

# Does Creativity Determine Business Success? (A Survey study on Marketplace Users in Indonesia)

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## ABSTRACT

This study discusses how creativity can lead to business success. We used a quantitative research design and 58 respondents were selected to take part in this study. The data were statistically analyzed with multiple regression using the SPSS application. Creativity can determine the success of a business. This implies that the success of marketplaces can be gained only if they can make creativity in business. This study has benefits in the development of applied theory which confirms that creativity can determine the success of a marketplace business because creativity is needed to be different from competitors. Being different and unique has the potential to make the marketplace grow. Intelligence in entrepreneurship will be very helpful if you are creative. In addition to solving problems, creativity is needed as capital to face business competition. For further research, it is expected to examine the dependent variable which was not examined in this study. The practical benefit of this study is that business actors need to carefully plan the business created for business continuity. This research model is based on previous research. The novelty of this study is that creativity could influence business success.

**Keywords:** Creativity; Business Success.

## 1. INTRODUCTION

Having particular activities that give benefits to ourselves and others is essential in our lives. One of which is to start running a business. In Indonesia, there have been a lot of entrepreneurs who have started the business including Tokopedia, an electronic commerce company often called an online store. The company was founded in 2009 and now it has achieved a unicorn title which is influential not only in Indonesia but also in Southeast Asia. Tokopedia is now the most visited e-commerce platform by Indonesian people.

A business is claimed to be successful if it has more profits than the previous period of time and compared with companies in the same field [1]. A successful entrepreneur in managing a business lies in the attitude and ability to run a business and work determination. Meanwhile, a high determination can often be seen from the creativity and self-confidence to move forward the business [2]. Creativity is a complex thing to review that gives different views [3].

Creativity to deal with business competition can be manifested into several things. This form of creativity is realized into several unique handmade craftsmanship products, authentic products that are not easily imitated by competitors, and changes of product designs. [4].

The rapid advancements in technology, computers, and telecommunications also lead to the development of internet technology. The rise of the internet allows business people to obtain any information easily to support their business activities. Moreover, the information available is so abundant that requires us to be selected in choosing relevant and correct information. [5].

Failure is the beginning of success. If someone gives up on failure, it simply means that he doesn't know that success is very near. These two sentences should be able to remind us not to give up easily. We can learn from mistakes or failures and become more experienced people so that success can be achieved [6-7].

Based on the explanation above the researchers are interested in discussing the study under the title,

“Creativity can determine business success (A survey study on marketplace users in Indonesia).

## 2. METHODS

This is a quantitative research that investigates the causal relationship between the independent variables and dependent variables in the object studied [9]. Quantitative research methods use numbers data that will be analyzed [10] [11]. This study used a survey to obtain data by distributing questionnaires or conducting interviews that will record the answers and will be analyzed [12] [13]. The scale used in the questionnaire was the Likert Scale. This scale was used to measure attitude, opinion, and individual or group perception concerning social phenomena [14] [15].

For quantitative analysis purposes, each question was given a five-point scale as seen in the following table I. Likert Scale Instrument

**Table 1.** Likert scale instrument

No	Answer Options	Score
1	Strongly agree	5
2	Agree	4
3	Somewhat disagree	3
4	Disagree	2
5	Strongly disagree	1

Source: [14,15].

According to [14], the sample is a representative part of the number and characteristics of the population. The sampling method used in this research was purposive sampling. This sampling technique was selected because the information could be obtained from a certain target group that provided the reasons for repeated purchases on marketplaces in Indonesia.

The population is a generalization area of objects or subjects that have certain qualities and characteristics determined by the researchers. The population target in this study was the marketplace customers.

According to [15], the sample is a representative part of the number and characteristics of the population. The sampling method used in this research was purposive sampling. This sampling technique was selected because the information could be obtained from a certain target group that provided the reasons for repeated purchases on marketplaces in Indonesia. The respondent's criteria in this study were people aged 18 years above because they were deemed as consumers who could make decisions well. The sample of this study was 58 respondents. The total respondents were taken from the calculation result of  $N \geq 50 + 8(i)$ ,  $i$  is a number of the independent variable

in this study (Suhartanto, 2014) (Permana, 2020). The data obtained were then statistically analyzed by using the SPSS application.

## 3. RESULTS AND DISCUSSION

Based on the data processing using excel on 58 respondents, all statements on the questionnaire were proven valid. The result of the reliability test in SPSS showed that statement on business creativity in the marketplace had the highest reliability value as seen in the following Table 2.

**Table 2.** Reliability Business Creativity

Cronbach's Alpha	N of Items
,933	12

The reliability test also showed that the reliability value of the statement on the business success in the marketplace was also high as seen in the following Table 3.

**Table 3.** Reliability business success

Cronbach's Alpha	N of Items
,917	10

### Regression Linear Test

This test was used to find out whether creativity could determine the business' success in Marketplace or not. The indicators of the test were:

- If significance value  $> 0,05$ ,  $H_0$  was then accepted meaning that creativity could not influence the business success of the marketplace.
- If the significance value  $< 0,05$ ,  $H_0$  was then rejected which implied that creativity could determine the business success of the marketplace.

This test could also be used to discover how significant creativity could influence the business success of the marketplace.

### Hypothesis:

$H_0$ : Creativity cannot determine the business's success in the marketplace.

$H_a$ : Creativity can determine the business's success in the marketplace.

Model Summary showed the value of correlation or relation (R) which was obtained as 0,759. The coefficient of determination (R Square) obtained from the output was 0,577. This implied that the influence of the independent variable (creativity) on the dependent variable (business success) was 57,7% as seen in the following Table 4

**Table 4.** Model Summary.

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,759 <sup>a</sup>	,577	,569	4,718

The significance value was  $< 0,05$ , then  $H_0$  was rejected, meaning that creativity could determine the business success of marketplace as seen on the following Table 5.

**Table 5.** Coefficients Model.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,659	3,604	,759	2,680	,010
Creativity	,623	,071		8,736	,000

A successful entrepreneur needs to be creative in setting the goals and in solving the problems to achieve the set objectives. Money is not the whole thing needed for an entrepreneur, but creativity is the most important thing in business. Creativity in entrepreneurship is the ability of entrepreneurs to create new product ideas that relate to their daily lives. A creative entrepreneur can make innovation [7]. Creativity in the process dimension can be defined as the thinking process in creating unique and creative ideas. Creativity is the process or ability that produces continuity, flexibility, and originality in thinking and it is the ability to elaborate (develop, enrich, explain) an idea [3]. The indicators of creativity include several qualities: 1) curious, 2) optimistic, 3) flexible, 4) capable of solving the problems, 5) original, 6.) imaginative [1].

Every business has a primary goal and other goals. The main purpose of business is to earn a profit, grow and develop. Another goal of a business is largely determined by the expectations from the business owners or shareholders. Some of the other goals of the business include creating jobs, fulfilling the needs of people at standard prices, maintaining price stability, making people healthy, and others [8]. The indicators of determining the business success are 1) Capital, 2) Income, 3) Sales Volume, 4) Production Output, 5) Labor [1].

## 4. CONCLUSIONS

Referring to the theoretical analysis and result of the study, the researchers conclude that creativity determines the business success of the marketplace. We expect that this result of the study could give benefits to other people and further research can develop this topic to find out the factors that contribute to and influence the business success of the marketplace.

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