below 1.

In general, the conditions faced by MSMEs are declining sales, difficulty in obtaining raw

materials, and hampered distribution. Even so, not all MSMEs experienced a decline. The new normal condition will encourage economic movement in society so that the economy of MSMEs will recover as before the COVID-19. Indonesian MSMEs are able to rise up and face the new normal Covid-19 Pandemic. This will be even more positive if the government provides full support to MSMEs through the National Economic Recovery (PEN) program.

Referring to research from LPEM UI, there are several MSMEs that can survive, including MSMEs that produce good herbal, fruit and vegetable products to maintain health and increase endurance. This is because people are starting to change their lifestyle to be healthier.

The challenges for MSMEs today include:

1. Many business actors do not understand how to digitize their businesses.
2. Lack of technological literacy is an obstacle to getting started.
3. Business actors experience cash problems or run out of cash to cover personal needs so that there is no capital adequacy.
4. Many MSMEs have not mastered digital marketing

There are several solution strategies that can be applied by MSMEs in dealing with normal conditions:

1. Remarketing research
2. Evaluate the product portfolio
3. Product stock management
4. Evaluate Prices and Pay Attention to Competitors
5. Shipping integration
6. Social media as the main marketing channel
7. Integration of non-cash payment systems
8. Cashflow is maintained healthily
9. Revenue planning and budget cuts
10. Monitor business transactions

MSMEs, especially those assisted by the West Java Chamber of Commerce and Industry in the era of generation 4.0 as well as the COVID-19 pandemic, are forced to change the steering wheel to master digital in

marketing their products if they want to continue to exist, and can restore family finances that had collapsed. At the same time, it opens up new opportunities, not only marketing products in the country, but also can spread to all foreign countries. Providing provision to MSMEs is a necessity, which inevitably must be supported by all parties, so that the wheels of the country's economy can revive, because MSMEs are the backbone of the country's economy. It is hoped that in the future it will create superior Indonesian entrepreneurs.

The development of the business world is growing rapidly; many entrepreneurs have ventured to take part in the development of the business world with digital concepts. In addition, the digital world is not limited to one area but on a national and even international scale. West Java Chamber of Commerce and Industry (Kadin), provides opportunities for business actors to play a role in national and even international business development. Through the Jabar Select Kadin work program which is located at the 6th floor of the Kadin Building with 51 participants. West Java Chamber of Commerce and Industry encourages business actors to be able to market their products from a National to International scale, including the development of potential West Java superior products, including coffee, agro-industrial products, fashion, processed products, and handcraft so that they can grow and be able to compete at the international level, with this program, business actors can introduce their products on a national to international scale, business actors also feel helped by this program. With this program, West Java Kadin hopes to increase sales and expand the market of these business actors

Even though business opportunities are currently still constrained by the COVID-19 pandemic, both in West Java and nationally and even internationally, this condition forces the businesses assisted by the West Java Chamber of Commerce to be more creative in producing innovative products,

to fill national and international market opportunities.

Scope of Problem

This study uses primary data by conducting a questionnaire on the fostered businesses of West Java Chamber of Commerce to determine respondents' perceptions of creativity, innovation, and entrepreneurial development.

Formulation of the Problem

Based on the problem identification previously described, the problem formulation is as follows:

1. How to describe creativity, innovation, and entrepreneurial development in fostered businesses at the West Java Chamber of Commerce in Bandung.
2. How is the influence of creativity and innovation on entrepreneurship development, simultaneously in the fostered business at the West Java Chamber of Commerce in Bandung?
3. How is the influence of creativity and innovation on entrepreneurial development partially in the fostered businesses at the West Java Chamber of Commerce in Bandung?

Literature Review

Basic Theory

Santrock (2011) defines that being creative is the ability to think about something in new ways that are generally unusual, thus creating a unique solution to these problems. In line with Santrock (Sternberg, 2003) also defines that creative thinking is new thinking that generates valuable ideas. Moeller et al. (2013) also states that creative thinking includes brainstorming, will be able to create new valuable ideas, then describe, refine, analyze, and evaluate. The opinion of Alvino (Sumarmo, 2010) states that creative thinking means there are four components, namely fluency, flexibility, authenticity, and elaboration. Similarly, Kaufman et al. (2008) also explain four aspects of divergent thinking, namely fluency, authenticity, flexibility, and elaboration, Yuan and Sriraman (2011) also explain that fluency in thinking refers to the quantity of output. Flexibility in thinking refers to changes in some of

the meanings, interpretations, or uses of something, as well as changes in understanding tasks, changes in strategies for performing tasks, or changes in the direction of thinking. Originality of thought, means producing unusual, far-fetched, isolated, or clever responses, besides the original idea must be socially useful. Elaboration in thinking will mean the ability of a person to create detailed procedures for preparing work plans. Conny R. Semiawan (2011) explains that creativity is the ability to create a new product, give birth to something new, in the form of real ideas or works that are relatively different from before. Zimmerer through Yusuf Abu (2010), states that creativity is the ability to develop new ideas that produce new ways of solving problems in facing opportunities.

According to Theodore Levitt (2010), creativity is thinking new, while innovativeness is doing something new. Creative ideas grow when entrepreneurs look at something old with a new or different way of thinking. The benefits of creativity, according to Albert Kurniawan (2015), will appear when: 1. Creative entrepreneurs succeed in making products in the market. 2. creative humans make a leader (leader) not an imitator. 3. First Mover, meaning that creativity makes the leader ready with new ideas or ideas. 4. Creativity looks for ways to create new breakthroughs and generate differentiation on the trend in the market. 5. Creativity starts from the idea of observing everyday phenomena. The factors that can inspire creative ideas will help inspire these creative ideas. According to Yusuf Abu (2010), the following steps are creativity: 1. Desire, 2. Clear and measurable goals, 3. Internal perception, 4. Dream with new dreams, make dreams realistic, believe dreams will come true, 5. Believe the brain is able to realize dreams, 6. Concentrate thoughts on desires, 7. Balance goals, 8. Split goals into small parts and give deadlines. The factors driving creativity according to Yusuf Abu (2010) are 1. Many studies. 2. Observe carefully. 3. Increase the diversity of thoughts. 4. Increase imagination. 5. Increase respect for time. 6. Practicing methods of methodological discussion. Carol Kinsey Goman, Ph.D in the book Creativity is business in (Kasali, 2010) states that the inhibiting factors for creativity, namely negative attitudes, breaking rules, making assumptions, excessive stress, fear of failure,

believing that you are not creative, relying too much on logic, as for a positive attitude, in the form of obeying rules, checking assumptions, being able to channel emotions, having the courage to take risks, believing that oneself are creative, like making changes, encouraging creativity by using imagination and intuition. Regarding innovation, Cheng and Krumwiede (2012) argue that innovation is a person's ability to generate creativity to solve problems, as well as create opportunities to improve living standards. Pelamonia MSEJ (2020) argues about service innovation, which is in the form of incremental innovation and radical innovation. Incremental innovation is related to the real needs of consumers, while radical innovation shows a fundamental change in new services and provides tangible service benefits. Muluk (2008) in Hilda (2014) suggests that the service innovation process is divided into two categories, namely: sustaining innovation and discontinues innovation.

Regarding business success according to Erlihah (2007) in (Tupamahu, 2016) explains that "A business is said to be successful if after a certain period of time the business has increased both in capital, business scale, results or profits, type of business or management".

Previous research results from the Djordjevic study (2013) that the results of this study support Aribawa's (2017) study which concluded that MSMEs engaged in the creative industry have a positive and significant relationship with the ability of businesses to make service-based innovations. Andiyanto and Miyasto (2017) concluded that innovation is a driving factor for business performance. Thornhill (2006) in Rosli. (2013) define innovation as a process of creating ideas, developing from novelty, and introducing a new product, as well as a process or service to the community. In addition, Pearce (2013) also argues that innovation is the initial commercialization of an invention by producing and selling a new product, service, or process. According to Sukmadi (2016), innovation is new ideas, products, information technology, institutions, behaviors, values, and practices that are not widely known, accepted, and used by the majority of people of a particular locality, which will be used for changes to occur. aspects of community life. Quinn in Hendro (2011) explains that the supporting factors

for the successful implementation of the first innovative capability are market oriented. Many innovations are carried out simply to solve creative problems, but there is no competitive advantage in the market. The relationship between innovation and market development that contains elements of competitors, competition, changes in competition, determinants of the direction of change, and consumer behavior, which will be able to increase the added value of the company, the added value will boost the company's growth and development, in addition to efficiency and effectiveness, because without efficiency effectiveness, then the innovation has no meaning for entrepreneurial development, as well as the company's vision and mission. Because innovations that are not in line with the company's vision and mission will deviate from the direction of business growth. Innovation must be innovative n more so that the company's continuous innovation appears to be more developed. The results of Tintin Suhaeni's research determine the relationship between innovation strategies and competitive advantage in the SME handicraft business in Bandung. Ernani Hadiyati based on the results are as follows: first, variables influence creativity and innovation simultaneously towards entrepreneurship. Second, creativity variables partially influence on entrepreneurship. Third, innovation variables partially influence on entrepreneurship. Fourth, innovation variables have the most impact on entrepreneurship. Dina Mellita and Deni Erlansyah (2014) found observations in the field that showed no support and a minimum level of knowledge from related agencies regarding creative industries.

Research results from Dikdik Harjadi et al. (2020) shows that innovation has no effect on competitive advantage, the influence of innovation and market orientation on the marketing performance of restaurants in the Cigugur district, Cisantana village, Kuningan regency competitive advantage as an intervening variable.

About entrepreneurship, according to Peter F. Drucker in Rintan Saragih (2017) defines entrepreneurship as the ability to create something new and different. An opinion about the entrepreneurial spirit is also expressed according to Ratnawati and Kuswardani (2010) that entrepreneurial motivation is determined by circumstances that encourage, mobilize and direct

the individual's desire to carry out entrepreneurial activities, be independent, confident, in the future. oriented, dare to take risks, creative and upholds the desire for innovation. Meanwhile, the success of entrepreneurship is conveyed by Suryana (2013) who suggests four characteristics of successful entrepreneurship which are reflected in the following personality traits. a. Have the confidence to be able to work hard independently and dare to take risks to get results. b. Have organizational skills, can set goals, are results oriented, and are responsible for hard work. c. Creative and able to see the opportunities that exist in entrepreneurship. d. Enjoys challenges and seeks personal satisfaction in coming up with ideas. The definition of entrepreneur is: "The entrepreneur is the foundation of the entrepreneurial process - the chief conductor who sees opportunities, manages resources to pursue these opportunities and builds an organization that combines the resources necessary to take advantage of opportunities" (Schamper, 2011). Of research by Sri Nathasya Br Sitepu (2015), this definition implies that entrepreneurs integrate all the strengths of the various components of entrepreneurship, so that they can run a business to produce development and grow. Entrepreneurship must be able to seize opportunities from all existing resources and realize them in organizational units, because as stated earlier, entrepreneurship pays attention to financial and non-financial factors, while income regarding entrepreneurial success is conveyed by Suryana (2013) who states that there are four characteristics of successful entrepreneurs that are Reflect on the following personality traits. A. Have the confidence to be able to work hard independently and dare to take risks to get results. b. Have organizational skills, can set goals, are results oriented, and are responsible for hard work. c. Creative and able to see the opportunities that exist in entrepreneurship. d. Enjoys challenges and seeks personal satisfaction in coming up with ideas. McGrath and MacMillan (Lupiyoadi, 2004) emphasize that an entrepreneurial mindset will influence entrepreneurial success, at least there are three advantages of an entrepreneurial mindset, one of which is entrepreneurial success because it is action-oriented. in an entrepreneurial frame of mind where the ideas that arise can be immediately applied even in uncertain situations. The relationship between creativity, innovation and entrepreneurship development discussed earlier is

illustrated in the following framework.

Framework

From this theory there is a framework of thought, as illustrated below:

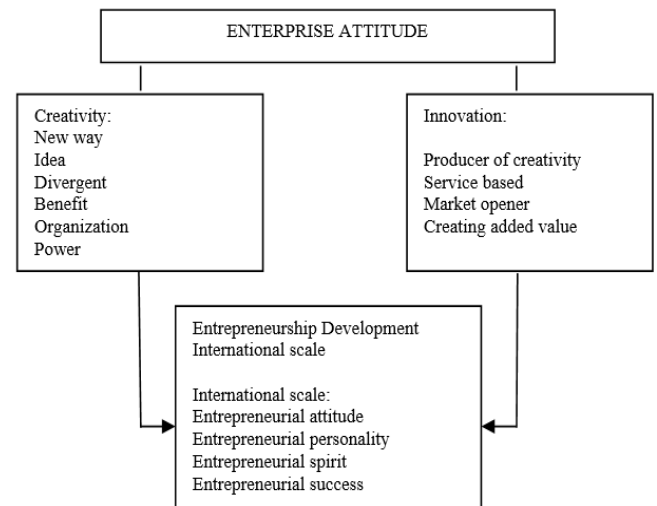


Figure 1. Framework

Hypothesis

Based on this framework, the following hypothesis is proposed:

H0: Creativity and innovation influence Entrepreneurship Development, simultaneously or partially.

H1: Creativity and innovation have no effect on Entrepreneurship Development, simultaneously or in part

Method of Implementation

Samples were taken as many as 51 people from the population of the West Java Kadin fostered businesses in Bandung taken by purposive sampling technique.

Data Analysis Technique

There are two types of analysis used, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with path coefficients and determination which measures how much influence the independent variable has on the dependent variable. While the verification method uses path analysis. With the use of a combination of analytical techniques, it is desirable to obtain an integrated generalization between Creativity and

Innovation for business development. The author distributes a questionnaire about the respondent's opinion on this research, which consists of 15 statement items for the creativity variable and 11 statement items for the innovation variable, and

11 statement items for the business development variable, each statement is given 5 alternative answers to choose from.

Table 1. Operationalization of variables

Variable	Concept		Dimension	Indicator	Scale	
Creativity (X1)	Santrock (2011)		New way	1. Thinking of new ways	Ordinal	
	Sternberg (2003)		Idea	2. Generate valuable ideas	Ordinal	
	Moeller et al. (2013)		Divergent	3. Surfing	Ordinal	
	Alvino (Sumarmo, 2010)			4.Flexibility	Ordinal	
	Kaufman et al. (2008)			5. Authenticity	Ordinal	
	Albert Kurniawan (2015)			6.Elaboration	Ordinal	
	Yusuf Abu (2010)		Benefit	7. Input Quantity	Ordinal	
				8. Problem solving	Ordinal	
				9, Internal perception	Ordinal	
	Carol Kinsey Goman	Organization	10. Leadership	Ordinal		
			11. Differentiation	Ordinal		
	(Kasali, 2010)	Power	12.Imagination	Ordinal		
			13.Focus	Ordinal		
			14.Details	Ordinal		
			15. Dare to take risks	Ordinal		
Innovation (X2)			Cheng and Krumwiede (2012)	Producer of creativity	1. Improve the standard of living	Ordinal
					2. Basic wholes	Ordinal
Pelamonia MSEJ (2020)	Service based	3. Change of service	Ordinal			
		4. Development of renewal	Ordinal			
Djordjevic (2013)	Market opener	5. Market orientation	Ordinal			
		6. In line with the vision and mission	Ordinal			
Thornhill (2006) in Rosli et al. (2013)	Creating added value	7. Competitive advantage	Ordinal			
		8. Boosts Performance	Ordinal			
Quinn in Hendro (2011)		9. Early commercialization	Ordinal			
		10.Efficiency and effectiveness	Ordinal			
			11. Accelerated growth	Ordinal		
International scale entrepreneurship development (Y)	Ratnawati Kuswardani (2010)	and	Entrepreneurial attitude	1. Creating new ones and different	Ordinal	
				2. Believe in yourself	Ordinal	
	(Suryana 2013)		Entrepreneurial personality	3. Organizational	Ordinal	
				4. Loves challenges	Ordinal	
				5.Interrigation of all components	Ordinal	
	(Schamper, 2011)		Entrepreneurial spirit	6. Action-oriented	Ordinal	
				7. Resolve uncertain situations	Ordinal	
	McGrath and MacMillan (Lupiyoadi, 2004)		Entrepreneurial success	8. Able to see opportunities	Ordinal	
				9. Satisfaction got the idea	Ordinal	
				10. A global treasure	Ordinal	
				11. Great ambition	Ordinal	

Data Collection and Processing Techniques

Data collection is obtained through field research (field research) and library research, by processing data through the Likert scale with response levels strongly agree (5), agree (4), doubt (3), disagree (2), strongly disagree (5).

Validity Test

Test the validity of the ordinal measurement scale using the Spearman rank correlation.

Reliability Test

Reliability test is necessary to determine that the measurement result consistent, when repeated measurements are carried out with the same symptoms. This test uses techniques Spearman Brown from the half (Split-half), to find the reliability coefficient which also uses the Spearman Brown formula.

Descriptive Analysis Test

This test is conducted to obtain responses through surveys, through distributing questionnaires in order to obtain Startup perceptions, using digital marketing training variables, and collecting entrepreneurial capital.

Descriptive Analysis Test

The research focus was carried out in Bandung in the Startup community, through requests for responses with surveyors by distributing questionnaires to find out the perceptions of startups, the variables used are digital marketing training, and entrepreneurial capital accumulation.

Data Analysis Technique

There are two types of analysis used, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with path coefficients and determination which measures how much influence the independent variable has on the dependent variable. While the verification method uses path analysis. With the use of a combination of analytical techniques, it is desirable to obtain an integrated generalization between Creativity and Innovation for business development. The author distributes a questionnaire about the respondent's opinion on this research, which consists of 15

statement items for the creativity variable and 11 statement items for the innovation variable, and 11 statement items for the business development variable, each statement is given 5 alternative answers to choose from.

Results and Discussion

Object of Research

In this study, a survey of respondents in the population of entrepreneurial startup communities in Bandung was conducted, by taking a sample of 83 respondents.

Descriptive Analysis Test

The research focus was carried out in Bandung in the Startup community, through requests for responses with surveyors by distributing questionnaires to find out the perceptions of startups, the variables used are digital marketing training, and entrepreneurial capital accumulation.

Data Analysis Technique

The following shows the results of the research obtained through the instrument, namely a questionnaire that was distributed to each respondent. The results of the calculation of the percentage score on each statement are used as a measuring tool in the variable of digital marketing training and entrepreneurial capital accumulation according to the indicators, the details of which will be described as follows:

a. Respondents' responses regarding the creativity variable at the level strongly agree on indicators 1. Thinking of new ways 60%, 2. Generating ideas with a value of 66%, 3. Smoothness 34%, 4. Flexibility 79%, 5. 5. 70% authenticity, 6. Elaboration 42%, 7. Input quantity 62%, 8. Problem solving 66%, 9. Internal perception. 51%, 10. Leadership 69%, 11. Differentiation 60%, 12. Imagination 49%, 13. Focus 62%, 14. Details 58%, 15. Dare to take 68% risks, so that on average 60% is good category, while the highest score is in improving quality and supporting HR planning at 79.25%, meaning that there is a high awareness of startups to manage human resources well, and awareness to produce quality marketing performance.

b. Respondents' responses regarding the innovation variable at the level strongly agree on the indicators: 1. Increase the standard of living 47%, 2. Basic fulfillment 58%, 3. Service change 21%, 4. Development renewal 66%, 5. Market orientation 68%, 6. In line with the vision and mission of 74%, 7. Competitive advantage 58%, 8. Boost performance 87%, 9. Initial commercialization 75%, 10. Efficiency and effectiveness 76%, 11. Growth acceleration 40% ... so that an average of 61% good category, while the highest score is only 87%, meaning that startups support finding new ways of raising capital.

c. Respondents' responses regarding entrepreneurial development variables at the level strongly agree on indicators 1. Creating new and different 47%, 2. Confidence 58%, 3. Organizational 75%, 4. Love challenges 74%, 5. Iteration of all components 40%, 6. Action-oriented 75%, 7. Overcoming uncertain situations 66%, 8. Ability to see opportunities 87%, 9. Satisfaction gets 68% idea, 10. Global friendship 21%, 11. Big ambition 58%, so that the average 61% in good category, while the highest score is in improving quality and supporting HR planning. 87% means that there is a high awareness of startups to manage human resources well, and awareness to produce quality marketing performance.

Simultaneous Test (Test F)

The F test explains how the effect of the independent variable on the dependent simultaneously

H1: $\beta \neq 0$ creativity and innovation have a significant effect on entrepreneurial development. The testing criteria is Reject H0 if, $t_{count} > t_{table}$ or reject H0 if, $p\text{-value} < \alpha$. $\alpha = 0.05$. For X1, the t_{count} (37.435) $> t_{table}$ (3.18) with $p\text{-value} < \alpha$ (0.05) is 0.000 < 0.05 , so it can be concluded that H0 is rejected and H1 is accepted. It means that creativity and innovation simultaneously have a significant influence on entrepreneurial development. hypothesis t_{count} is 37.435 and t_{table} , $n = 100$ ($df = nk$) then the 5% significance is 3.18, this means $t_{count} > t_{table}$ and a significance value of 0.000 < 0.05 so it is accepted that the variables of Creativity (X1) and Innovation (X2)

simultaneously has a significant influence on entrepreneurial development (Y).

Coefficient of Determination

The coefficient of determination is to calculate the magnitude of the influence of creativity on entrepreneurial development, where the formula $KD = r^2 \times 100\%$. Based on the data referred to, the influence of the creativity variable is 0.41675, this means that 41.675% of the entrepreneurial development variable can be described by the creativity variable. The residual 58.325% is influenced by other variables not examined, while the influence of the Innovation variable is 0.18325, this means that 18.325% of the entrepreneurial development variable can be explained by the innovation variable. The residual 81.675% is influenced by other variables not examined.

Conclusion

The conclusions from the research on the effect of digital marketing training on entrepreneurial capital accumulation are as follows:

1. Creativity is in the good category, where the fostered businesses realize the need for creativity to produce innovative products. Innovation is also in the good category, this shows that there are assisted businesses who support well the efforts to develop international scale businesses, develop entrepreneurship is also in the good category, this shows that there are fostered businesses who are not only surviving but also determined to have competitiveness during the COVID-19 era.
2. Creativity and innovation have a simultaneous and significant influence on entrepreneurial development. This shows that Creativity and Innovation. can be explained by entrepreneurial development variables. The residue is influenced by other variables not examined.
3. creativity has a partial and significant influence on entrepreneurial development. This show that creativity can be explained by entrepreneurial development variables, while the residue is influenced by other variables that are not examined. Innovation has a partial and significant effect on entrepreneurial development. This shows that innovation can

be explained by the entrepreneurship development variable, while the residue is influenced by other variables that are not studied.

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