

**THE IMPACT OF CREATIVITY, INNOVATION AND LEARNING BUSINESS WITH THE PROBLEMS OF BEAUTY'S FRIENDLESS COSMETICS COMPANY IN MAMUJU CITY**

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**Abstract**

*This research aims to find out the impact of creativity, innovation and entrepreneurial knowledge on business success. The method used in this study is quantitative, aimed at explaining the relationship between variables, but the conclusions drawn from the results of the study cannot be simplified and concluded unilaterally but must go through several stages of testing. Data collection using primary data with the technique of division of questionnaires to respondents. Sampling technique used is the method of sampling a saturated sample of 50 respondents Data analysis using SPSS V.24.00 for windows. The results of the research concluded that (1) creativity has a significant positive influence on the success of the business at the Beauty Friend Cosmetic Shop in Mamuju City. (2) Innovation has significant positive impact on the successful business at Beauty Friend cosmetic shop in Mumuju city. (3) Knowledge of entrepreneurship has significantly positive influences on the business success of Beauty Friend Kosmetic Store in Memuju. (4) Creativity, innovation and entrepreneurial knowledge simultaneously have an impact on business success at Beautyfriend Cosmetics store in Mmuju City.*

**Keywords:** Creativity, Innovation, Knowledge of Entrepreneurship, Enterprise Success.

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas, inovasi dan pengetahuan kewirausahaan terhadap keberhasilan usaha. Metode yang digunakan dalam penelitian ini adalah kuantitatif, bertujuan untuk menjelaskan hubungan antar variabel, tetapi kesimpulan yang diambil dari hasil penelitian tidak dapat disederhanakan dan disimpulkan secara sepihak melainkan harus melalui beberapa tahapan uji. Pengumpulan data menggunakan data primer dengan teknik pembagian kuesioner kepada responden. Teknik pengambilan sampel yang digunakan yaitu teknik sampel jenuh sebanyak 50 responden. Analisis data menggunakan SPSS V.24.00 for windows. Hasil penelitian menyimpulkan bahwa (1) kreativitas berpengaruh positif signifikan terhadap keberhasilan usaha pada Toko Kosmetik Sahabat Beauty di Kota Mamuju. (2) Inovasi berpengaruh positif signifikan terhadap keberhasilan usaha pada Toko Kosmetik Sahabat Beauty di Kota Mamuju. (3) Pengetahuan kewirausahaan berpengaruh positif signifikan terhadap keberhasilan usaha pada Toko Kosmetik Sahabat Beauty di Kota Mamuju. (4) Kreativitas, inovasi dan pengetahuan kewirausahaan secara simultan berpengaruh terhadap keberhasilan usaha pada Toko Kosmetik Sahabat Beauty di Kota Mamuju.

**Kata Kunci :** Kreativitas, Inovasi, Pengetahuan Kewirausahaan, Keberhasilan Usaha.

### **INTRODUCTION**

The cosmetics industry is one of the fastest growing industries in Indonesia, especially as people are increasingly aware of the importance of the use of cosmetic to support their daily lives. According to data from the Central Statistical Authority (BPS), the cosmetics industry in 2022 experienced an increase of 20.6 percent compared to the previous year, where in 2021 there were 819 industries, then increased to 913 industries in 2022, this increase was dominated by the small and medium-sized enterprise sector (SME) of 83%, while the rest was a large-scale sector [1].

The number of entrepreneurs interested in opening a business in the cosmetics sector has created competition that must be increasingly stringent. When the businessman is unable to compete, it will have an impact on the success of the enterprise. The success of a business is seen as the end of a spear in marketing a product or service to the consumer, then good sales management is required in order for the company to survive because the poor start-up management will harm the company because it can scan on profit gains, and in the end the company is considered unable to a business success.

According to the DKK Section, every type of enterprise must want to reach a point called success, business hygiene is a fulfilled financing, productive distribution

and achievement of the organization's objectives that can be seen from the efficiency of the production process economically [2].

In line with Azwari Dkk's explanation, that the success of a business becomes one of the measures of how far a business goes. If sales are high, it means that a large number of consumers need the goods or services sold, but if the opposite is the case, there is a mistake in the product or service that makes the business unable to target its target market correctly [3].

Creativity is a process of intellectual thinking that requires a great deal of cognitive effort to be made. Creative is not always about new ideas, but it can also be about finding a better way to solve existing problems. Therefore, creativity is considered necessary in the process of planning marketing strategies for achieving maximum business success [4]. The second factor that can also affect business success is innovation. Market globalization presents the challenge for every company to be able to innovate continuously in order to offer unique and superior products and services. The introduction of a new product plays an important role in achieving the success of an enterprise through increased profitability of the enterprise, while product innovation is a process that plays a role as a strategy in reducing the cost to maximum enterprise success [5]. The third factor that can also affect the success of a business is knowledge of entrepreneurship. Knowledge of enterprise is everything that needs to be known about enterprise obtained from a variety of sources of information, both directly and indirectly, so that when a business person wants to compete in the business world then he must have knowledge in the desired business or in progress to a success [6].

Sahabat Beauty is one of the cosmetics stores in Mamuju district, West Sulawesi Province that sells a variety of cosmetic supplies from various beauty brands, which has been in existence since 2018. However, based on the observations carried out by the researchers through an interview with the owner of the cosmetic store Sahabat Beauty named Eva Verawati on September 6, 2023, there were problems related to the sale of her business, where the turnover obtained by the cosmetician shop Sahabat beauty tended to be unstable. In 2020, the revenue received was Rs 314.285.862. In 2021 there was an increase in revenue to Rs 607.110.324. But in 2022 there was a decrease in turnover to Rs 565.043.520. It shows that there is a problem related to the success of the business acquired cosmetics shop Friend Beauty. Based on the problem that has been shown earlier, it shows that the phenomenon of the decline in the turnover of the sale of cosmetic store Friend Beauty City Mamuju became a very important thing to study more deeply, where there needs to be attention to the factors that caused the occurrence of such a decline so that businessmen can a greater success of business. In addition, there was an inconsistency

in the results of some previous researchers, so the researchers intended to raise the title of the research on “the influence of creativity, innovation and knowledge of entrepreneurship on the success of the business in the beauty shop Friend in Mamuju City”.

## **RESEARCH METHOD**

The research will be carried out at the Sahabat Beauty cosmetic store, located at Yos Sudarso Street No. 49, Mamuju District, West Sulawesi Province. The research was conducted for about three months, from May to July 2024.

The type of research used in this study is quantitative research, with a causal approach, i.e. research aimed at explaining the relationship between variables, but the conclusions drawn from the results of the research cannot be simplified and concluded unilaterally but must go through several stages of testing [7]. In this study, the researchers intend to find a relationship between the variables of creativity, innovation and knowledge of entrepreneurship to the success of the enterprise.

The population in this study is the entire employee of the cosmetic shop Sahabat Beauty in Mamuju City which amounts to 50 people. Sampling in this study uses saturated sampling or census technique, which is the technique of determining samples when all members of the population are used as samples in a study [8]. Then the samples used in this research are the whole of the total population of 50 samples.

The data sources used in this research are primary data in the form of a questionnaire and secondary data open and journal that has a correlation with the problem being studied. The analytical model used is a double linear regression analysis, using the help of SPSS software.

## **RESULT AND DISCUSSION**

### **1. The Influence of Creativity on Business Success at Sahabat Beauty Cosmetics Store in Mamuju City**

Based on the research conducted using partial testing or t-test, with a calculated t value of  $2.195 > t$  table value of  $2.010$  and a significance value of  $0.033 < 0.05$ . This indicates that creativity has a positive and significant impact on the success of the business at Sahabat Beauty cosmetic store in Mamuju City. The results of this study are in line with the research conducted by Nagel and Suhartatik (2021), which found that creativity has a positive and significant effect on the success of food and beverage SMEs in Surabaya.

Creativity influences the success of a business. The results indicate that the better and higher the level of creativity applied in a business, the greater the success of that business will be. Creativity is an intellectual thinking process that requires a significant agreement on the cognitive efforts made. For this reason, creativity is considered essential in the process of planning marketing strategies for the maximum achievement of business success. (Friences, 2014:54).

Employees of the beauty cosmetics store Sahabat Beauty in the city of Mamuju can provide creative value to generate ideas or concepts for the brand, allowing them to identify better business opportunities in the future. Many consumers come to my store because the prices of the products offered are cheaper, and the prices of the products sold are lower compared to others. This is in line with (Anggraeni, 2017), who stated that the success of a business fundamentally does not depend on the size of the business, but is more influenced by how it is managed, and entrepreneurs must also be adept at recognizing available opportunities. To become a successful entrepreneur, one must have a clear business idea or vision, along with the willingness and courage to face risks, both in terms of time and money. In line with Susanto's (2019) research, which shows that creativity has an impact on success in business.

## **2. The Influence of Innovation on Business Success at Sahabat Beauty Cosmetic Store in Mamuju City**

Based on the research results obtained using partial testing or the t-test, with a calculated t value of  $2.249 > t$  table of 2.010 and a significance value of  $0.029 < 0.05$ , it indicates that innovation has a positive and significant impact on the business success of Sahabat Beauty cosmetics in Mamuju City. These findings are in line with the research conducted by Syafe'i and Jalaludin (2021), which shows that innovation has a positive and significant effect on business success.

Innovation has a positive impact on the success of a business. The results indicate that the better and higher the level of innovation applied by employees within a business, the greater the success of the business will be. Continuously innovating in order to offer unique and superior products and services. The introduction of new products plays a crucial role in achieving business success through increased profitability, while product innovation is a process that serves as a strategy to reduce costs for the attainment of maximum business success. (Tjiptono, 2018:458).

The beauty cosmetics store Sahabat Beauty in the city of Mamuju can provide innovations to create products that are not produced by many and use the latest technology in the marketing process so that they can be accessible to a wide audience. Innovation is excellence. With innovation, we create advantages in new forms. In essence, innovation is a renewal or novelty that creates new added value for its users. In line with the research conducted by Wiranawati (2019), innovation has an impact on

success in business. Impact of Entrepreneurship Learning and Social Media Usage on Entrepreneurial Interests in Students of Makassar State University's Enterprise Studies Program.

**3. The influence of entrepreneurial knowledge on business success at Sahabat Beauty cosmetic store in Mamuju City.**

Based on the research results obtained using partial testing or t-test with a calculated t value of  $4.806 > t \text{ table } 2.010$  and a significance value of  $0.000 < 0.05$ , it indicates that the system of entrepreneurial knowledge has a positive and significant impact on the business success of Sahabat Beauty cosmetics in Mamuju City. These findings are in line with the research conducted by Efendi et al. (2019), which shows that entrepreneurial knowledge has a positive and significant effect on business success. In contrast to the research conducted by Susanto (2019), which states that entrepreneurial knowledge does not affect business success.

Entrepreneurial knowledge influences the success of a business. The knowledge that an entrepreneur possesses will drive the success of his business. That knowledge can be gained from other entrepreneurs and by learning from one's own past failures. This shows that entrepreneurial knowledge is very important in running a business. This research is in line with the study conducted by Angreni (2016) and Azizah. (2013).

Entrepreneurial knowledge encompasses everything that needs to be known about entrepreneurship, obtained from various sources of information, both directly and indirectly. Therefore, when business practitioners wish to compete in the business world, they must possess knowledge in the field of the business they desire or are currently pursuing in order to achieve success. (Nofriser dkk, 2020:4).

**4. Creativity, innovation, and entrepreneurial knowledge simultaneously influence the success of the business at Sahabat Beauty cosmetics store in Mamuju City.**

Based on the results of the simultaneous test, indicated by the F test calculation showing a value of 66.680 and a significance (Sig.) value of 0.000. This means that the independent variables of Creativity, Innovation, and Entrepreneurial Knowledge collectively influence Business Success. The results of this study are in line with the research conducted by Susanto (2019), which states that

That entrepreneurial knowledge, business location, and creativity simultaneously have a significant impact on business success. Creativity, innovation, and entrepreneurial knowledge positively and significantly influence business success together. This means that if creativity, innovation, and entrepreneurial knowledge are enhanced together, it will lead to an increase in business success, and conversely, if creativity, product innovation, and entrepreneurial knowledge decline together, it will result in a decrease in business success. The significant influence on the Sahabat Beauty cosmetic store in Mamuju is due to creativity, innovation, and entrepreneurship. The profit levels they achieve are consistently increasing because

they have a broader market and unique products that can be recognized by their consumers, allowing their products to compete in the market. This will impact the success of the business. In line with Fatmasari's (2023) research, which shows that innovation creativity and entrepreneurial knowledge together influence business success.

## CONCLUSION

Based on the results of research and discussions that have been presented in the past, the conclusion can be drawn:

1. Creativity has a significant positive influence on the success of business in the store.
2. Innovation has a significant positive impact on the success of the business in the beauty store in Mamuju.
3. Knowledge of entrepreneurship has a major positive influence on the business success in the cosmetic store of Beauty in Mamuju.
4. Creativity, innovation and entrepreneurial knowledge have a significant impact on business success at the beauty shop in Mamuju.

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