The Influence of Entrepreneurial Motivation, Creativity, and Entrepreneurial Spirit on Business Success in Micro, Small, and Medium Enterprises (MSMEs) of Fish Processing In Lubuk Besar District, Central Bangka Regency

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in generating employment opportunities, promoting economic equity, and increasing community income. This study aims to examine the influence of entrepreneurial motivation, creativity, and entrepreneurial spirit on the business success of MSMEs in the fish processing industry in Lubuk Besar District, Central Bangka Regency. Using a quantitative approach, data were collected from 43 MSME actors through the distribution of questionnaires. The data were analyzed using SPSS software, applying multiple linear regression analysis to test the proposed hypotheses. The results show that entrepreneurial motivation, creativity, and entrepreneurial spirit have a significant influence on the success of fish processing MSMEs in the Lubuk Besar District.

Keywords: *MSMEs, Entrepreneurial Motivation, Creativity, Entrepreneurial Spirit, Business Success*

1. INTRODUCTION

In today's globalized world, entrepreneurship plays a crucial role in addressing a nation's economic and social challenges. It has a positive impact on the economy, society, and overall quality of life. One of the fundamental components of stable economic growth is the development of successful small businesses. Recognizing that strong entrepreneurial growth is essential to national economic success, many countries have made it a top priority. This is especially true in developing nations where Micro, Small, and Medium Enterprises (MSMEs) significantly contribute to international trade and economic development (Adiffa Rizky et al., 2023).

Despite their importance, MSMEs often face various limitations and failures. These enterprises, operated by individuals, households, or legal entities, are classified based on employee count, total assets, and annual turnover. According to data from the Ministry of Cooperatives and SMEs, Indonesia has approximately 64.19 million MSMEs, contributing IDR 8,573.89 trillion or 61% of the national GDP. MSMEs employ about 97% of the country's workforce. Over the last five years, their contribution to GDP has increased from 57.8% to 61%, indicating their vital role as both an economic safety net and a driver of economic progress (Catriama in Soriton et al., 2022). The continuous growth in MSME numbers reflects their capacity to provide a wide variety of innovative and diverse products.

The Bangka Belitung Islands Province is one of the most promising regions for MSME development. MSMEs significantly contribute to local economic development and Regional Original Income (PAD), empowering communities to reach their economic potential and fostering a democratic economy characterized by openness, solidarity, and collective welfare.

With many residents engaged in sectors such as food, agriculture, fashion, services, and fisheries, MSMEs serve as a cornerstone of the regional economy. In 2021, the number of MSMEs in Bangka Belitung reached 180,184 and increased to 189,513 in 2022.

Specifically, the growth of MSMEs in Central Bangka Regency has been significant. In 2022, there were 14,000 MSMEs, which rose to 18,000 by February 2023—an increase of 28.5%. Between 2019 and 2021, however, growth stagnated due to the pandemic and its resulting economic contraction, particularly a decline in household consumption caused by social restrictions.

Table 1
MSMEs in the Culinary Sector in Central Bangka Regency (2021–2023)

YEAR	MICRO	SMALL	MEDIUM	TOTAL
2021	1337	48	2	1378
2022	1528	48	2	1578
2023	1725	48	2	1775

Source: Department of Industry, Cooperatives, and MSMEs, Central Bangka Regency

Table 1 shows a steady increase in culinary MSMEs from 2021 to 2023. This raises the question of whether entrepreneurial motivation, creativity, and entrepreneurial spirit influence the success of culinary MSMEs in the region.

Table 2
Fish Processing MSMEs in Lubuk Besar District (2021–2023)

YEAR	MICRO	SMALL	MEDIUM	TOTAL
2021	56	0	0	56
2022	53	0	0	53
2023	54	0	0	54

Source: Department of Industry, Cooperatives, and MSMEs, Central Bangka Regency

Table 2 shows a decrease in fish processing MSMEs in Lubuk Besar District, with a slight increase in 2022 followed by a decline in 2023. Most of these enterprises are micro-scale businesses with homogeneous products—primarily the production of *kemplang ikan* (fish crackers).

Previous studies have found that entrepreneurial knowledge and motivation play essential roles in determining business success. Reza Sanjaya (2017) concluded that motivation and entrepreneurial skills significantly and positively influence business performance. Similarly, research by F. Nagel and Ani Suhartik (2021) emphasized that motivation, entrepreneurial competence, creative thinking, and new ideas are vital for MSME growth and prosperity. Diversity and innovation also statistically affect business performance.

2. LITERATURE REVIEW

2.1 Entrepreneurial Management

The term "entrepreneurship" encompasses several key attributes. An individual engaged in entrepreneurship must be resilient, persistent, and self-confident. An entrepreneur must be capable of maintaining, developing, and even expanding their business network in alignment with their core objectives. Entrepreneurship can be defined as the ability to manage a business with the potential for unlimited profit or loss, depending on the individual's competence and quality.

2.2 Motivation

According to Gemina and Ginanjar (2019), entrepreneurial motivation is the desire to exert maximum effort to fulfill personal aspirations while achieving organizational goals, influenced by the entrepreneur's skills and competencies.

2.3 Creativity

Utami Munandar (2018) defines creativity as "the ability to demonstrate fluency, flexibility, and originality in thinking, as well as the ability to elaborate on ideas."

2.4 Entrepreneurial Spirit

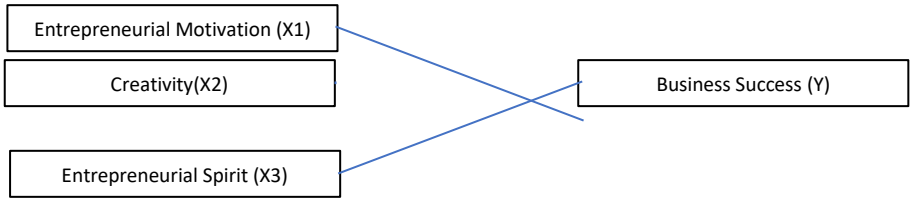
As stated by Asri in Putu Putri Wijayanti and Alit Suryani (2016), entrepreneurship is the individual's capacity to create, manage, and grow their own business. In response to business opportunities, entrepreneurs take a series of actions that result in the establishment of innovative, successful, and creative enterprises. Entrepreneurs are those who provide new products and services and build new types of organizations that contribute to the economic system.

2.5 Business Success

The key factor enabling an individual to sustain a business is not merely the amount of capital, but the person behind the business itself. This implies that entrepreneurs must be aware of their business operations and understand what actions are necessary for success. Entrepreneurs who are innovative, curious, and sharp-minded tend to lead successful enterprises. They are able to keep up with technological developments and use them effectively.

2.6 RESEARCH FRAMEWORK

The following is a description of the conceptual framework based on the previously explained variables and relationships:



Source: Compiled by the researcher, 2024

2.7 Research Hypothes

Since the validity y to test it empirically before drawing definitive conclusions.

Based on the formulation of the research problems, the following hypotheses are proposed:

1. Entrepreneurial motivation has a significant effect on the performance of MSMEs in Lubuk Besar District.
2. Creativity has a significant effect on the success of micro, small, and medium enterprises (MSMEs) in Lubuk Besar District.
3. Entrepreneurial spirit has a significant influence on the business success of MSMEs in Lubuk Besar District.
4. Entrepreneurial motivation, creativity, and entrepreneurial spirit simultaneously have a significant effect on the business success of MSMEs in Lubuk Besar District.

3. RESEARCH METHOD

3.1 Type and Sources of Data

This study employs a **quantitative research methodology**. Quantitative methods are scientific approaches that collect and analyze numerical data to test hypotheses or answer specific research questions. This approach involves collecting data using validated instruments such as surveys or structured observations, followed by statistical analysis.

- **Primary Data**
  Primary data were collected directly from MSME actors in Lubuk Besar District using questionnaires designed based on the dimensions of each research variable. The targeted respondents were business owners operating in the fish processing industry

within the district. The aim was to obtain valid and relevant data to support the research objectives.

- **Secondary Data**
  Secondary data were sourced from journals, online data, government publications, and other supporting documents related to MSMEs in Lubuk Besar District.

3.2 Data Collection Method

The main data collection method used in this research was the **questionnaire**, which is a tool for gathering information by asking respondents to answer a series of structured questions. According to Sugiyono (2016), questionnaires are useful for obtaining opinions and perceptions of individuals or groups.

The questionnaire in this study contained questions related to **entrepreneurial motivation, creativity, entrepreneurial spirit, and business success**. A **five-point Likert scale** was used to measure responses, with options ranging from *strongly agree*, *agree*, *neutral*, *disagree*, to *strongly disagree*. This scale helps capture subjective perspectives toward the studied variables.

3.3 Population and Sample

The population in this study includes all **micro, small, and medium-sized enterprises (MSMEs)** engaged in the **fish processing industry in Lubuk Besar District**.

A total of **43 MSME actors** participated in the study. A **saturated sampling technique** (also known as census sampling) was used, meaning all members of the population were included in the sample. According to Ridwan, saturated sampling is appropriate when the population is relatively small and all members are considered relevant to the research.

3.4 Research Variables

The variables used in this study are:

- **Entrepreneurial Motivation (X1)**
  Refers to an individual's internal drive to become an entrepreneur based on the desire to use their creativity and initiative to generate income (E. Sirait & A.A.D. Setyonigrum, 2022).
- **Creativity (X2)**
  Defined as the ability to solve problems innovatively, generate new ideas, and combine previously unrelated concepts (Rahmat Sonang Ritona et al., 2024).
- **Entrepreneurial Spirit (X3)**
  Describes the willingness of an individual to seize business opportunities and transform goods or services into added value (Aat Sutihat, 2024).
- **Business Success (Y)**
  A business is considered successful if it can achieve its goals and if all operations are aligned with the intended purpose (Suryana, 2014).

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

4.1.1 Descriptive Analysis of Respondent Characteristics

A total of **43 owners of MSME units** in the fish processing sector in **Lubuk Besar District** participated in this study. The number of MSME units operating in this sector, along with general demographic information of respondents who completed the questionnaire, is summarized in the following section.

4.1.1.1 Respondent Characteristics Based on Gender

The table below presents the classification of respondents according to gender:

Tabel 3

Classification of Respondents by Gender

No.	Gender	Frequency	Percentage
1.	Male	16	37,2%
2.	Female	27	62,8%
	Total	43	100%

Source: Primary data, 2024

The results indicate that 16 respondents (37.2%) were male, while the remaining 27 respondents (62.8%) were female. This finding suggests that women are more likely to own and operate MSMEs in the fish processing sector in *Lubuk Besar* District. One possible explanation is that MSMEs are often operated as supplementary family businesses to meet household financial needs, making them more accessible and appealing to women.

4.2.2 Descriptive Analysis of Research Variables

4.2.2.1 Entrepreneurial Motivation Variable (X1)

The entrepreneurial motivation variable consists of four question items. Respondents were asked to express their level of agreement using a five-point Likert scale. The descriptive statistical results are presented in Table 4.

Table 4

Descriptive Statistics of Entrepreneurial Motivation Variable

No	Statement						Mean
		SS	S	KS	TS	STS	
1.	I chose entrepreneurship because it provides the freedom to independently determine the potential profit.	22	19	0	1	1	4.40
2.	I am open to receiving suggestions and constructive criticism from others	24	17	1	0	1	4.47
3.	I have strong confidence in the business I am operating.	18	24	0	0	1	4.35
4.	I am ready to provide prompt service to customers.	22	18	1	0	1	4.40
	TOTAL						17.60

Based on Table 4, the total average score for the entrepreneurial motivation variable is **17.60**, which falls into the *disagree* category. Among all statements, the highest average score was **4.47** for the item *"I accept criticism and recommendations from others to improve my business,"* indicating that respondents are most receptive to feedback and suggestions to enhance their entrepreneurial performance.

4.2.2.2 Creativity Variable (X2)

The creativity variable is composed of four question items. Table 5 presents the respondents' level of agreement with each statement as measured using a five-point Likert scale.

Table 5
Description of the Creativity Variable

No	Pernyataan						Mean
		SS	S	KS	TS	STS	
1.	I consistently show curiosity toward newly emerging products.	19	20	3	0	1	4.30
2.	When marketing a product, I always consider the right time and place.	21	17	4	0	1	4.33
3.	Products sold with the best quality	25	17	0	0	1	4.51
4.	I always strive to become better in entrepreneurship.	17	25	0	0	1	4.33
	TOTAL						17.47

As shown in Table 5, the total average score for the creativity variable is 17.47, which falls into the "somewhat disagree" category. Among the four items, the statement *"I offer products with the best quality"* received the highest average score of 4.51, indicating that this is the most strongly agreed-upon statement among respondents in terms of creativity.

4.2.2.3 Entrepreneurial Spirit Variable (X3)

This creativity variable comprises four items, with respondents' levels of agreement shown in Table 6.

Table 6
Descriptive Statistics of the Entrepreneurial Spirit Variable

No	Statement						Mean
		SS	S	KS	TS	STS	
1.	I always try to innovate and develop new products in the business field I pursue.	15	26	0	1	1	4.23
2.	I want to create and develop ideas and concepts independently in my business.	14	27	1	0	1	4.23
3.	I want to modify the business I run based on new ideas.	19	21	1	0	1	4.35
4.	I am a person who has a high level of responsibility in making and executing decisions in my business.	21	21	0	0	1	4.42
	TOTAL						17.23

Table 6 shows that the total average score of the entrepreneurial spirit variable is **17.23**, which falls into the **"agree"** category. The statement *"I am a person who has a high level of responsibility in making and implementing the decisions I make"* received the **highest average score** of **4.42**.

4.2.2.3 Business Success Variable (Y1)

The business success variable consists of four statements, with respondents' levels of agreement shown in **Table 7**.

Table 7
Description of the Business Success Variable

No	Statement						Mean
		SS	S	KS	TS	STS	
1.	To increase sales volume, I always seek new ideas in entrepreneurship.	21	20	1	0	1	4.40
2.	I always provide the best service to gain customer loyalty.	21	19	2	0	1	4.37
3.	I always provide the best products to gain customer loyalty.	19	21	2	0	1	4.33
4.	Gaining customer loyalty can increase my business profits.	19	21	2	0	1	4.33
	TOTAL						17.42

As shown in Table 7, the total average score of the business success variable is **17.42**, which falls into the **"agree"** category. The highest mean score, **4.40**, is attributed to the statement *"To increase sales volume, I always seek new ideas in entrepreneurship,"* indicating that innovation is considered a key driver of business success by respondents.

4.3 Data and Hypothesis Testing

4.3.1 Instrument Testing

4.3.1.1 Validity Test

The validity level of an instrument is determined through validity testing conducted in the research. High validity indicates that an instrument is considered valid, whereas low validity implies that the instrument is not appropriate for measuring the intended variables. A valid instrument can be used to accurately assess the associated variable. This study uses a significance threshold of 0.05 for validity evaluation (Enkuks, 2019).

The criteria for validity testing are as follows:

1. An item or instrument is considered **valid** if there is a statistically significant correlation between the item and the total score (i.e., the calculated correlation coefficient *r*_{counted} is greater than the critical value *r*_{table}, using a two-tailed test at a 0.05 significance level).
2. In a two-tailed test at a 0.05 significance level, an item or instrument is considered **invalid** if the calculated *r* value is less than the critical *r* table value.

Tabel 8
Uji Validitas

Variabel		R Count	R Table	Conclusion
Entrepreneurial Motivation (X1)	**MOTIV_1**	0,836	0,301	Valid
	MOTIV_2	0,825	0,301	Valid
	MOTIV_3	0,879	0,301	Valid
	MOTIV_4	0,810	0,301	Valid
Creativity (X2)	**Creative_ 1**	0,837	0,301	Valid
	Creative_ 2	0,862	0,301	Valid
	Creative_ 3	0,886	0,301	Valid
	Creative_ 4	0,807	0,301	Valid
Entrepreneurial Spirit (X3)	**Spirit _1**	0,804	0,301	Valid
	Spirit _2	0,927	0,301	Valid
	Spirit _3	0,883	0,301	Valid
	Spirit _4	0,824	0,301	Valid
Business Success (Y)	**BS_1**	0,909	0,301	Valid
	BS _2	0,871	0,301	Valid
	BS _3	0,912	0,301	Valid
	BS _4	0,901	0,301	Valid

Source: Processed by the researcher, 2024

Based on Table 8, the following explanations can be provided:

a. Entrepreneurial Motivation Variable

According to the table, the highest correlation coefficient (r) for the entrepreneurial motivation variable is 0.879, found in the third question, which indicates that MSME actors are highly confident in the businesses they run.

b. Creativity Variable

For the creativity variable, the highest correlation coefficient is 0.886, found in the third

question, which shows that MSME actors strongly believe that the products they sell are of the highest quality.

c. Entrepreneurial Spirit Variable

For the entrepreneurial spirit variable, the highest correlation coefficient is 0.927, located in the second question, where MSME actors express their desire to create and innovate using their own ideas and initiatives.

d. Business Success Variable

For the business success variable, the highest correlation coefficient is 0.912, found in the third question, indicating that MSME actors offer the best prices to gain customer loyalty.

Since each variable used in this study has a correlation coefficient higher than the essential correlation value, all the questions in this research questionnaire are considered valid and worthy of further investigation.

4.3.1.2 Uji Reliabilitas

Sugiyono (2017) menyatakan bahwa pengujian reliabilitas bermuara pada seberapa baik data yang dihasilkan oleh pengukuran yang dilakukan dengan hal yang sama cocok. Kami menguji ketergantungan setiap pernyataan secara bersamaan. Penulis penelitian ini mengevaluasi reliabilitas menggunakan rumus Cronbach Alpha.

Menurut (Sugiyono,2017) suatu instrumen dikatakan reliabel jika :

a. Keandalan kuesioner ditentukan oleh koefisien Alpha yang harus lebih dari 0,6, yaitu tingkat signifikansi 60%.
b. Kuesioner tidak dapat dikatakan kredibel jika koefisien Alpha kurang dari 0,6, yaitu ambang signifikansi 60%.

Tabel 9
Uji Reliabilitas

Cronbach's Alpha	*N of items*
.968	16

Source: Processed by the researcher, 2024

The reliability test results obtained from SPSS analysis show a **Cronbach's Alpha score of 0.968**, which is significantly higher than the minimum threshold of 0.6. Therefore, it can be concluded that **all items in the research questionnaire are reliable** and consistently measure the intended variables.

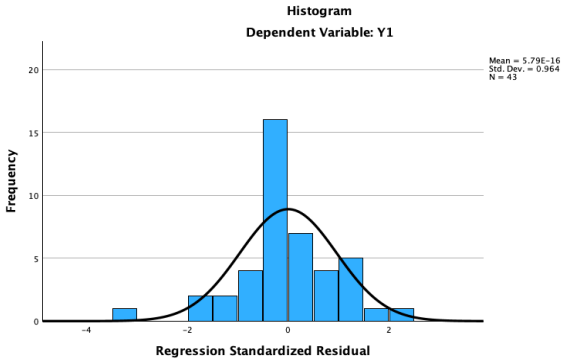
4.3.2 Classical Assumption Test

4.3.2.1 Normality Test

The normality test is used to determine whether the residual values of the regression model are normally distributed. A good regression model should have residuals that are consistently and normally distributed. One method of assessing normality is by examining the distribution of the data along the diagonal line of the Skewness & Kurtosis plot or the Normal Probability Plot of Regression.

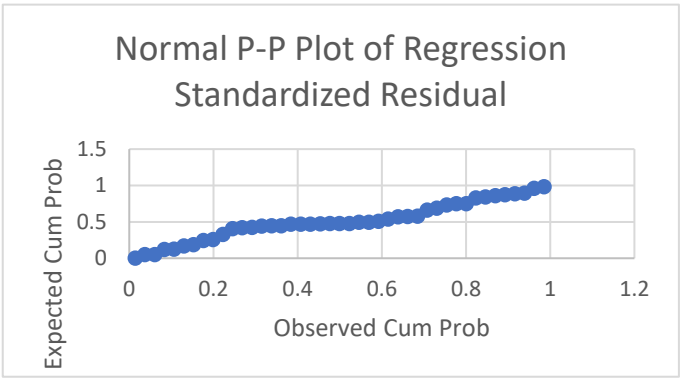
In this study, the **standardized residual plot from the Normal Probability Plot of Regression** was used to assess normality. A normally distributed dataset will form a straight diagonal line, and this line is used as a benchmark to compare the residual data points. The interpretation of the Probability Plot is based on the following (Ghozali, 2018):

1. The regression model is considered normal if the data points follow a diagonal line in the histogram distribution.
2. The regression is considered normally distributed if the data follow the diagonal or show a bell-shaped distribution in the histogram.



Source: Processed by the researcher, 2024

Normality Test Histogram



Source: Processed by the researcher, 2024

Figure 3

P-P Plot of the Normality Test

A normal distribution in the histogram or data that deviates from the diagonal line indicates that the regression does not meet the normality criteria

4.3.2.2 Multicollinearity Test

The multicollinearity test is used to determine whether the independent variables in a regression model are highly correlated with each other. A good regression model should not exhibit multicollinearity among its independent variables.

Multicollinearity is tested by examining the Tolerance and Variance Inflation Factor (VIF) values. These indicators have proven effective in detecting multicollinearity in regression models.

The criteria used in this study are as follows:

1. If the Tolerance value is greater than 0.1 and the VIF value is less than 10, it can be concluded that there is no multicollinearity among the independent variables.
2. Conversely, if the VIF value is greater than 10 or the Tolerance value is less than 0.1, it indicates the presence of multicollinearity among the independent variables in the model.

Table 10
Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Entrepreneurial Motivation (X1)	.144	6.959
	Creativity (X2)	.132	7.570

	Entrepreneurial Spirit (X3)	.157	6.362

Source: Processed by the researcher, 2024

By examining the Tolerance and VIF values, conclusions regarding multicollinearity can be drawn. In the "Coefficients" table under the "Collinearity Statistics" section, it is evident that the variables Entrepreneurial Motivation (X1), Creativity (X2), and Entrepreneurial Spirit (X3) all have Tolerance values above 0.10.

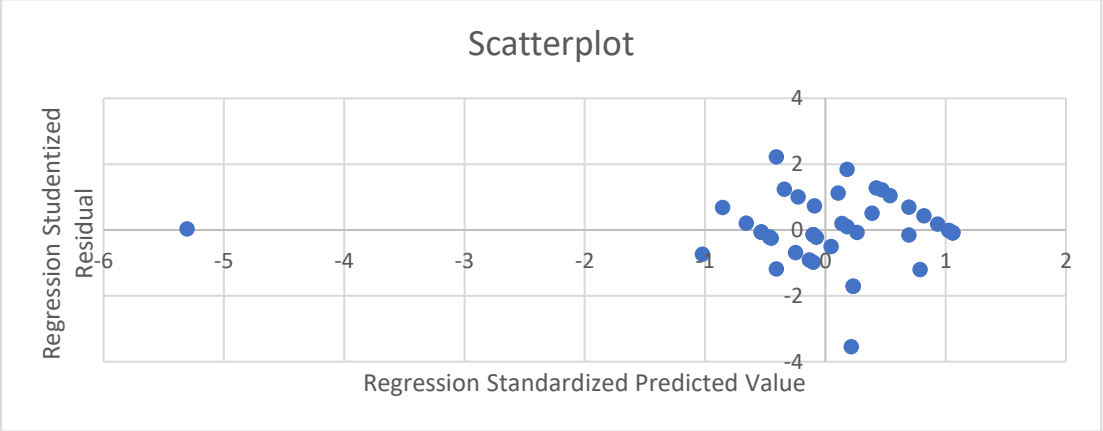
The VIF values for Entrepreneurial Spirit (X3), Creativity (X2), and Entrepreneurial Motivation (X1) are 6.362, 7.570, and 6.959 respectively—each of which falls below the threshold of 10. As a result, there is no indication of multicollinearity within the regression model, and the variables are considered suitable for further regression analysis.

4.3.2.3 Heteroscedasticity Test

A heteroscedasticity test is used to determine whether the residual variance in a regression model is unevenly distributed. Heteroscedasticity is present when the residual variance varies across observations, while **homoscedasticity** refers to a condition where the variance remains constant (Ghozali, 2018). A well-constructed regression model is typically characterized by the absence of heteroscedasticity.

This study employed a **scatterplot** to assess whether heteroscedasticity is present. The decision-making criteria are as follows:

1. If a clear pattern is detected in the scatterplot (e.g., a wave-like shape, funnel pattern that widens and narrows), this indicates **heteroscedasticity**.
2. If there is **no apparent pattern** and the data points are randomly scattered above and below the Y-axis value of zero, this indicates the **absence of heteroscedasticity**.



Source: Processed Research Data, 2024

Figure 4

Scatterplot of the Heteroscedasticity Test

Due to the absence of a discernible pattern or systematic arrangement among the data points in the scatterplot, the possibility of heteroscedasticity can be ruled out. The scatterplot results confirm that the regression model satisfies the assumptions of homoscedasticity, indicating that the variance of the residuals is constant and the model is free from heteroscedasticity.

4.3.3 Multiple Linear Regression Analysis

Table 11 presents the results of the multiple linear regression analysis used to evaluate the effect of entrepreneurial motivation, creativity, and entrepreneurial spirit on business success.

Table 11

Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	-0.51	1.312	-.039	.969
	Entrepreneurial Motivation (X1)	.084	.190	.441	.662
	Creativity (X2)	.316	.196	1.616	.114
	Entrepreneurial Spirit (X3)	.608	.184	3.311	.002

Source: Processed by the researcher, 2024

The *Unstandardized Coefficients (B)* table provides detailed information regarding the regression equation, including the extent to which **Entrepreneurial Motivation (X1)**, **Creativity (X2)**, and **Entrepreneurial Spirit (X3)** predict **Business Success (Y)**. The regression equation used in this study is as follows:

$$Y=-0.51+0.084(X1)+0.316(X2)+0.608(X3)Y = -0.51 + 0.084(X1) + 0.316(X2) + 0.608(X3)Y=-0.51+0.084(X1)+0.316(X2)+0.608(X3)$$

Based on the multiple linear regression equation above, the interpretation of each coefficient is as follows:

1. The regression coefficient for **Entrepreneurial Motivation (X1)** is **0.084**, indicating that a one-unit increase in entrepreneurial motivation is associated with a **0.084-point** increase in MSME business success, assuming other variables are held constant.
2. The regression coefficient for **Creativity (X2)** is **0.316**, which means that an increase of one unit in creativity will result in a **0.316-point** increase in the level of MSME business success, all else being equal.
3. The regression coefficient for **Entrepreneurial Spirit (X3)** is **0.608**, suggesting that a one-unit increase in entrepreneurial spirit will lead to a **0.608-point** increase in MSME business success, when controlling for the other variables.

Among the three independent variables, **Entrepreneurial Spirit (X3)** exerts the most significant positive influence on business success, as evidenced by its highest coefficient value.

4.3.4 Coefficient of Determination (R^2) Analysis

The coefficient of determination (R^2) measures the extent to which the independent variables can explain the variance in the dependent variable. In other words, it reflects the proportion of variability in **Business Success (Y)** that can be explained by the independent variables: **Entrepreneurial Motivation (X1)**, **Creativity (X2)**, and **Entrepreneurial Spirit (X3)**. The coefficient of determination is presented in **Table 12**.

Table 12
Coefficient of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[a]	.826	.812	1.20830
a. Predictors: (Constant), X3, X1, X2				

Source: Processed Research Data, 2024

Based on the SPSS output in the "Model Summary" table, the R Square (coefficient of determination) value is **0.826**. This means that the correlation coefficient (R) is approximately **0.909**, as $R^2 = 0.909^2 = 0.826$.

The R Square value of 0.826 indicates that **82.6%** of the variance in **Business Success (Y)** can be explained by the independent variables: **Entrepreneurial Motivation (X1)**, **Creativity (X2)**, and **Entrepreneurial Spirit (X3)**. The remaining **17.4%** of the variance is influenced by other variables not included or examined in this regression model.

4.3.5 Hypothesis Testing

4.3.5.1 Simultaneous Test (F-Test)

The purpose of the F-test is to determine the simultaneous influence of independent variables on the dependent variable (Oktaviani et al., 2022). This test uses a significance level of 5% ($\alpha = 0.05$). The decision rule is based on the following criteria:

- If the significance value (sig) < α, then **H_0 is rejected** and **H_a is accepted** (significant effect).
- If the significance value (sig) > α, then **H_0 is accepted** and **H_a is rejected** (no significant effect).

Table 13
Results of the Simultaneous (F) Test

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	269.525	3	89.842	61.536	<.001[b]
	Residual	56.940	39	1.460		
	Total	326.465	42			
a. Dependent Variable: Y1						
b. Predictors: (Constant), X3, X1, X2						

Source: Processed Research Data, 2024

The F-table formula used in this study is F(k; n−k), or F(3; 43−3) = F(3; 40), where **k** represents the number of independent variables and **n** is the number of respondents. Based on the multiple regression analysis, the computed F-value was **61.536**, while the F-table value at a 5% significance level (α = 0.05) was **2.82**.

Since the calculated F-value (61.536) is greater than the F-table value (2.82), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This result indicates that the independent variables—**entrepreneurial motivation (X1), creativity (X2), and entrepreneurial spirit (X3)**—simultaneously have a significant effect on the dependent variable, **business success (Y)**, among micro, small, and medium enterprises (MSMEs).

Therefore, the assumptions for the F-test and the criteria for the coefficient of determination in multiple linear regression analysis are met.

4.3.5.2 Partial Test (t-Test)

The partial test (t-test) is used to determine the individual influence of each independent variable on the dependent variable, using a 5% significance level (Oktaviani et al., 2022). The decision-making criteria are as follows:

- If **Sig > 0.05**, then **H_0 is accepted** and **H_a is rejected** (not significant).
- If **Sig < 0.05**, then **H_0 is rejected** and **H_a is accepted** (significant).

This test allows for the assessment of the contribution of each independent variable—**entrepreneurial motivation (X1)**, **creativity (X2)**, and **entrepreneurial spirit (X3)**—on the dependent variable, **business success (Y)**, to determine which variables significantly influence MSME performance when evaluated individually.

Table 14
Results of the Partial (t) Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.328	.561		.585	.562
	X	-.241	.063	-.252	-3.835	.001
	X2	.498	.079	.502	6.302	.001
	X3	.734	.076	.723	9.606	.001
a. Dependent Variable: Keberhasilan						

Source: Processed Research Data, 2024

1. Entrepreneurial Motivation (X1)

The coefficients table in the regression analysis model shows that the variable **entrepreneurial motivation (X1)** has a significance value of **0.001**, based on the partial t-test. Since this value is below the significance threshold of **α = 5% or 0.05**, the variable is considered statistically significant. The standardized beta coefficient for entrepreneurial motivation is **-0.252 (or -25.2%)**, indicating the extent of its negative contribution to business success. Therefore, **H_0 is rejected and H_1 is accepted**, implying that entrepreneurial motivation (X1) has a **partial effect** on business success (Y).

2. Creativity (X2)

The coefficients table also indicates that the **creativity variable (X2)** has a significance level of **0.001**, as shown in the partial t-test results. Since this is below the significance level of 0.05, it confirms the variable's significance. The standardized beta coefficient is **-0.502 (or -50.2%)**, reflecting the substantial partial influence of creativity on business performance. Thus, **H_0 is rejected and H_1 is accepted**, meaning that creativity (X2) exerts a **significant partial influence** on business success (Y).

3. Entrepreneurial Spirit (X3)

The variable **entrepreneurial spirit (X3)** has a significance value of **0.001**, according to the partial t-test. Given that this value is less than 0.05, the variable is statistically significant. The standardized beta coefficient is **0.723 (or 72.3%)**, indicating a strong positive contribution to the dependent variable. Therefore, **H_0 is rejected and H_1 is accepted**, suggesting that entrepreneurial spirit (X3) has a **positive and significant partial influence** on business success (Y).

5. CLOSING

5.1. Conclusion

Based on the discussions and research findings, the following conclusions can be drawn:

1. The growth of MSMEs in Lubuk Besar District can be significantly accelerated by entrepreneurial motivation. The business performance of MSMEs managed by business owners is positively correlated with their level of entrepreneurial drive.
2. In Lubuk Besar District, creativity can enhance the growth of MSMEs. The success of MSMEs managed by business owners increases in line with their level of innovation.
3. The growth of MSMEs in Lubuk Besar District can be accelerated through an entrepreneurial attitude. The success of MSMEs managed by business actors will increase along with the strength of their entrepreneurial spirit.
4. The success of MSMEs in Lubuk Besar District can be improved by integrating entrepreneurial spirit, creativity, and motivation. The more these three factors are possessed by MSME actors, the greater the likelihood of business success.

5.2. Suggestions

To support the realization and further development of this research, the following suggestions are proposed:

1. MSMEs should continue to enhance their business models and types of enterprises to increase their income. Fish floss production is one example of a fish-processing business that still holds great potential.
2. It is recommended that the government continue to provide support for MSMEs in Lubuk Besar District.
3. Future researchers are encouraged to explore the growth aspects of MSMEs in greater depth to enable further studies.

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