

INFLUENCE OF MOTIVATION, CREATIVITY, AND INNOVATION ON FOOD AND BEVERAGE PROCESSING INDUSTRY BUSINESS PERFORMANCE IN PANGKALPINANG

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Submitted: 30 December 2021, **Revised:** 10 January 2022, **Accepted:** 14 January 2022

Abstract. This research aimed to determine the effect of motivation, creativity, and innovation on the performance of food and beverage processing industry players in the city of Pangkalpinang. This type of research was quantitative. The population in this study was the food and beverage processing industry players in the city of Pangkalpinang. The sampling technique was carried out by means of Simple Random Sampling and obtained a sample of 133. The data collection techniques used were questionnaires, documentation, and literature studies. The data analysis technique used was a multiple linear analysis technique and used a partial hypothesis test (t) and simultaneously (f) and uses the coefficient of determination. The results of this study are 1) motivation has no effect on the performance of the food and beverage processing industry players in Pangkalpinang 2) creativity has a positive effect on the performance of the food and beverage processing industry players in Pangkalpinang 3) innovation has no effect on the performance of the food and beverage processing industry players in Pangkalpinang 4) motivation, creativity, and innovation together have a positive effect on the performance of food and beverage processing industry players.

Keywords: motivation; creativity; innovation; the performance of players in the industry.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are crucial factors in improving the economy, especially in developing countries such as Indonesia. MSMEs have a big influence in the Industrial Revolution 4.0 ([Reniati, Santi, Fadillah Sabri, & Eng, 2019](#)), because MSMEs can create jobs and reduce unemployment ([Prasetyo, 2021](#)). The COVID-19 virus pandemic has had a serious impact on MSMEs, because the government implemented Large-Scale Social Restrictions and campaigned for Stay at Home ([Susanti & Widajatun, 2021](#)). The COVID-19 virus triggered an economic shock, including affecting the economy of individuals, micro, small and medium enterprises, and even large ones as well as affecting the country's economy globally ([McKibbin & Fernando, 2020](#)).

MSMEs make a big contribution to Indonesian economy, because the existence of Micro, Small and Medium Enterprises dominates which can be used as the backbone of the national economy ([Wahyono, Narmaditya, Wibowo, & Kustiandi, 2021](#)). The Indonesian government is trying to develop this small industry because MSMEs are considered the foundation of economic growth, so that the COVID-19 pandemic problem does not result in a prolonged economic recession ([Hermawati, Lawson, & Sutarto, 2014](#)).

Based on research conducted by ([Daud, Sudrajat, Maryani, & Effendi, 2021](#)) obtained an inventory of MSME problems in the Bangka Belitung Islands Province, including: (1) Financial Limitations (2) Marketing Difficulties (3) Raw Material Problems (4) Limited Human Resources

(HR) (5) Technology Limitations, and (High Transportation Costs).

Pangkalpinang City is the capital of the Bangka Belitung Islands Province which has an area of 104,405 km². When compared to the province, the area of this city is only 0.72 percent and is the smallest city/district area in the Province of the Bangka Belitung Islands ([Sugianto & Bokings, 2021](#)). Pangkalpinang City has 7 sub-districts, including Rangkui, Bukit Intan, Girimaya, Pangkal Balam, Gabek, Tamansari and Gerunggung districts.

Table 1. Number of Micro, Small, and Medium Enterprises (MSMEs) by Type in Pangkalpinang City (Unit), 2018-2020

Type of Business	Number of Micro, Small, and Medium Enterprises (MSMEs) by type in Pangkalpinang City (Unit)		
	2018	2019	2020
Micro	2,725	2,725	16,428
Small	1,304	1,304	11,051
Medium	75	75	719
Total	4,104	4,104	28,198

Source: Central Bureau of Statistics of Pangkalpinang City in 2020

Based on the data above, it can be seen that MSMEs in Pangkalpinang City have developed from 2019 to 2020. Most businesses believe in micro businesses as many as 16,428 units followed by small businesses with 11,051 units and the least are medium businesses with 719 units. However, this has increased significantly, and indicates the occurrence of economic growth in the city of Pangkalpinang.

Table 2. Distribution of MSME Data by District by Business Sector Income Results up to June 2020

No	Business Field	Number of MSMEs per District
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		Bukit Intan	Taman Sari	Pangkal Balam
1	Culinary	523	312	215
2	Fashion	64	51	25
3	Education	2	4	2
4	Automated	69	65	37
5	Agribusiness	28	15	5
6	Internet	9	18	3
7	Others	515	327	354
	Total	1,210	792	641

Table 3. Total UMKM

No	Number of SMEs per District			
	Rangkuai	Gerunggan	Gabek	Girimaya
1	455	287	286	278
2	73	20	49	40
3	5	3	3	5
4	70	33	57	37
5	28	20	21	10
6	6	5	11	3
7	561	391	462	333
	Total	1,198	759	889
	Total UMKM = 6,195			

Source: Cooperative, UMKM and Trade Office of Pangkalpinang City in 2020

Based on the table above, it can be seen that the most UMKM in Pangkalpinang city are culinary businesses, namely as many as 2,356 units and the least is business in the field of education, which is as many as 27 units.

Performance is the result of goals assigned to people with different levels of responsibility. According to (Riswanto & Aryani, 2017), motivation is a description of the level of achievement in carrying out a program of activities or policies in realizing the goals, objectives, vision, and mission of an organization's strategic planning organization. To improve performance, of course, motivation is needed, therefore

performance is influenced by motivation (Erica et al, 2020).

According to (Panuccio, Christian, Martinez, & Sullivan, 2012), motivation is the process of expressing one's strength, direction, and continuity in achieving a goal. Motivation is very important in entrepreneurship. According to (Carsrud & Brännback, 2011), entrepreneurial motivation provides energy that helps a person fulfill his needs, create satisfaction and reduce imbalances by carrying out activities and opening businesses and businesses. In addition to motivation, performance is also influenced by creativity (Gerhart & Fang, 2015).

According to (Puhakka, 2010), creativity is the ability to generate new ideas and discoveries in recognizing problems and opportunities. According to (Malmelin & Nivari-Lindström, 2017), creativity is high-quality creativity in producing new and practical products. According to research conducted by (Marrocu & Paci, 2012), it is stated that creativity has an influence on industrial performance. According to (Prihadini, 2021) Based on phenomena in the field, it shows that most of the MSME products in the Bangka Belitung archipelago do not yet have creativity.

In addition to motivation and creativity, innovation also affects industrial performance. Innovation is creating new and creative products, which have never existed before. According to (Armentano, 2012), innovation is the process of updating or using/developing by creating something new and different. Innovation is important for every company.

Based on the results of the description

above, the research conducted in the city of Pangkalpinang has the aim of knowing the influence of motivation, creativity, and innovation on the performance of the food and beverage processing industry players in the city of Pangkalpinang.

METHODS

This research is a descriptive study with a quantitative approach. The population in this study is the food and beverage processing industry players in Pangkalpinang city, amounting to 200 people.

The sampling technique was carried out using simple random sampling, data collection using research instruments, statistical quantitative data analysis, which aims to test the established hypothesis. Data collection techniques using a questionnaire (questionnaire) and documentation.

The Validity

Testtest in this study uses the Correlation formula Pearson Product Moment (Sanusi, 2011:77).

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - \sum X^2\} \{N \sum Y^2 - \sum Y^2\}}}$$

Information:

rx = correlation coefficient
 X = score obtained from all items
 Y = total score obtained from all items
 N = number of respondents
 X = total score in distribution x
 Y = total score in distribution
 X² = number of squares in distribution score X

Y² = the number of squares in the Y distribution score. The

A guideline for deciding whether or not a questionnaire is valid (questionnaire) is to compare count with table with a significance of 5%. An instrument is said to be valid if rcount > rtable, whereas if rcount < rtable, then the data is said to be invalid.

Reliability

Test The reliability test in this study uses the coefficient formula Cronbach alpha, as follows:

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Description:

r₁₁ = instrument reliability
 k = number of questions or questions
 $\sum \sigma_b^2$ = number of variances item
 $\sum \sigma_t^2$ = total variance

Data Analysis Techniques

Technique is used to measure the effect of more than one independent variable on the dependent variable. Thus the data analysis technique used is multiple regression. Multiple linear regression can be formulated as follows (Sugiyono, 2009:277).

$$Y = a + b_1X_1 + b_2X_2$$

Information:

Y = Dependent variable, namely the performance of the food and beverage processing industry
 X1 = Independent variable, namely motivation
 X2 = Independent variable, namely creativity
 X3 = Independent variable, namely

innovation

a = Constant which is the average value of Y when the values of X1 and X2 are equal to zero

b1 = Partial regression coefficient, measuring the average value of Y, for each change in X1 assuming X2 is constant

b2 = Regression coefficient partial, measuring the average value of Y for each change in X2, assuming that X1 is constant.

X1.6	0.435	0.170	Valid
		3	
X1.7	0.451	0.170	Valid
		3	
X1.8	0.322	0.170	Valid
		3	

Source: Primary Data Processing Results, 2021

Based on the Motivation Validity Test table, all items questions or statements regarding motivation with research instruments are declared valid because rcount is greater than rtable (0.1703).

RESULTS AND DISCUSSION

Validity

This test is used to find out the value of r table can be done with the formula: $r_{table} = (a, n-2)$ from the table Product Moment. The application program used in this validity test is SPSS 23.0. In this validity test, it is known that n is 133, and a = 5%, the table (5%, 133-2) 131 = 0.1703. Each question item or statement can be said to be valid if it is greater than 0.1703.

Validity Test of Motivation Variable (X1)

Table 4. Validity of Motivation Variable Test Results

Item	R _{count}	R _{table}	Description
X1.1	0.495	0.170	Valid
		3	
X1.2	0.628	0.170	Valid
		3	
X1.3	0.661	0.170	Valid
		3	
X1.4	0.667	0.170	Valid
		3	
X1.5	0.566	0.170	Valid
		3	

Validity Test of Creativity Variable (X2)

Table 5. Validity of Creativity Variable

Item	R _{count}	R _{table}	Description
X2.1	0.325	0.170	Valid
		3	
X2.2	0.710	0.170	Valid
		3	
X2.3	0.704	0.170	Valid
		3	
X2.4	0.727	0.170	Valid
		3	
X2.5	0.627	0.170	Valid
		3	
X2.6	0.762	0.170	Invalid
		3	
X2.7	0.775	0.170	Valid
		3	
X2.8	0.777	0.170	Valid
		3	
X2.9	0.242	0.170	Valid
		3	
X2.10	0.379	0.170	Valid
		3	
X2.11	0.569	0.170	valid
		3	
X2.12	0.550	0.170	valid
		3	

Source: Primary Data Processing, 2021

According to the table, whole item, a question or a statement of creativity in the research instrument are valid for rcount larger than rtable (0,1703).

Test Validity Variable Innovation (X3)

Table 6. Validity Test of Innovation Variable

Item	R _{count}	R _{table}	Description
X3.1	0.592	0.170	Valid
X3.2	0.667	0.170	Valid
X3.3	0.640	0.170	Valid
X3.4	0.335	0.170	Valid
X3.5	0.503	0.170	Valid
X3.6	0.456	0.170	Valid
X3.7	0.571	0.170	Valid
X3.8	0.585	0.170	Valid

Source: Primary Data Processing, 2021

According to the table, innovation validity result is that, all items of questions or the statements regarding innovation in research instrument is declared valid because rcount is greater than rtable (0.1703).

Validity Test of Industry Performance variable (Y)

Table 7. Validity of Performance Industry Variable

Item	R _{count}	R _{table}	Description
Y1	0.731	0.17	Valid

Y2	0.781	0.17	Invalid
Y3	0.560	0.17	Valid
Y4	0.598	0.17	Valid
Y5	0.581	0.17	Valid
Y6	0.740	0.17	Valid
Y7	0.661	0.17	Valid
Y8	0.647	0.17	Valid
Y9	0.693	0.17	Valid

Source: Primary Data Processing, 2021

Based on the table validity of industry performance Variable, the entire item question or statement about the performance of the industry in the research instrument is declared valid, because rcount is greater than table (0.1703). Hence, from the analysis of data in the tables above, it can be concluded that the entire item question or statement is valid for all items that have a value greater than 0.1703. Thus, further analysis can be carried out.

Reliability

This reliability test was carried out using Cronbach's Alpha using the SPSS application program. A variable is said to be reliable if the value of Cronbach's Alpha is 0.60. The application program used in this reliability test is SPSS 23.0.

Reliability Test of Motivation Variable (X₁)

Table 8. Reliability Test of Motivational Variables

Cronbach's Alpha	N of Item
0.632	8

Source: Primary Data Processing Results, 2021

Based on the table of Reliability Test of Motivation Variable, it can be seen that the motivation variable instrument can be said to be reliable value Cronbach's Alpha of the motivation variable is 0.632 0.60.

The Reliability of Creativity Variable (X₂)

Table 9. Reliability Test of Creativity Variable

Cronbach's Alpha	N of Items
0.826	12

Source: Primary Data Processing, 2021

Based on Reliability Test of Creativity Variable, it can be seen that the instrument variables creativity can be said to be reliable because the value of Cronbach's Alpha of the creativity variable is 0.826 0.60.

Reliability Test of Innovation Variables (X₃)

Table 10. Reliability Test of Innovation Variable

Cronbach's Alpha	N of Item
0.653	8

Source: Primary Data Processing Results, 2021

Based on the Innovation Variable Reliability Test table, it can be seen that the innovation variable instrument can be said to be reliable because the value of Cronbach's Alpha of the innovation variable is 0.653 0.60.

Industrial Performance Variable Reliability Test (Y)

Table 11. Test Industrial Performance Variable Reliability Test

Cronbach's Alpha	N of Item
0.833	9

Source: Primary Data Processing Results, 2021

Based on the Industrial Performance Variable Reliability Test table, it can be seen that the industrial performance variable instrument can be said to be reliable because the value of Cronbach's Alpha of the industrial performance variable is 0.833 0.60.

Multiple Linear Regression Analysis

To determine the relationship and influence between motivation, innovation and creativity and the performance of the food and beverage processing industry. To determine the magnitude of the influence quantitatively and a change (variable X) on other events (variable Y). then the following output can be produced:

Table 12. Multiple Linear Regression Test Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
(Constant)	4,206	4,317		,974	,332
Motivasi (X1)	-,083	,143	-,054	-,578	,564
Kreativitas (X2)	,514	,105	,501	4,874	,000
Inovasi (X3)	,159	,121	,112	1,315	,191
Dependent Variable: Industry performance (Y)					

Based on the table Industry Performance Variable Validity, the entire item question or statement about the performance of the industry in the research instrument is declared valid, because rcount is greater than table (0.1703). Hence, from the analysis of data in the tables above it can be concluded that the entire item question or statement is valid for all items that have a value greater than 0.1703. Thus, further analysis can be carried out.

Reliability

This reliability test was carried out using Cronbach's Alpha using the SPSS application program. A variable is said to be reliable if the value of Cronbach's Alpha is 0.60. The application program used in this reliability test is SPSS 23.0.

Reliability Test of Motivation Variables (X₁)

Table 13. Reliability Test of Motivation Variables

Cronbach's Alpha	N of Item
0.632	8

Source: Primary Data Processing Results, 2021

Based on the table of Reliability Test of Motivational Variable, it can be seen that the motivation variable instrument can be said to be reliable value Cronbach's Alpha of the motivation variable is 0.632 0.60.

Reliability Test of Creativity Variable (X₂)

Table 14. Reliability Test of Creativity Variable

Cronbach's Alpha	N of Items
0.826	12

Source: Primary Data Processing, 2021

Based on Table Reliability Test of Creativity Variable, it can be seen that the instrument variables creativity can be said to be reliable because the value of Cronbach's Alpha of the creativity variable is 0.826 0.60.

Reliability Test of Innovation Variable (X₃)

Table 15. Reliability Test of Innovation Variable

Cronbach's Alpha	N of Item
0.653	8

Source: Primary Data Processing Results, 2021

Based on the Innovation Variable Reliability Test table, it can be seen that the innovation variable instrument can be said to be reliable because the value of Cronbach's Alpha of the innovation variable is 0.653 0.60.

Industrial Performance Variable Reliability Test (Y)

Table 16. Test Industrial Performance Variable Reliability Test

Cronbach's Alpha	N of Item
0.833	9

Source: Primary Data Processing Results, 2021

Based on the Industrial Performance Variable Reliability Test table, it can be seen that the industrial performance variable instrument can be said to be reliable because the value of Cronbach's Alpha of the industrial performance variable is 0.833 0.60.

Multiple Linear Regression Analysis

To determine the relationship and influence between motivation, innovation and creativity and the performance of the food and beverage processing industry. To determine the magnitude of the influence quantitatively and a change (variable X) on other events (variable Y). then the following output can be produced:

Table 17. Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	4.206	4.317		0.974	0.332
Motivation (X1)	-0.083	0.083	-0.054	-0.054	0.578
Creativity (X2)	0.514	0.501	0.112	0.487	0.004
Innovation (X3)	0.159	0.121	0.112	0.315	0.759

a. Dependent Variable: Industrial Performance (Y)

Based on Table 4.11, an equation can be made, namely:

$$Y = 4.206 - 0.083X_1 + 0.514X_2 + 0.159X_3$$

1. a constant of 4.206 shows that Motivation, Creativity and Innovation have a fixed value, then Industrial Performance will have a value of 4.206.
2. The regression coefficient for the Motivation variable is -0.083. The coefficient shows that the motivation variable has no effect on Industrial Performance.
3. The regression coefficient for the Creativity variable is 0.514. The coefficient shows that the Creativity variable has an effect on Industrial Performance.
4. The regression coefficient for the Innovation variable is 0.159. The coefficient shows that the Innovation variable has no effect on Industrial Performance.

Partial Test (F Test)

This test was conducted to determine the effect of the independent variables (X₁, X₂, X₃) together (simultaneously) on the dependent variable (Y). then the following output can be produced:

Table 18. FTest ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	759,348	3	253,116	17,077	,000 ^b
Residual	1912,216	5	382,443		
Total	2671,564	8			

ual	9
Total	1
	3
	2

- a. Dependent Variable : Industrial Performance (Y)
- b. Predictors : (Constant), Innovation (X₃), Motivation (X₁), Creativity (X₂)

Based on the formula F_{table} then $(F(k ; nk) = F(3 ; 133-3) = 3 ; 130 = 2.67)$. So based on table 4.18 it can be seen that the value is calculated $17.075 F_{table} 2.67$. Then from the analysis can be concluded that simultaneous motivation variables (X₁), Creativity (X₂) and Innovation (X₃) Collaborative influence on industry performance.

Partial Test (T Test)

This test is conducted to determine whether there is an independent variable influence (Motivation, Creativity and Innovation) on its own (partial) on the dependent variable (industrial performance). it can produce output as follows:

Table 19. Partial Test

No.	Independent Variables	value	
		t	Sig.
1	Motivation	-0.578	0.564
2	Creativity	4.874	0.000
3	Innovation	1.315	0.191

Based on table 4.19 it is known that the value of tcount for the motivation variables is (-0.578), creativity (4.874), and innovation (1.315).

1. Motivation T test(X-1)

t test for indicators of motivation (X₁) obtained tcount equal to (-0.578) ≤ ttable (1.978), then H₀ was accepted and H_a was rejected. Thus, it can be concluded that motivation partially has no effect on industrial performance. This

is also reinforced by the significance value (0.564) (0.05) (α = 5%). So, the motivation that exists in the food and beverage processing industry players in the city of Pangkalpinang does not affect the performance of the industry.

2. T test on Creativity (X₂)

The t test on the Creativity indicator (X₂) obtained tcount of (1,315) (1,978), then H₀ was rejected and H_a was accepted. Thus, it can be concluded that creativity partially affects industrial performance. This is also reinforced by the significance value (0.000) (0.05) (α = 5%). So, the creativity of the food and beverage processing industry players in the city of Pangkalpinang affects the performance of the industry.

3. T test on Innovation (X₃)

The t test on the Innovation indicator (X₃) obtained tcount of (-0.578) ttable of (1.978), then H₀ was accepted and H_a was rejected. Thus, it can be concluded that motivation partially has no effect on industrial performance. This is also reinforced by the significance value (0.191) (0.05) (α = 5%). So, the innovations that exist in the food and beverage processing industry players in the city of Pangkalpinang do not affect the performance of the industry.

The coefficient of determination (R²)

The coefficient of determination (R²) is used to measure how much the dependent variable (industrial performance) is influenced by independent variables (motivation, creativity and innovation). then the following output can be produced:

Table 20. Test of the Coefficient of

Determination (R^2) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,533 ^a	,284	,268	3,850

a. Predictors: (Constant), X3, X1, X2
 b. Dependent Variable: Y

Based on the results of the Coefficient of Determination Test (R^2) above, it is known that R Square is 0.284, this means that the effect of variables X_1 , X_2 and X_3 simultaneously on variable Y is 28.4%.

CONCLUSIONS

Based on Results and discussion is done, it can be concluded as follows:

1. Partial Motivation (X_1) has no effect on the Performance of the Industry, it is seen from value t for Motivation is arithmetic $-0.578 \leq t_{table} 1,978$ with significant value (0.564) $(0.05) (\alpha = 5\%)$. So that we can conclude that H_0 is accepted and H_a is rejected.
2. Partial Creativity (X_2) has effect on industrial performance, it is seen from value t for Creativity is $1,315 \leq t_{table} 1,978$ with significant value (0,000) $\geq (0.05) (\alpha = 5\%)$. So that we can conclude that H_0 is rejected and H_a is accepted.
3. Partial Innovation (X_3) has no effect on the Performance of the Industry, it is seen from value t for Motivation is arithmetic $-0.578 \leq t_{table} 1,978$ with significant value (0.191) $\geq (0.05) (\alpha = 5\%)$. So that we can conclude that H_0 is accepted and H_a is rejected.
4. The F value t_{table} is 2.67, so based on table 4.18 it can be seen that the F value

is calculated 17.075 2.67, and the Significant Value is 0.000 0.05, this shows that simultaneously the independent variables affect the dependent variable.

5. Based on the results of the model summary, the magnitude of R Square is 0.284. This means that 28.4% of the dependent variable is influenced by the independent variable and the remaining 71.6% is influenced by other factors not examined.

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