

Analysis of Social Capital, Creativity, and Innovation on Business Sustainability

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Abstract- This study is intended to test and analyze the influence of Social Capital, Creativity and Innovation on Business Sustainability. The population in this study are business actors on the scale of Micro, Small and Medium Enterprises in Garut Regency. This type of research is quantitative research with a descriptive approach. The sample used in this study was 400 respondents who were distributed to respondents and then processed using SPSS statistic 25 using simple random sampling techniques. The analytical tools used in this study were multiple linear regression, data quality test of determination coefficient and hypothesis test. The purpose of this study was to determine the influence of Social Capital, Creativity, and Innovation on the Sustainability of MSME Businesses in Garut Regency. The results of the study stated that the Social Capital Variable has a positive and significant influence of 52.7% on business sustainability. The Creativity Variable has a positive and significant influence of 50.5% on business sustainability. The Innovation Variable has a positive and significant influence of 32.4% on business sustainability. The variables of Social Capital, Creativity and Innovation have a positive and significant influence of 63.1% on business sustainability. While the remaining 36.9% is influenced by other variables not mentioned in this research model.

Keywords- *Innovation, Creativity, Business Sustainability, Social Capital.*

I. INTRODUCTION

National development in a dynamic discourse and its implementation reaps many opinions and results in society, reviewed from various reports and studies showing the prospects and performance of economic development in Indonesia, but the fact is actually the opposite, namely there are still many data on poverty, unemployment, crime and inequality in various regions [1] Business development is part of the driving force of economic development and growth. Business growth and survival is a dynamic process that does not happen instantly because today's motivation and behavior will affect business growth and survival in the future [2] .

There are many factors that affect a company's ability to maintain its business, one of which is the global economic crisis. If conditions like this continue, the company will experience difficulties, because the income from the company's business activities is not enough to cover its business costs [3] . In early 2020, the world was shocked by the Covid-19 virus outbreak, this caused the world's economic sector to stall. Likewise in Indonesia itself, many MSMEs experienced a decline in turnover, even to the point of bankruptcy. Based on data from the Ministry of Cooperatives, it shows that 1,785 cooperatives and 163,713 Micro, Small and Medium Enterprises (MSMEs) were affected by the corona virus pandemic [4] .

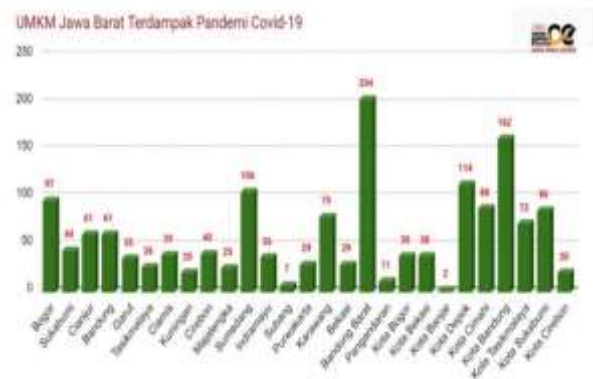


Figure 1. West Java MSMEs Impacted by Covid-19

Source: ABDSI, 2021.

The Covid-19 pandemic has had an impact on almost all MSMEs in Indonesia, one of which is micro-enterprises in West Java. Figure 1.2 shows a graph of the impact of Covid-19 on MSMEs in West Java. Almost all MSMEs in West Java were affected, one of which was MSMEs in Garut which experienced a decline of 35%. This number has a major impact on the economy in Garut Regency, the most significant impact is on people's income, especially for MSME actors whose businesses have faltered and experienced a drastic decline in turnover, even many micro-enterprises have ended up going bankrupt, so the government has stepped in to provide assistance to help the community, especially MSMEs, so that they can continue to maintain their businesses.



Difficulties in financing, distribution, to obtaining raw materials, social capital are the biggest obstacles for MSMEs in maintaining the sustainability of their business. Therefore, an entrepreneur must be more creative and innovative in making products and/or services to meet consumer needs and desires. Entrepreneurs can work more effectively and efficiently thanks to creativity and innovation.

Thus it is expected that there will continue to be development of new products and services. So that entrepreneurs can find new opportunities in running their businesses. Especially in difficult times like now, creativity and innovation are needed to support their businesses [5].

Research from [6] states that social capital has a positive effect on business continuity. The same research was also conducted by [7] which examined "Social Capital and Business Continuity Strategy of Informal Sector Street Vendors in the Era of the COVID-19 Pandemic" where social capital is an independent variable and business continuity is a dependent variable. The study states that social capital has a positive effect on business continuity. So this study develops by adding independent variables, namely creativity and innovation, with these variables being able to influence business continuity.

II. LITERATURE REVIEW

2.1 Business continuity

Business continuity is a form of consistency of a business condition, where this continuity is a process of ongoing business, including growth, development, strategies to maintain business continuity and business development where all of this leads to business continuity and existence [8]. Business continuity is a condition where a company or industry or business actor is still able to maintain its business operations including being able to increase the achievement of business profits continuously [9].

The elements of business continuity are studied by adapting several important indicators in the running of a business, including [10]; Capital, Human Resources, Production and Marketing.

2.2 Social Capital

The theory of social capital is the most explicit theory, it can be summarized in two words: about relationships. People relate through networks and they tend to have similar values with other members of the network, networks become resources that can be viewed as capital [11].

Social capital is a form of social relations or social relationships that have power as a form of struggle where it produces and reproduces so that a resource is created that is useful for the success of a business and commitment [12].

Social capital as part of social life in the form of networks, norms, and trust. These three factors encourage participants to act more effectively to achieve common goals that are realized through cooperation between community members. The use of social capital in business continuity refers to the use of relations and social cohesion. The potential of social capital if developed will provide convenience, both in obtaining economic benefits and social benefits [13].

Social capital has many dimensions, the dimensions that are often used are trust, social networks and norms. Trust, networks and norms (*civil*) are something that is born from the existence of social capital. By studying the three, we will be able to predict the strength and development of social capital in a society [14].

2.3 Creativity

Creativity is a process that can be developed and improved. Ability and talent are the basis, but knowledge from the environment will affect a person's creativity [15]. The purpose of thinking or having creative thinking is something that is very important and necessary in the lives of all successful entrepreneurs in order to maintain the sustainability of their business [16].

Creativity is also needed to solve a problem, namely with a different pattern of thinking that will produce more than one problem or idea. So creativity as a product is related to the ability to create something new or combinations that have not existed before in creating something that is useful for oneself and others [17].

This creativity can be an imaginative activity where the results are not only summaries, but may include the formation of new patterns, a combination of information obtained from past or previous experiences, and the formation of new correlations [18]. Creative thinking has many benefits for someone in entrepreneurship. With the innovation and creativity of both business actors and employees, it will have an impact not only on product quality but also on increasing the number of sales, products that are difficult to imitate, and more labor absorption [19]. Indicators of an entrepreneur's creativity include the following; Curiosity, Optimism, Seeking Solutions and Flexibility.



2.4 Innovation

Innovation is the practical application of creative ideas. Innovation can be realized with a high level of creativity [20]. Innovation is also the ability to apply creative solutions to problems and opportunities [21]. Creativity is the ability to apply something new to our lives. Many companies have advanced and developed to this day because they are creative and innovative. An entrepreneur's ability to innovate is a process of changing the opportunities for ideas and ideas that can be sold. Facing increasingly competitive competition requires companies to find or create new solutions in their company strategies and create new products in order to increase sales and to maintain the sustainability of their business [22]. Therefore, if an entrepreneur wants to be successful in his business and maintain the sustainability of his business, he must make his products with new innovations because innovation is an important factor in the product and service process [23]. Successful innovation is innovation that is simple and focused, clear and has its own design. In this study, the dimensions of innovation that will be used are product innovation, process innovation, market innovation.

III. RESEARCH METHODS

Research design is a research plan used as a guideline in conducting the research process. Research design aims to provide a clear and structured guide to researchers in conducting their research. This research uses quantitative research with a descriptive approach. According to [24] This approach is a data analysis by describing or depicting the collected data as it is without intending to make conclusions that apply to the public. This study uses a confidence level of 95% with a margin of error of 5%. The population in this study were business actors on the scale of Micro, Small and Medium Enterprises (MSMEs) in Garut Regency. Based on the calculations above, the number of samples taken in this study after rounding was 400 respondents. The data collection technique used in this study was the survey method using a questionnaire. As for the data sources in this study are primary data and secondary data. For Data Analysis Techniques in this study using descriptive analysis techniques and multiple linear regression.

IV. RESULTS AND DISCUSSION

4.1 Classical Assumption Test

1. Normality Test

The normality test aims to test whether the residuals in the multiple linear regression model are normally distributed or not. The normality test in this study was carried out with the unstandardized residual value of the multiple linear regression model using the One Sample Kolmogorov-Smirnov Test.

Table 1. Normality Test Measurement Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.10576162
	Absolute	.105
Most Extreme Differences	Positive	.058
	Negative	-.105
Test Statistics		.105
Asymp. Sig. (2-tailed)		.079 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed data (Spss, 2025)

Based on the table above, it can be concluded that H_0 is accepted. Because the p -value = 0.079 > 0.05. This means that the Residual is normally distributed at a real level of 5%. So it can be concluded that the multiple linear regression model has met the assumption of normality.

The heteroscedasticity test aims to test whether the data contains heteroscedasticity or not. The heteroscedasticity test in this study was carried out using the p -value generated from the *Glejser test*.

Table 2. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.482	1.477		3.036	.003
Social Capital	.034	.042	.050	.820	.413
Creativity	.094	.033	.194	8.824	.005
Innovation	-.204	.039	-.362	-5.286	.000

a. Dependent Variable: Abs_Res

Source: Processed data (Spss, 2025)



Based on the table above, it can be concluded that H_0 is accepted. Because the p -value of the social capital variable (0.413), creativity (0.055), and innovation (0.366) are greater than 0.05. This means that the remaining data does not experience heteroscedasticity at a real level of 5%. So it can be concluded that the multiple linear regression model has met the assumption of heteroscedasticity.

2. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in a multiple regression model. The general limit used to determine the presence of multicollinearity is from the Tolerance value used > 0.10 and the Variance Inflation Factor (VIF) value is not greater than 10, then this indicates that there is no multicollinearity between variables in the multiple regression model. The results of the analysis of the Tolerance and VIF values can be seen below:

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Social Capital	.635	1,575
Creativity	.500	2.001
Innovation	.502	1,993

Source: Processed data (Spss, 2025)

From the table above, it can be seen that the calculation results of the values of the variables of social capital, creativity, and innovation show that they do not have a tolerance value of less than 0.10 (tolerance > 0.10), and the calculation results of the Variance Inflation Factor (VIF) also show that they do not have a VIF value of more than 10 (VIF < 10). So it can be concluded that there is no multicollinearity between the predictor variables. Thus, the regression model has met the multicollinearity assumption test.

The first analysis was conducted to determine the level of relationship between social capital and business sustainability stated with an R value of 0.569 which is high. While the R^2 value of 0.323 is stated as a coefficient of determination which means that the sustainability of micro, small and medium business actors is influenced by social capital by 32.3%. while 67.7% is another independent variable outside the regression model carried out.

Table 4. Summary Model of the Relationship between Social Capital and Business Sustainability

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.631	.629	4.121
a. Predictors: (Constant), Innovation, Social Capital, Creativity				

Source : Author (2025)

The second analysis was conducted to determine whether the three dimensions of social capital affect business continuity. In this study, there is a main hypothesis to be tested, namely H_1 : Social Capital has an influence on business continuity. The significance value is $0.000 < 0.05$, which means that H_1 is accepted or can be interpreted that social capital has an influence on business continuity.

Table 5. ANOVA The Influence of Social Capital on Business Sustainability

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	5902.208	1	5902.208	190.246
	Residual	12347.590	398	31,024	
	Total	18249.797	399		
a. Dependent Variable: Business Continuity					
b. Predictors: (Constant), SocialCapital					

Source: Author, (2025)

The first analysis was conducted to determine the level of relationship between creativity and business continuity stated with an R value of 0.711 which is high. While the R^2 value of 0.505 is stated as a coefficient of determination which means that the sustainability of micro, small and medium business actors is influenced by creativity by 50.5%. while 49.5% is another independent variable outside the regression model carried out.

Table 6. Summary Model of the Relationship between Creativity and Business Sustainability

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	.323	.322	5,570
a. Predictors: (Constant), SocialCapital				

Source: Author (2025)

The second analysis was conducted to determine whether the four dimensions of creativity affect business continuity. In this study, there is a main



hypothesis to be tested, namely H1: Creativity has an influence on business continuity. The significance value is $0.000 < 0.05$, which means that H1 is accepted or can be interpreted that creativity has an influence on business continuity.

Table 7. ANOVA The Influence of Creativity on Business Sustainability

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9218.277	1	9218.277	406.230	.000 ^b
	Residual	9031.521	398	22,692		
	Total	18249.797	399			
a. Dependent Variable: Business Continuity						
b. Predictors: (Constant), Creativity						

Source: Author (2025)

The first analysis was conducted to determine the level of relationship between innovation and business continuity stated with an R value of 0.726 which is high. While the R² value of 0.527 is stated as a coefficient of determination which means that the continuity of micro, small and medium business actors is influenced by innovation by 52.7%. While 47.3% is another independent variable outside the regression model carried out.

Table 8. Summary Model of the Relationship between Innovation and Business Sustainability

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.526	4.657
a. Predictors: (Constant), Innovation				

Source: Author (2025).

The second analysis was conducted to determine whether the three dimensions of innovation affect business continuity. In this study, there is a main hypothesis to be tested, namely H1: Innovation has an influence on business continuity. The significance value is $0.000 < 0.05$, which means that H1 is accepted or can be interpreted that innovation has an influence on business continuity.

Table 9. ANOVA The Influence of Creativity on Business Sustainability

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	9619.069	1	9619.069	44,3577	.000 ^b
	Residual	8630.728	398	21,685		
	Total	18249.797	399			
a. Dependent Variable: Business Continuity						
b. Predictors: (Constant), Innovation						

Source: Author (2025)

The first analysis was conducted to determine the level of relationship between social capital, creativity and innovation with business continuity stated with an R value of 0.795 is high. While the R² value of 0.631 is stated as a coefficient of determination which means that the sustainability of micro, small and medium business actors is influenced by social capital, creativity and innovation by 63.1%. While 36.9% is other independent variables outside the regression model carried out.

The second analysis was conducted to determine whether the three independent variables affect the sustainability of the business as a dependent variable. In this study, there is a main hypothesis to be tested, namely H4: Social Capital, Creativity and Innovation has an influence on business continuity. The significance value is $0.000 < 0.05$, which means that H1 is accepted or it can be interpreted that social capital, creativity and innovation have an influence on business continuity.

Table 10. The Influence of Innovation, Social Capital and Creativity on Business Sustainability

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.505	.504	4.764
a. Predictors: (Constant), Creativity				

Source: Author (2025)



Table 11. ANOVA The Influence of Inovation, Social Capital and Creativity on Business Sustainability

ANOVA ^a						
Model		Sum of Squar es	df	Mean Squar e	F	Sig.
1	Regr ession	11523.743	3	3841.248	226.155	.000 ^b
	Resi dual	6726.054	396	16,985		
	Tota l	18249.797	399			

a. Dependent Variable: Business Continuity

b. Predictors: (Constant), Innovation, Social Capital, Creativity

Source: Researcher (2025).

The results of this study support the fourth hypothesis that "there is a positive influence of Social Capital, Creativity, and Innovation on the Sustainability of MSME Businesses in Garut Regency." The R value of 0.795 indicates a strong relationship, while R² of 0.631 indicates that 63.1% of business sustainability is influenced by these three variables, the remaining 36.9% is influenced by other variables outside the model.

Discussion

This study supports the findings [25] that social capital is important in business sustainability strategies. Its use can facilitate the achievement of economic and social benefits, as well as increase business opportunities. Social capital reflects resources formed from relationships between individuals and groups. Sustainable businesses need to involve the surrounding community and utilize social capital optimally. Therefore, business actors need to build social relations that are important resources for business success [26].

High creativity has been proven to increase business sustainability. This is in line with research [27] which shows that creativity has a positive and significant effect on business success. Entrepreneurs need to think creatively and act innovatively because the core of entrepreneurship is creating new things to sustain a business. Creativity is important for competitive advantage and business continuity.

This indicates that MSMEs in Garut have realized the importance of innovation to support business sustainability, including in the use of modern technology to increase production efficiency and effectiveness. This finding is in line with research [28] which states that innovation has a positive and significant effect on business sustainability. The

higher the innovation, the stronger the competitiveness and sustainability of MSMEs.

Social capital encompasses networks, trust, and norms that facilitate coordination and cooperation among individuals or groups within a business environment. Creativity is discussed as the ability to generate new and original ideas that can respond to market challenges. Meanwhile, innovation is defined as the process of implementing creative ideas into products, services, or processes that provide added value. This study also explores how these three elements are interconnected and contribute to long-term business sustainability. The discussion includes both empirical and theoretical analyses of the synergistic role between social capital, creativity, and innovation in creating sustainable competitive advantage.

Social capital facilitates the exchange of information, effective coordination, and mutually beneficial collaboration. In this discussion, social capital is viewed as a strategic asset that can enhance organizational flexibility, promote cross-party collaboration, and accelerate the dissemination of ideas and innovation. Strong social capital enables companies to build more stable relationships with both internal and external stakeholders, ultimately contributing to business continuity and growth.

A sustainable company is one that is able to meet present needs without compromising the ability of future generations to meet their own needs. Therefore, this study does not only discuss short-term performance, but also examines the company's adaptive capacity, resilience to crises, and its social and ecological contributions.

Business sustainability is achieved through profit and increased sales, which require adequate resources, appropriate strategies, and competence. Previous research [29] supports that good relationships and compliance with social norms create solidarity that supports business sustainability. Other research [27] also proves the positive influence of creativity and innovation. Entrepreneurs need to have Social Capital, Creativity, and Innovation to access resources through social networks, and turn opportunities into marketable ideas in order to maintain the sustainability of their business.

V. CONCLUSION AND SUGGESTIONS

This study analyzes the influence of social capital, creativity, and innovation on the sustainability of MSME businesses in Garut



Regency. MSMEs have an important role in economic growth. This study analyzes the influence of social capital, creativity, and innovation on the sustainability of MSME businesses in Garut Regency. MSMEs have an important role in economic growth. The conclusions of this study are:

1. Social capital has a positive effect on the sustainability of MSME businesses in Garut Regency, with a contribution of 32.3%. The better the social capital, the more guaranteed the sustainability of the business, as seen from the relationship between business actors that facilitate business operations. Trust, norms, and social networks are very supportive, starting from cooperation between business actors, respect for norms, to expanding relations to maintain the business.
2. Creativity has a positive effect on the sustainability of MSME businesses in Garut Regency, with a contribution of 50.5%. The more creative business actors are, the more they are able to create new things to maintain their businesses. Creativity is shown through curiosity about trends, optimism in business, and responsiveness in finding solutions to various problems.
3. Innovation positively affect the sustainability of MSME businesses in Garut Regency, with a contribution of 52.7%. The more innovative business actors are, the greater their ability to create innovations to maintain business continuity. Innovation is carried out through products (variations and packaging), markets (network expansion), and processes (use of technology for production efficiency).
4. Social Capital, Creativity, and Innovation simultaneously influence 63.1% on the sustainability of MSME businesses in Garut Regency. To maintain a business, quality resources, the right strategy, and competence are needed. In facing

competition, business actors must be more creative, innovative, and able to build relationships to find opportunities and manage resources to support the sustainability of their business.

In facing competition, business actors must be more creative, innovative, and able to build relationships to find opportunities and manage resources to support the sustainability of their business. For MSME entrepreneurs in Garut Regency, the variables of social capital, creativity, and innovation show positive results. This needs to be a concern so that it continues to be improved in order to maintain business continuity. For further researchers, this study still has limitations because it only explains 63.1% of the variables that affect business sustainability. It is recommended to add other variables and change the research object to obtain more comprehensive results.

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