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The Influence of Creative Economy-Based Entrepreneurial Cognitive on Entrepreneurial Success

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Abstract- ***The concept of entrepreneurship encompasses an individual's ability to recognize opportunities, face challenges, and adapt to rapid changes. Entrepreneurial cognition is closely related to entrepreneurship education, which aims to enhance creative and critical thinking skills. This study seeks to analyze the influence of creative economy variables and entrepreneurial cognition in driving entrepreneurial success. The research employed a cross-sectional survey approach, chosen to collect data from respondents at a specific point in time. Data were gathered through questionnaires and analyzed using SmartPLS software. Descriptive analysis was conducted to provide an overview of the respondents, followed by multiple regression analysis through SEM. The findings indicate that the creative economy variable had a coefficient of 0.140 toward entrepreneurial success. Meanwhile, the entrepreneurial cognition variable toward entrepreneurial success had a t-statistic of 1.453 with a p-value of 0.146, which is greater than the 10% standard error threshold. These results suggest that the combination of creative economy and entrepreneurial cognition factors can explain approximately 52.7% of the variation in entrepreneurial success. However, the coefficient values obtained were relatively low to moderate, indicating their influence was not highly dominant. The bootstrapping results revealed a coefficient value of 0.000, meaning the influence of entrepreneurial cognition on entrepreneurial success was not significant.***
Keywords: Cognitive entrepreneurship, creative economy, entrepreneurial success.

I. INTRODUCTION

Awareness of The relevance of the creative economy in the age of globalization shows that this sector has become one of the main pillars of economic growth. According to a UNCTAD report, the creative industry contributes around 6% contribution to global Gross Domestic Product (GDP) and creates job opportunities for millions of workers in various countries [1].

The cognitive concept of entrepreneurship includes an individual's ability to recognize opportunities, overcome challenges, and adapt to rapid change [2]. Entrepreneurial characteristics, such as creativity and leadership, have an important effect on entrepreneurial success [3]. Creativity as part of entrepreneurial cognition supports innovation, which is essential in the creative economy [4].

In relation to small and medium enterprises (SMEs), higher levels of creativity and cognitive abilities tend to have better success [5]. In addition, competitive advantage that can be built through innovation is very important for the success of entrepreneurs in the MSME sector [6]. Furthermore, the influence of cognitive entrepreneurship is also closely related to entrepreneurship education which is aimed at improving creative and critical thinking skills among prospective entrepreneurs [7]. Education that focuses on developing cognitive skills, such as situational analysis and problem-solving skills, can strengthen the chances of business success within the creative economy [8]. This is in line with research showing that increasing creativity can increase entrepreneurial intentions among students [9].

An important gap that needs to be explored regarding cognitive variables in the context of the creative economy. This gap focuses on understanding how entrepreneurial cognition integrated into the creative economy can influence successful outcomes in entrepreneurship [10]. Entrepreneurial cognition is closely related to creativity, innovation, and the ability to recognize and exploit opportunities [10]. Although there is a lot of research that discusses how individual characteristics, such as creativity and entrepreneurial orientation, affect

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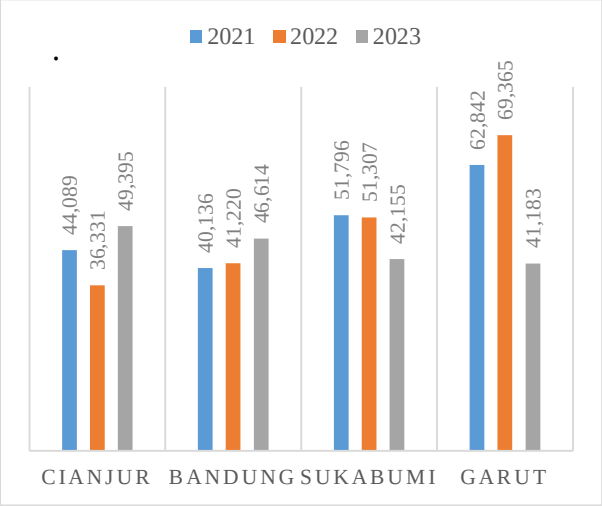
business performance [11], there is still a lack of literature that combines these elements with the specific context of the creative economy. This is in line with BPS data which notes that this growth has not been fully accompanied by an increase in business quality. The interpretation of empirical data from the growth of MSMEs based on Regency/City is as follows:



Graph 1. MSME growth data per Regency/City
Source: BPS West Java, 2023.

Based on the graph of the number of MSMEs in four regencies (Cianjur, Bandung, Sukabumi, and Garut) for the 2021–2023 period, uneven growth dynamics are evident. Garut Regency showed a significant jump from 62,842 units in 2021 to 69,365 units in 2022, but then dropped sharply to 41,183 units in 2023. This condition indicates serious problems in the sustainability of MSMEs, both in terms of business resilience, management, and policy support. The main problem that can be drawn from this graph is the instability of MSME growth in Garut, which is potentially influenced by internal factors such as limited capital and low entrepreneurial cognition, as well as external factors such as business climate, market competition, and access to technology [13].

Creative thinking and proactive behavior function as key stimulants for entrepreneurship in the creative industry sector, but the study also noted the importance of investigating the interaction between creativity, proactive traits, and entrepreneurship that can improve business performance [12]. This creates a field of thought where even though individuals may have high creativity, the lack of support in developing innovative ideas in the creative economy sector remains a challenge. Creative attitudes are at the core of entrepreneurial knowledge and that creative entrepreneurs adapt quickly to market changes [13]. However, there is a need to explore more deeply how factors influence decision-making in the context of creative entrepreneurship and how this affects entrepreneurial success.

Despite the importance of creativity in the creative economy industry, there are still shortcomings in how individuals respond to and manage situations that give rise to new ideas [14]. For example, cognition integrated into marketing strategies and product innovation may not have been well studied under the current circumstances of entrepreneurship education, thus hindering the development of creativity-based entrepreneurship. The link between the character and skills needed for entrepreneurs to succeed, the availability and quality of education appropriate to develop an innovative entrepreneurial mindset in the creative economy has not been fully optimized [15].

Factors that influence entrepreneurial success, such as skills, knowledge, and innovation, still lack understanding of how these factors interact with each other and contribute to success holistically. Entrepreneurial success is often considered a function of the skills and knowledge possessed by an individual. Entrepreneurial creativity and knowledge are key to increasing entrepreneurial intentions among students [16].

Creativity in an entrepreneurial environment indicates that innovation is not only about starting a business but also creating new value, as well as finding solutions to existing problems [17] . Entrepreneurship education is essential in providing young people with the required skills and attitudes to face the challenges of the global economy. The role of entrepreneurship is not only to provide an understanding of business

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concepts, but also to build various skills that are essential for adapting to a rapidly changing environment [18]. However, in many contexts, the focus of education is often on theory rather than practice, creating a gap in the application of skills in the real world.

The perception of creative economic support for entrepreneurial success is then also influenced by cognitive entrepreneurship [19]. Thus, in efforts to reach the full potential of entrepreneurs, it is important to explore the ways in which these three variables influence each other and how to optimize them in the context of entrepreneurship education.

II. LITERATURE REVIEW

2.1 Cognitive Entrepreneurial

Cognitive abilities, including creativity and critical thinking, have a significant impact on entrepreneurial behavior. Learning approaches that focus on creative problem solving can enhance creative thinking skills among students, which is relevant to supporting the development of entrepreneurial skills [20]. Student entrepreneurial interest in the creative economy is increasing, with many turning to online businesses in response to the challenges they face [21]. This suggests that experience and context play an important role in shaping entrepreneurial cognition, where entrepreneurs who are able to adapt and exploit opportunities are likely to achieve greater success.

Entrepreneurial cognition in the creative economy remains. The importance of synergy between the creative economy and the tourism sector to increase regional profits and competitiveness, however, states that gaps in implementation often hinder industrial growth [22]. The gap between knowledge received in school and its application in the real world often causes difficulties for entrepreneurs in optimizing cognition.

Digital and innovative leadership plays a crucial role in today's creative economy [23]. This is crucial because the ability to think innovatively in the digital age adds value to entrepreneurial cognition, which in turn can transform the way entrepreneurs design products and services according to market needs. Based on the above explanation, it is clear that there is a close relationship between entrepreneurial cognition and the context of the creative economy.

2.2 Entrepreneurial Success

Entrepreneurial success is a complex and multidimensional topic, encompassing a variety of factors that contribute to the achievement of business goals. Various studies have identified a number of important elements that influence the success of entrepreneurs, ranging from skills and motivation to social support and the economic environment [26]. A multidimensional framework for understanding the determinants of entrepreneurial success. The combination of managerial skills, innovation, and a supportive environment is key to achieving sustainable success in entrepreneurship [24].

This corresponds with the findings of a study conducted by [25] which shows that educational and social environmental support is very important for increasing the success of small and medium enterprises (SMEs). The study highlights the importance of a conducive environment for entrepreneurial growth. The contribution of social support to entrepreneurial success should not be overlooked. Empirical evidence shows that relationships between people and networks can significantly influence business performance.

According to research by [26], good networking skills and entrepreneurial competencies have a direct influence on business success, with entrepreneurial competencies showing a more significant contribution in the context of women entrepreneurs.

Overall, entrepreneurial success is influenced by various interrelated factors, including education, psychological aspects, social networks, and financial resources. Further research is needed to explore the interactions between these factors and how they contribute overall to entrepreneurial success in different contexts.

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III. RESEARCH METHODS

This research adopts a quantitative design with a cross-sectional survey method. The approach was selected to gather data from respondents at a single point in time, allowing for the analysis of relationships among entrepreneurial cognition, the creative economy, and entrepreneurial success within a relevant context [27].

The population in this study will consist of entrepreneurs operating in the creative economy sector in Garut. The sample was taken using a purposive sampling technique to ensure that respondents have a background relevant to the research objectives. The sampling method employed was purposive sampling, determined using the Slovin formula [31] formula that by 2023 the population of MSMEs in Garut was 41,183. The interpretation of the sampling in this study is as follows:

n = 41.183/1+41.183.0.1 ^{2}
= 41.183/1+411.83
= 41.183/412.83
= 99.8 rounded to 100

Based on a research sample of 100 respondents. Data collection techniques using questionnaires. Data analysis was performed using SmartPLS software. Descriptive analysis was conducted to provide a general overview of the respondents. Furthermore, the study applied multiple regression analysis (SEM) to assess the relationships among the variables three main variables and determine the significant influence of each variable on entrepreneurial success [28]. The model in this study can be identified as follows:

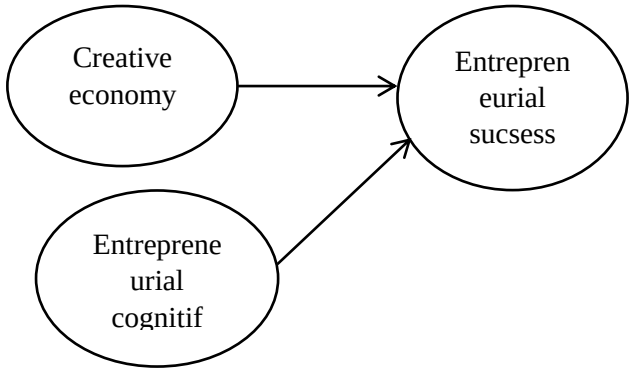

Figure 1. Research Model

Based on the research model image, it illustrates the relationship between latent variables, where the creative economy and entrepreneurial cognition act as independent variables, each influencing the dependent variable, entrepreneurial success. The arrow pointing from the creative economy to entrepreneurial success indicates that the development of the creative economy can drive entrepreneurial success. Meanwhile, the arrow from entrepreneurial cognitive to entrepreneurial success indicates that the cognitive aspects of entrepreneurship, such as mindset, analytical skills, and decision-making, also determine entrepreneurial success. Thus, this research model emphasizes that entrepreneurial success is not only influenced by external factors in the form of creative economic conditions, but is also greatly determined by internal factors in the form of entrepreneurial cognition.

IV. RESULT & DISCUSSION

Results

From the outcomes of research undertaken on creative economy actors in identifying cognitive entrepreneurship. The cognitive abilities of entrepreneurs operating in the creative economy sector can influence the success of their enterprises. As a context, the creative economy in Indonesia is growing rapidly and has shown significant potential in increasing entrepreneurial success driven by both internal and external factors. The importance of cognitive abilities in driving the success of creative economy-based entrepreneurship. The results of the data analysis using the Pls algorithm can be interpreted as follows:

Table 1. Outer loadings matrix analysis

Variables	Creative Economy	Entrepreneurial cognitive	Entrepreneurial success
X1	1.00		
X2		1.00	
Y			1.00

Source: Analysis results, Smart PLS, 2025

As shown in the table above, the outer loading value of indicator X1 on the creative economy construct is 1.00, indicating that the indicator is very strong in reflecting the latent variable. This identifies that the value is above the minimum limit (0.70), so the indicator can be said to be valid and provides a perfect contribution in explaining the creative economy. Indicator X2 has an outer loading value of

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1.00 on the entrepreneurial cognitive construct. This means that the indicators used are truly representative in measuring entrepreneurial cognition.

The results of the value analysis indicate that this construct has very high indicator reliability. Indicator Y also has an outer loading value of 1.00 for the entrepreneurial success construct. The analysis of outer loadings indicates that the creative economy, entrepreneurial cognitive, and entrepreneurial success constructs have highly representative and reliable indicators. The interpretation of the value of 1.00 indicates that the three latent variables can be used robustly in the research model without the need for modification to the indicators.

Entrepreneurial success is more influenced by the entrepreneur's cognitive factors (knowledge, thinking ability, decision-making skills) than by creative economic support. However, both still contribute positively to increasing the chances of entrepreneurial success.

Table 2. Analysis Patch coefficients

Variables	**Creative economy**	**Entrepreneurial cognitive**	**Entrepreneurial success**
Creative economy			0.133
Entrepreneurial cognitive			0.354
Entrepreneurial success			

Source: Analysis results, Smart PLS, 2025

Based on the path coefficients table above, it can be seen that the entrepreneurial cognitive variable has the most dominant influence on entrepreneurial success with a path coefficient value of 0.354, which indicates a positive and strong relationship. This indicates that entrepreneurial cognitive abilities, such as creative thinking patterns, decision-making, and strategies in facing challenges, are the main factors determining success. Meanwhile, the creative economy variable also positively impacts entrepreneurial success, but with a lower coefficient value of 0.133, meaning its role is only a supporting factor. The analysis confirms that entrepreneurial success is largely determined by the entrepreneur's cognitive strength, although the creative economy still provides an additional contribution in driving success.

Table 3. R-Square Analysis

	R square	**R square adjusted**
Entrepreneurial success	0.181	0.164

Source: Analysis results, Smart PLS, 2025

The analysis indicates that the R Square value is 0.181 indicates that the independent variables in the model, namely creative economy and entrepreneurial cognition, are able to explain 52.7 % of the variation in changes in the entrepreneurial success variable. This indicates that more than half of entrepreneurial success can be predicted by these two factors. The adjusted R Square value of 0.164 takes into account the number of predictor variables and sample size, thus providing a more realistic picture than the pure R Square. This value is slightly lower than R Square 0.02, which is normal due to statistical adjustments. This shows that after taking bias correction into account, the contribution of the two independent variables, namely at a percentage of 50.7 % with the category still having a fairly strong influence.

Table 4. F-Square Analysis

F-Square	**Creative Economy**	**Entrepreneurial cognitive**	**Entrepreneurial success**
Creative Economy			0.018
Entrepreneurial cognitive			0.128
Entrepreneurial success			

Source: Analysis results, Smart PLS, 2025

The F-Square analysis results demonstrate that the creative economy variable has a relatively small influence on entrepreneurial success with a value of 0.018. This indicates that although the creative economy plays a role in supporting entrepreneurial success, its contribution is not too dominant and is only additional. On the other hand, the entrepreneurial cognitive variable has a fairly high F-Square value, namely 0.128, which indicates a fairly significant influence on entrepreneurial success.

Findings from the analysis indicated that the cognitive aspects of entrepreneurship, which include thinking skills, knowledge, analytical skills, and decision-making, are the main determining factors in

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achieving entrepreneurial success. Meanwhile, entrepreneurial success does not have an F-Square value because of its position as the final dependent variable in the research model.

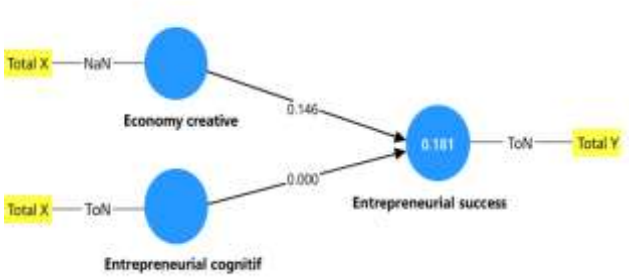

Figure 2. Bostrapping Model
Source: Analysis results, Smart PLS, 2025

The research model image indicates that creative economy variable positively affects entrepreneurial success with a path coefficient of 0.146, although its contribution is still relatively small. In contrast, the entrepreneurial cognitive variable does not appear to have a significant direct influence on entrepreneurial success because its path coefficient value is 0.000. Based on the R-square value of the entrepreneurial success construct of 0.181, it indicates that the two independent variables are only able to explain around 18.1% of the variation in entrepreneurial success, while the rest is influenced by other factors outside the model. This confirms that the development of the creative economy plays an important role, while the cognitive aspect of entrepreneurship requires another approach or may have an indirect influence in increasing entrepreneurial success.

Table 5. t-statistic analysis

	Original sample	Sample mean	Standard deviation	T-statistic	P-values
Creative economy -> Entrepreneurial success	0.133	0.133	0.092	1,453	0.146
Entrepreneurial success -> Cognitive entrepreneurship	0.354	0.352	0.100	3,548	0.000

Source: Analysis results, Smart PLS, 2025

The path analysis results show that the creative economy variable has a coefficient of 0.133 on entrepreneurial success. A t-statistic of 1.453 with a corresponding p-value of 0.146 is more with the provisions of a standard error of 10%, so it can be concluded that the influence of the creative economy on Entrepreneurial Success is not significant. The role of the creative economy does not play a strong role directly in determining entrepreneurial success in this model. In contrast, the entrepreneurial cognitive variable has a path coefficient of 0.354 on entrepreneurial success. The t- statistic value of 3.548 with a p-value of 0.000 at a standard error of 10% indicates a significant influence. This indicates that entrepreneurial cognitive factors make a large and real contribution to increasing entrepreneurial success, thus becoming a dominant factor in this research model.

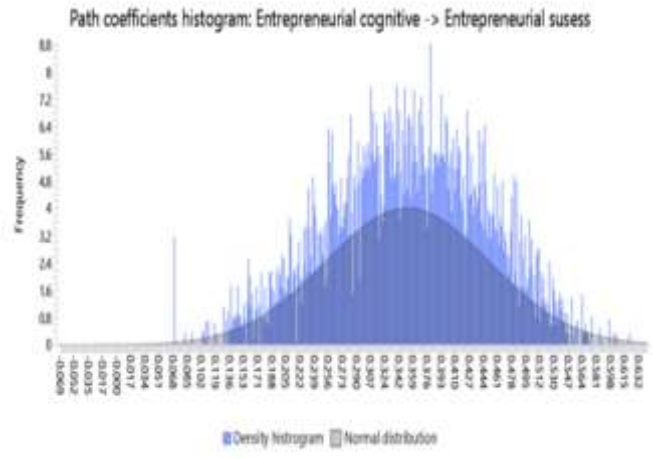

Figure 3. Histogram path coefficients
Source: Analysis results, Smart PLS, 2025

The findings from the path coefficient histogram analysis regarding the relationship between entrepreneurial cognition and entrepreneurial success. The data distribution appears concentrated in the range of 0.30–0.35 with a shape resembling a normal curve, indicating the stability of the model estimates. This suggests that entrepreneurial cognition exerts a positive and significant effect on entrepreneurial success, with most resampling results supporting this strong relationship. Thus, it can be concluded that the better the cognitive capacity of an entrepreneur, the greater the opportunity for success that can be achieved.

The distribution pattern is bell-shaped, which indicates the stability of the estimation results. However, because the average value and peak of the

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distribution are relatively small, the influence of the creative economy on entrepreneurial success is still weak. Although the bootstrapping distribution showed stable results, the coefficient of the creative economy path in driving entrepreneurial success was not large enough and was not statistically significant. This indicates that the creative economy does not have a leading role in shaping entrepreneurial success relative to other factors.

Discussion

The influence of entrepreneurial cognition in the context of the creative economy on business success can be seen from several perspectives. Entrepreneurial cognition reflects how entrepreneurs identify opportunities, evaluate risks, and make decisions. On the other hand, the creative economy refers to sectors that rely on creativity and innovation as added value in products and services. The interaction between these two concepts shows important potential for entrepreneurial success. Entrepreneurial cognition is defined as a mental framework that helps individuals process information, make judgments, and act in an entrepreneurial context [29].

An important role in understanding the meaning of how individual perceptions of the environment can influence their entrepreneurial decisions [30] . Strong entrepreneurial cognition enables individuals to better identify opportunities that exist in the creative economy market. Creative cognitive styles are thought to be related to the practice of bricolage, a process that inherently involves the creative recombination of existing resources [34]. This requires a creative approach to managing and combining resources, especially since some of these resources are unconventional [31].

Despite the extensive research carried out in the field of entrepreneurship, there are still a number of unanswered questions, especially regarding the degree of satisfaction felt by entrepreneurs in Indonesia. The main study focuses on the influence of factors between the creative economy, entrepreneurial cognition which is shown as a driver in growing entrepreneurial success [32]. In line with the findings of [33] that entrepreneurs with a tendency to think divergently are usually able to form unusual integrations and recognize relationships among apparently distinct elements which can ultimately create business opportunities and analyze existing challenges.

Entrepreneurs with high cognition related to environmental issues can creatively develop business ideas that support sustainability [34]. This shows how cognition can shape innovative thinking that is not only focused on profit, but also has a positive impact on society and the environment [35]. Students' emotional and cognitive competencies for entrepreneurship [36] . This is important in preparing the younger generation to be involved in the rapidly growing creative economy sector.

Thus, the influence of creative economy-based entrepreneurial cognition on entrepreneurial success is a complex interaction that requires a multidimensional approach. Creating synergy between cognition, education, and a supportive environment can maximize the potential for entrepreneurial success in the ever-changing creative economy era.

V. CONCLUSION AND SUGGESTIONS

As indicated by the outcomes of the research performed related to the influence between the creative economy and entrepreneurial cognitive factors in encouraging entrepreneurial success, it has been identified that entrepreneurial cognitive factors provide a large and real contribution to increasing entrepreneurial success, thus becoming the dominant factor in this research model. The cognitive aspects of entrepreneurship, which include thinking skills, knowledge, analytical skills, and decision-making, are the main determining factors in achieving entrepreneurial success. Therefore, entrepreneurial success is more influenced by the entrepreneur's cognitive factors (knowledge, thinking ability, decision-making skills) than by creative economic support. The importance of cognitive abilities in driving the success of creative economy-based entrepreneurship.

This research provides suggestions for future researchers to more deeply identify other factors influencing entrepreneurial success. This is supported by an in depth exploration of the driving factors of entrepreneurship.

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