

The Influence of Creativity and Self Efficacy on the Performance of Culinary MSMEs with Entrepreneurial Orientation As A Mediating Variable (Survey on Culinary MSMEs in Surakarta)

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Abstract:

The purpose of this study was to analyze the effect of creativity and self efficacy on the performance of culinary MSMEs with entrepreneurial orientation as a mediating variable in culinary MSMEs in Surakarta. The population of this study were 96 owners of culinary MSMEs in Surakarta. The data collection technique used a questionnaire and used accidental sampling techniques. Data analysis techniques using PLS. The validity test uses convergent validity and discriminant validity tests with outer loading > 0.70 and AVE > 0.50. Reliability test using Cronbach's Alpha and CA value > 0.70. Goodness of Fit, NFI, Direct Effect and Indirect Effect in accordance with the required criteria. The results of this study indicate that creativity and self efficacy have a significant effect on entrepreneurial orientation, creativity and self efficacy have a significant effect on MSME performance, entrepreneurial orientation has a significant effect on MSME performance, and entrepreneurial orientation mediates the effect of creativity and self efficacy on the performance of culinary MSMEs in Surakarta.

Keywords: Creativity, self efficacy, MSMEs Performance, Entrepreneurial Orientation, PLS

1. Introduction

MSMEs are one of the sectors that play an important role in improving a country's economy. The existence of various types and businesses of MSMEs has led to increasingly intense competition, which requires business actors to be able to meet the needs of consumers so that they are always changing, thus requiring business actors to have consistency to satisfy consumers so that business actors can maintain their survival while continuing to develop their business in accordance with their vision, mission and objectives [1]. One type of MSME business is in the culinary field. The culinary business is projected to be the mainstay sector supporting the manufacturing sector and the national economy. Culinary products or food are the basic needs of the community every day so there will always be demand for food and drinks, so this is a potential business opportunity. MSMEs in the culinary sector can be started with small capital, but it takes creativity, strong self-confidence to optimize performance [2]. MSME performance is the main key to winning the competition in the global era. Pramestiningrum & Iramani (2020) stated that MSME performance is the result of work achieved by MSMEs in a certain period of time which is related to a certain measure of value or standard and adjusts to the role or task of MSME objectives [3]. The performance of MSMEs can be improved, one of which is by increasing the creativity of MSME actors. Alma (2017) stated that creativity is the ability to develop new ideas and find new ways to see opportunities or problems faced [4]. Febriansyah & Muhajirin (2020) stated that creativity can affect the performance of MSMEs, because creativity makes marketing performance will increase, this is because the creativity produced will encourage products to be increasingly recognized by the public and the market share targeted by MSME actors is getting bigger, but research from Supit et al., (2022) stated that creativity has no significant effect on the performance of MSMEs. The performance of MSMEs will increase with good management from business actors [1,5]. The improvement and development of MSMEs requires self-efficacy which plays a role in the success of

business performance. Self-efficacy is able to improve the success of MSME performance, this is because with the belief and self-motivation that they are able to provide good performance, it will have an impact on business performance or in this case MSMEs. Self-efficacy is also a driving factor that makes a person more active and optimal in carrying out work [6]. Self-efficacy is an important factor in entrepreneurship, especially in business performance [7]. Natoil et al. (2022) in his research shows that self-efficacy affects business performance, where with low self-efficacy, MSME actors have low confidence in their ability to complete tasks so as to reduce business performance, and vice versa, but this research contradicts research from Ambarwati & Fitriasari (2021) that self-efficacy has no significant effect on business performance [6,8]. MSME performance is related to customer growth and increasing customer arrivals by repurchasing the products produced, so that culinary MSME business actors have the right orientation in carrying out their marketing strategies. Entrepreneurially oriented business actors will strive to produce innovative new products. Feriyansyah & Febriansyah (2023) stated that entrepreneurial orientation plays an important role in marketing strategies including improving performance Elvina (2020) In their research, it shows that entrepreneurial orientation has a significant role in improving the performance of MSMEs, but Ratnasari & Levyda (2021) shows that entrepreneurial orientation has no significant effect on company performance [9–11]. Based on the background and problems regarding MSMEs, it is necessary to pay special attention to the existence of culinary MSMEs as a support for the real economy of society Through technological advances, a company's products will continue to develop to a point, where these products will be difficult to distinguish between one another, so that in marketing products at this time, culinary MSME players are not only based on product quality, but also depend on the right marketing strategy, namely through creativity, high self-efficacy accompanied by the right entrepreneurial orientation in supporting MSME performance.

2. Literature Review

2.1 Creativity

Creativity comes from the word to create which means to make, in other words, creativity is a person's ability to make something, whether it is in the form of ideas, steps, or products [12]. Creativity is a person's ability to develop new ideas and suggest new ways of solving problems and facing opportunities [13].

Creativity is the linking and reassembling of knowledge in the human mind that allows him to think more freely in generating new things, or producing ideas that surprise others in producing useful things. Another definition is that creativity is the integration of knowledge from different fields of experience to produce better ideas [14]. Creativity is the ability to understand the world, interpret experiences, and solve problems in new and original ways. Creativity is a person's ability to produce something new, both in the form of ideas and real work that is relatively different from what has gone before [5].

Based on some of these definitions, it can be concluded that creativity is an ability to see and implement new relationships between existing components with something new and different. Creativity can solve problems and determine opportunities. Creativity is a complex activity related to useful new ideas and an individual's concern in approaching problems.

2.2 Self Efficacy

Self-efficacy is an individual's belief in their ability to organize and carry out a series of actions needed to achieve a specified level of performance, and is the basis for assessing one's commitment [15]. Self-efficacy is a self-perception of how well one can function in a given situation, self-efficacy relates to one's own ability to perform expected actions [16].

Self-efficacy is a person's belief about his or her ability to cope with various situations that arise in his or her life [17]. Self-efficacy refers to an individual's belief in his or her ability to succeed in doing something. Self-efficacy is a belief in the ability to organize and elicit the behaviors needed to produce certain skills [6]

Based on some of these opinions, it can be concluded that self-efficacy is a person's self-belief in their ability to take a series of actions to complete a task successfully. Self-efficacy is one of the most influential aspects of self-knowledge in everyday human life, this is because the self-efficacy possessed influences individuals in determining the actions that will be taken to achieve a goal, including estimates of various events faced.

2.3 Entrepreneurial Orientation

Entrepreneurial orientation is a creative and innovative ability that is used as the basis, tips and resources to seek opportunities for success. Entrepreneurial-oriented businesses will always strive to produce innovative new products and have the courage to face risks. Innovation ability relates to the perception and activity of new and unique business activities [13]. Entrepreneurial orientation is the entrepreneur's behavior in managing his business [18].

Entrepreneurial orientation reflects how organizations identify and exploit untapped opportunities [19]. Entrepreneurial orientation is the strategic posture of the company, which shows their entrepreneurial posture to maintain the survival of the company [20]

From some of these definitions, it can be concluded that entrepreneurial orientation is the process, practice and activities of decision making or individual tendency to seek opportunities, courage to take risks and aggressiveness to compete in order to win the competition. Entrepreneurial orientation plays an important role in improving business performance. Entrepreneurial orientation becomes an acceptable meaning to explain business performance. There is a significant relationship between entrepreneurial orientation and firm performance.

2.4 MSMEs Performance

Performance is a result of the work achieved by a person or organization in carrying out the tasks assigned to him based on skills, experience, sincerity and time [21]. Performance is the result or level of success of a person as a whole [22]

MSME performance is the result of work achieved by MSMEs in a certain period of time which is linked to a certain measure of value or standard and adjusts to the role or task of MSME objectives [3]. Business performance is the result of work that can be achieved by a person or group of people in an organization, in accordance with their respective authorities and responsibilities, in order to achieve the objectives of the organization concerned legally, not against the law and in accordance with morals and ethics [1].

Based on these several definitions, it can be concluded that MSME performance is the overall work achieved compared to the work results, targets, objectives or criteria that have been determined in advance and have been mutually agreed upon in a business identity with the criteria for assets and turnover determined by law. Good performance in all sectors, including finance, production, distribution, and marketing, is an absolute requirement for MSMEs to survive, with good performance for MSMEs, it is hoped that they will become the backbone of the economy and will play an increasingly important role in the national economy. MSMEs are an identity that continues to be a concern and is always prioritized by the government.

3. Research Methodology

The purpose of this study is to analyze culinary MSME actors in marketing products through creativity, high self efficacy, accompanied by the right entrepreneurial orientation in supporting MSME performance. The research was conducted in the city of Surakarta. The subject of this research is culinary MSME business actors in the city of Surakarta.

3.1 Research Design

This research is a survey research. This study uses a quantitative research methods using a questionnaire distributed to MSME actors in Surakarta. The quantitative approach allows researchers to obtain relevant and accurate data.

3.2 Sampling

The population in this study were MSME owners in Surakarta. The sample of this study was 96 owners of culinary MSMEs in Surakarta with accidental sampling technique, namely sampling that was incidentally encountered when consumers made purchases.

3.3 Data Analysis

The type of research data uses quantitative data obtained from the results of the questionnaire. This study uses Partial Least Square (PLS) analysis techniques. PLS is a multivariate statistical technique that compares multiple dependent and multiple independent variables.

4. Result And Discussion

4.1 Respondent Characteristics

The characteristics of respondents based on gender showed that there were 32 respondents with male gender (33.7%) and 63 respondents with female gender (66.3%). Characteristics of respondents based on their latest education showed that respondents who did not go to school were 5 people (5.3%), respondents with elementary school education were 13 people (13.7%), junior high school education were 25 people (27.4%), high school education were 37 people (38.9%), Diploma education (4 people (4.2%), S1 education were 9 people (9.5%) and S2 were 1 person (1.1%). The characteristics of respondents based on age show that respondents aged less than 35 years were 26 people (27.4%), aged 35-45 years were 24 people (25.3%) and respondents aged more than 45 years were 45 people (47.4%). The characteristics of respondents based on the length of business know that respondents who have less than 5 years of business are 29 people (30.5%), 5-10 years of business are 21 people (22.1%) and respondents with more than 10 years of business are 45 people (47.4%).

4.2 Outer Model

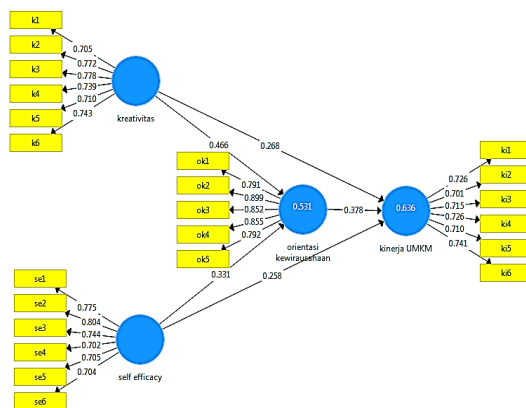


Figure 1: Outer Model

4.2.1 Validity test results

Validity testing in this study includes convergent validity test and discriminant validity test and for reliability testing see Cronbach's alpha and value on composite reliability. To test convergent validity, the outer loading value or loading factor is used. An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.70. The following is the outer loading value of each indicator on the research variables.

Table 1: Cross Loading Testing

Konstruk	Kinerja UMKM	Kreativitas	Orientasi Kewirausahaan	Self Efficacy
k1	0,525	0,705	0,422	0,319
k2	0,520	0,772	0,477	0,562
k3	0,523	0,778	0,502	0,533
k4	0,438	0,739	0,405	0,525
k5	0,597	0,710	0,681	0,514
k6	0,459	0,743	0,488	0,480
ki1	0,726	0,547	0,523	0,461
ki2	0,701	0,568	0,474	0,492
ki3	0,715	0,537	0,486	0,448
ki4	0,726	0,474	0,544	0,505
ki5	0,710	0,480	0,547	0,466
ki6	0,741	0,411	0,562	0,551
ok1	0,572	0,512	0,791	0,500
ok2	0,684	0,581	0,899	0,625
ok3	0,552	0,546	0,852	0,469
ok4	0,664	0,654	0,855	0,560
ok5	0,580	0,572	0,792	0,515
se1	0,489	0,504	0,485	0,775
se2	0,461	0,480	0,487	0,804

se3	0,451	0,511	0,461	0,744
se4	0,596	0,538	0,520	0,702
se5	0,574	0,464	0,495	0,705
se6	0,376	0,422	0,347	0,704

The table results show that the loading factor on all indicators for each construct has met convergent validity, because all loading factor values meet the category > 0.70 . This proves that each question item on the research variable is proven to have a high level of significance and is more than the standard error, so that it can be continued for the next data processing process.

4.2.2 Discriminant Validity

Apart from observing the cross loading value, discriminant validity can also be determined through the average variant extracted (AVE) value by comparing the square root value of AVE (\sqrt{AVE}). The AVE and latent variable correlation output from PLS Algorithm is as follows:

Table 2: Average Variant Extracted (AVE)

Variabel	AVE	\sqrt{AVE}
Kinerja UMKM	0.518	0.720
Kreativitas	0.550	0.742
Orientasi Kewirausahaan	0.703	0.838
<i>Self Efficacy</i>	0.548	0.740

The results showed that the root value of AVE (\sqrt{AVE}) of MSME performance variables, creativity, entrepreneurial orientation and self efficacy > 0.50 . because the value of discriminant validity is good if the root value of AVE (\sqrt{AVE}) for each construct is higher than other constructs (variable correlation). For each indicator, the value is required to be > 0.50 . Based on the data presentation, it can be stated that each variable has good discriminant validity and meets the discriminant validity criteria.

4.2.3 Reliability Test

Table 3: Cronbach Alpha

Variabel	<i>Cronbach's Alpha</i>
Kinerja UMKM	0,814
Kreativitas	0,842
Orientasi Kewirausahaan	0,899
<i>Self Efficacy</i>	0,838

Based on the results of the data presentation in table 10, it is known that each research variable has a Cronbach alpha value > 0.70 . Thus, the results shown from each research variable have met the reliability as a requirement for the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Table 4: Composite Reliability

Variabel	<i>Composite Reliability</i>
Kinerja UMKM	0,866
Kreativitas	0,880
Orientasi Kewirausahaan	0,922
<i>Self Efficacy</i>	0,879

The results of the composite reliability output table and Cronbach's alpha show that the value of each construct is above or > 0.70 . So that the results can be concluded that each variable used as an estimation of research modeling has good or reliable reliability as a reliable measurement result because it has met the requirements.

4.3 Inner Model

4.3.1 Goodness of Fit

Goodness of fit in this study is measured using coefficient determination which is seen by the value of the variable which is close to 1, q-square as the value of the variable contribution in the study, effect size and normed fit index.

Table 5: Coefficient Determination

Variabel	R Square	Adjusted R Square
Kinerja	0.636	0.624
Komitmen Organisasi	0.531	0.521

Based on the data presented in Table 13, the results of the R-Square value indicate that the structural model (inner model) in this study is included in the “Moderately Strong” and “Strong” model categories. The interpretation of the R-Square output in the table above can be explained as follows:

- The R-Square value of the endogenous construct of MSME performance in the model obtained an R-Square value of 0.636. The acquisition of this value explains that the percentage of MSME performance can be explained by creativity, self efficacy and entrepreneurial orientation by 63.6%, while the rest is explained by other variables outside the model variables.
- The R-Square value of the endogenous construct of entrepreneurial orientation in the model obtained an R-Square value of 0.531. The acquisition of this value explains that the percentage of entrepreneurial orientation can be explained by creativity and self-efficacy by 53.1%, while the rest is explained by other variables outside the model variables.

4.3.2 Q Square

$$\begin{aligned}
 Q\text{-square} &= 1 - [(1 - R21) \times (1 - R22)] \\
 &= 1 - [(1 - 0.636) \times (1 - 0.531)] \\
 &= 1 - (0.364 \times 0.469) \\
 &= 1 - 0.171 \\
 &= 0.829
 \end{aligned}$$

Based on the results of the above calculations, the q-square value is 0.829. This shows that the amount of diversity of research data that can be explained by the research model is 82.9%. While the remaining 17.1% is explained by other factors that are outside this research model..

4.3.3 Normal Fit Index

The results of the NFI table show that the NFI value is 0.677, which means that the contribution of the variables used is almost perfect as research. The rest of the NFI value is a factor of other variables that can be used as research.

Table 6: NFI

Variabel	Model Saturated	Model Estimasi
NFI	0,677	0,677

4.4 Hypothesis Testing Of Direct Influence

The test results with bootstrapping are as follows:

Table 7: Direct Effect

Konstruk	Original Sample	Sample Mean	Standard Deviation	t Statistic	p value
Kreativitas → Kinerja UMKM	0,268	0,272	0,087	3,079	0,002
Kreativitas → Orientasi Kewirausahaan	0,466	0,468	0,080	5,803	0,000
Orientasi Kewirausahaan →	0,378	0,368	0,088	4,268	0,000

Kinerja UMKM					
Self efficacy → Kinerja UMKM	0,258	0,264	0,073	3,562	0,000
Self efficacy → orientasi kewirausahaan	0,331	0,333	0,086	3,853	0,000

The test results with bootstrapping in this study from PLS analysis are as follows:

- a. The effect of creativity on entrepreneurial orientation of culinary MSMEs in Surakarta
The table results show that the original sample estimate value of creativity is 0.466 with a t-statistic value of 5.803 and a p value of 0.037 < 0.05. The positive original sample estimate value indicates that creativity has a positive and significant effect on the entrepreneurial orientation of culinary MSMEs in Surakarta, so that the better the entrepreneur's creativity, the entrepreneurial orientation of culinary MSMEs in Surakarta will also increase.
- b. The effect of self efficacy on entrepreneurial orientation of culinary MSMEs in Surakarta
The table results show that the original sample estimate value of self efficacy is 0.331 with a t-statistic value of 3.853 and a p value of 0.000 < 0.05. The positive original sample estimate value indicates that self efficacy has a positive and significant effect on the entrepreneurial orientation of culinary MSMEs in Surakarta, so that the better the entrepreneur's self efficacy, the entrepreneurial orientation of culinary MSMEs in Surakarta will also increase.
- c. The effect of creativity on the performance of culinary MSMEs in Surakarta
The table results show that the original sample estimate value of creativity is 0.268 with a t-statistic value of 3.079 and a p value of 0.002 < 0.05. The positive original sample estimate value indicates that creativity has a positive and significant effect on the performance of culinary MSMEs in Surakarta, so that the better the entrepreneur's creativity, the performance of culinary MSMEs in Surakarta will also increase.
- d. The effect of self efficacy on the performance of culinary MSMEs in Surakarta
The table results show that the original sample estimate value of self efficacy is 0.258 with a t-statistic value of 3.562 and a p value of 0.000 < 0.05. The positive original sample estimate value indicates that self efficacy has a positive and significant effect on the performance of culinary MSMEs in Surakarta, so that the better the entrepreneurial creativity, the performance of culinary MSMEs in Surakarta will also increase.
- e. The effect of entrepreneurial orientation on the performance of culinary MSMEs in Surakarta
The table results show that the original sample estimate value of entrepreneurial orientation is 0.378 with a t-statistic value of 4.268 and a p value of 0.000 < 0.05. The positive original sample estimate value indicates that entrepreneurial orientation has a positive and significant effect on the performance of culinary MSMEs in Surakarta, so that the better the entrepreneurial creativity, the performance of culinary MSMEs in Surakarta will also increase.

4.5 Hypothesis Testing of Indirect Influence

Table 8: Indirect Effect

Konstruk	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standard Deviation</i>	<i>t Statistic</i>	<i>p value</i>
Kreativitas → Kinerja UMKM → Orientasi kewirausahaan	0,176	0,172	0,051	3,464	0,001
<i>Self Efficacy</i> → Kinerja UMKM → Orientasi kewirausahaan	0,125	0,122	0,042	2,942	0,003

To see the results of the mediation effect hypothesis test, it can be seen in the "Indirect Effects" menu. From the results of the PLS analysis, it was found that entrepreneurial orientation mediates the effect of self efficacy on MSME performance with a significance of 0.003 < 0.05.

- a. The effect of creativity on MSME performance mediated by entrepreneurial orientation
To see the results of the mediation effect hypothesis test, it can be seen in the "Indirect Effects" menu. From the results of the PLS analysis, it was found that entrepreneurial orientation mediates the effect of creativity on MSME performance with a significance of 0.001 < 0.05.
- b. The effect of self efficacy on MSME performance mediated by entrepreneurial orientation

To see the results of the mediation effect hypothesis test, it can be seen in the “Indirect Effects” menu. From the results of the PLS analysis, it was found that entrepreneurial orientation mediates the effect of self efficacy on MSME performance with a significance of $0.003 < 0.05$.

4.6 Discussion

1. The effect of creativity on entrepreneurial orientation

The results showed that creativity has a positive and significant effect on the entrepreneurial orientation of MSMEs in Surakarta. These results support the research of Kusdiarni et al., (2019) in his research stating that creative individuals have an effect on entrepreneurial orientation, where this shows that the higher the individual creativity of an entrepreneur, the higher his entrepreneurial orientation [23]. Creative entrepreneurs can introduce forward-oriented business ideas because entrepreneurship refers to the willingness to support creativity and experimentation in introducing products/services and novelty, technological leadership and developing new process ideas [24].

2. The effect of self efficacy on entrepreneurial orientation

The results showed that self efficacy has a positive and significant effect on the entrepreneurial orientation of MSMEs in Surakarta. These results support Carina & Mentari (2021) research that self-efficacy has a positive and significant effect on entrepreneurial orientation, where the higher the self-efficacy, the higher the entrepreneurial orientation [25]. Pradesa & Sakti (2022) that entrepreneurial success is determined by the self-efficacy of business actors [26]. The psychological characteristic that tends to dominate entrepreneurs to behave entrepreneurially is self-efficacy, the higher the degree of self-efficacy of business actors, the higher the intention to develop a business.

3. The effect of creativity on the MSMEs performance

The results showed that creativity has a positive and significant effect on the performance of MSMEs in Surakarta, meaning that the higher the entrepreneurial creativity, the performance of MSMEs can increase. These results support the research of Febriansyah & Muhajirin (2020) that creativity can affect the performance of MSMEs, because creativity makes performance will increase, this is because creativity can encourage products to become known to the public so as to increase market share. Creativity is an important part of entrepreneurship [1]. Creativity is determined by thinking or treating differently from others, but creative ideas must be appropriate, useful, and can provide creative solutions to existing problems so that a business can achieve a competitive advantage and improve business performance [27].

4. The effect of self efficacy on the MSMEs performance

The results showed that self efficacy has a positive and significant effect on the performance of MSMEs in Surakarta. These results support the research of Natoil et al., (2022) that self-efficacy affects business performance, where with low self-efficacy, MSME actors have low confidence in their ability to complete tasks, thereby reducing business performance [8]. The level of self-efficacy possessed by an entrepreneur, they can achieve good business performance because they try their best and learn from their mistakes [27].

5. The effect of entrepreneurial orientation on the MSMEs performance

The results showed that entrepreneurial orientation has a positive and significant effect on the performance of MSMEs in Surakarta, so that with a better entrepreneurial orientation, it will further improve the performance of MSMEs in Surakarta. These results support Elvina (2020) research that entrepreneurial orientation has a significant effect on the performance of MSMEs [10]. Decision making in MSMEs must be appropriate so that it requires entrepreneurial orientation in helping make these decisions. Entrepreneurial orientation becomes a process in creating an entrepreneurial strategy that can be used in maintaining the vision and mission and creating a competitive advantage for the company, Businesses or businesses with a high entrepreneurial orientation can target specific market segments and manage market trends better than competitors so as to improve their performance [27].

6. The effect of creativity on MSME performance mediated by entrepreneurial orientation

Hasil penelitian menunjukkan bahwa orientasi kewirausahaan memediasi pengaruh kreativitas terhadap kinerja UMKM. Hasil ini mendukung penelitian Kusdiarni et al., (2019) bahwa orientasi kewirausahaan memediasi pengaruh kreativitas terhadap kinerja UMKM, hal ini menunjukkan bahwa kreativitas secara tidak langsung berhubungan dengan kinerja bisnis melalui peningkatan otonomi, inovasi, pengambilan risiko, proaktif, dan kompetisi yang agresif. Hal ini menunjukkan bahwa orientasi kewirausahaan adalah proses kreatif dimana wirausahawan menerapkan ide baru yang menghasilkan kesuksesan dan kinerja tinggi [23].

7. The effect of self efficacy on MSME performance mediated by entrepreneurial orientation

Hasil penelitian menunjukkan bahwa orientasi kewirausahaan memediasi pengaruh *self efficacy* terhadap kinerja UMKM. Imran et al., (2019) menyatakan bahwa seorang wirausahawan yang memiliki tingkat efikasi diri yang tinggi dapat menghadapi berbagai tantangan sehingga dapat memperoleh berbagai sumber daya yang dibutuhkan dari lingkungan [28]. Sumber daya yang diperoleh dari lingkungan dapat dialokasikan ke dalam proyek bisnis yang proaktif dan inovatif untuk mencapai kinerja bisnis yang lebih unggul dibandingkan dengan pesaing.

5. Conclusion

1. Creativity has a significant effect on the entrepreneurial orientation of culinary MSMEs in Surakarta, so that the better the entrepreneur's creativity, the entrepreneurial orientation will also increase.
2. Self efficacy has a significant effect on the entrepreneurial orientation of culinary MSMEs in Surakarta, so that the better the entrepreneur's self efficacy, the entrepreneurial orientation will also increase.
3. Creativity has a significant effect on the performance of culinary MSMEs in Surakarta, so that the better the entrepreneurial creativity, the performance of MSMEs will also increase.
4. Self efficacy has a significant effect on the performance of culinary MSMEs in Surakarta, so that the better the self-efficacy of entrepreneurs, the performance of MSMEs will also increase.
5. Entrepreneurial orientation has a significant effect on the performance of culinary MSMEs in Surakarta, so that the better the entrepreneurial orientation, the performance of MSMEs will also increase.
6. Entrepreneurial orientation mediates the effect of creativity on the performance of culinary MSMEs in Surakarta,
7. Entrepreneurial orientation mediates the effect of self efficacy on the performance of culinary MSMEs in Surakarta.

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