

ABSTRACT

Dinni Fitriani (2021). Essay. The Influence of Entrepreneurship and Creativity on Business Success (Survey on Micro Business Owners who are members of the University of Siliwangi Entrepreneurship Unit in 2019). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Suhendra, M. Pd and Gugum Gumilar, M. Pd.

This study aims to determine how much influence the entrepreneurial spirit and creativity have on business success in micro business owners who are part of the UPT Entrepreneurship at Siliwangi University in 2019 partially and simultaneously. The research method used is quantitative descriptive with a sample size of 76 people from 20 micro businesses obtained using saturated sampling technique. The data collection techniques used were distributing questionnaires and interviews. The data analysis method used is multiple linear regression and the coefficient of determination. The results of the categorization distribution show that the variables of entrepreneurial spirit, creativity and business success are in the medium and low categories. While the coefficient of determination (R^2) of 0.573 or 57.3%. And the remaining 42.7% can be influenced by other factors not examined. The results showed that entrepreneurial spirit and creativity on business success had a positive and significant effect on business success.

Keywords: Entrepreneurial Spirit, Creativity and Business Success