

# The Influence of Entrepreneurial Spirit and Creativity on the Success of Garutan Batik Business In District

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**Abstract-** *This study aims to investigate the influence of entrepreneurial spirit and creativity on the success of Garutan batik business in Garut Regency. The research method used is a quantitative approach with a non-experimental type. The participants of this study were business owners of the Garutan batik industry in Garut Regency, with a population of 34 units. The sampling technique used was Non Probability Sampling with Exhaustive Sampling type. The results showed that entrepreneurial spirit and creativity had a positive effect of 34.6% on the success of the Garutan batik industry business. The entrepreneurial spirit makes a greater contribution than creativity to business success. The results showed that the entrepreneurial spirit had a significant effect on the success of the Garutan batik business with an effect of 34.6%. Meanwhile, creativity has no effect on the success of Garutan batik business. The implication of this study is that the combination of a strong entrepreneurial spirit and skillful creativity can help in achieving a higher level of business success. The results of this study are expected to provide a deeper understanding of the factors that influence business success in batik businesses, especially in Garut Regency. The findings of this study are expected to serve as a reference for other industries in the craft subsector to improve their business success. In addition, this research can also provide benefits for the development of entrepreneurship science, both in academic and practical contexts and it is hoped that the results of this study can enrich the literature and become a foundation for further research in the field of entrepreneurship and creativity.*

**Keywords:** *Entrepreneurial spirit, Creativity, Business success, Batik industry.*

## I. INTRODUCTION

The creative economy is a means for developing countries to remain competitive in an ever-evolving global economy. In this case, the creative economy sector emphasizes more on utilizing the creative talents and intellectual capacity of local communities to unlock and maximize their inherent potential[1] [2]. The conception of the creative economy encompasses a wide range of economic activities spurred by creativity, expertise, and talent. It encompasses a number of diverse industries, including the fine arts, which include painting, sculpture, and performing arts; design, which includes architecture, interiors, and products; information technology, which involves the development of software, games, and digital services; media, which includes film, television, and publicity production; and the fashion industry, which includes the design of clothing, accessories, and jewelry. The creative economy develops based on innovative ideas, individual talents and human creativity, thus presenting many possibilities for generating economic and social benefits in different countries. It is particularly advantageous for developing countries

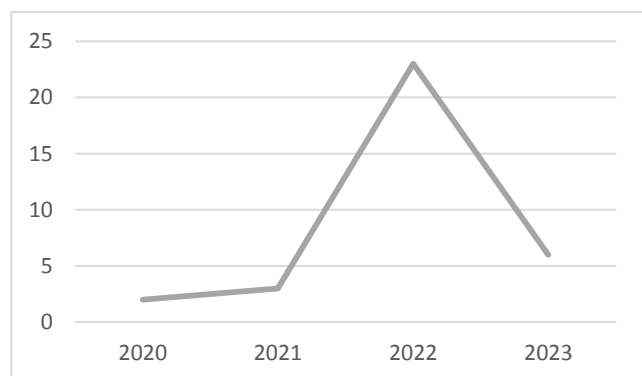
that want to expand their economic base and improve their position on the global scene. [3]

Craft is an industry that usually produces skilled products such as textiles, crafts, furniture, and others. [4]. One example of an industry from the craft subsector is batik. Batik is part of the fine arts and a cultural heritage from generation to generation and a symbol of Indonesian clothing, as well as a masterpiece of the Indonesian people with noble values consisting of various patterns and motifs in representing a philosophy[5][6]

In Indonesia batik is spread in various regions and has its own characteristics. Garut is one of the areas that has a distinctive batik where this Garut batik has a unique style that is typical of everyday life. This characteristic of Garut batik has a more natural motif because the motif is inspired by a series of flora and fauna in the surrounding nature, this beautiful variation is in stark contrast to other batik designs such as those found in Yogyakarta. by classifying it based on the sultanate and the general public, or perhaps solo batik which maintains the motif of slopes, this is very different from the typical Garut batik which is usually naturalistic. This batik



tradition has been passed down for generations and is particularly famous in the Garut area of West Java province, known as Batik Garutan. One of the interesting things about this type of batik is that each stroke carries a natural meaning that reflects the Sundanese people's strong relationship with nature in their cultural rituals[7][8]



Source: (Dinas Koperasi dan UKM Kabupaten Garut, 2024)

Figure 1. Data on the Development of Garutan Batik Industry in Garut Regency

Over the past two years, the development of the Garutan batik industry has experienced significant fluctuations where in 2022, there was a significant increase in the industry, but this growth was followed by a sharp decline in 2023, with only 6 industrial units. This situation occurred due to the lack of young batik artisans in Garut Regency who did not continue the business. In Garut, more and more young people tend to look for jobs in factories or retail stores, rather than investing their time and energy to improve the success of the Garutan batik industry in Garut Regency.[10] [8]

Table 1. Percentage of Problems in the Garutan Batik Industry in Garut Regency 2023

No.	Problems	Percentage %
1	Employees	56.7%
2	Sales	63.9%
3	Capital	65.3%
4	Customer	75.7%

Source: (Batik Industry in Garut Regency, 2024)

The problems that occur in 34 Garutan batik business units in Garut Regency are mostly caused by problems with employees or labor. Employees have the lowest percentage level, this shows that the employee aspect is the area that needs the most attention and improvement in the Garutan batik

industry. The lack of batik craftsmen is an obstacle, the absence of regeneration in batik craftsmen and the lack of skill levels in young craftsmen cause a lack of batik craftsmen in Garut Regency. As for sales, the Garutan batik industry in Garut is constrained by sales. This is an obstacle for the Garutan batik industry in achieving business success. Business success is directly influenced by the level of individual achievement in the organization. When employees excel in their roles and tasks, this creates a positive effect that ultimately contributes to overall success[12]. According to [13] to achieve business success is to increase the entrepreneurial spirit and creativity, the greater the entrepreneurial spirit and creativity, the greater the level of business success.

Entrepreneurial spirit is the driving force that inspires individuals to engage in entrepreneurial ventures, because it is seen as a key factor that influences a person's actions and decisions so that entrepreneurial spirit can be seen as a significant motivator for individuals to pursue ambitions and goals to achieve business success.

Creativity is also a determining factor for success because creativity is something that every entrepreneur must also have and use it to bring up new ideas in starting a business, besides that creativity exists based on ideas that arise to create an opportunity because creativity is a person's ability to grow creative ideas to solve existing problems[14][12].

Based on previous research, the results show that both partially and simultaneously the entrepreneurial spirit and creativity both have a significant positive effect on business success [12] . However, in the case of other studies, different results were found where creativity actually had a negative effect on business success[15]. This gap creates a sense of uncertainty and ambiguity around how much entrepreneurial spirit and creativity affect business success. This raises questions about the extent to which these variables actually contribute to business success.

So with the conditions that occur in the Garutan batik industry in Garut Regency and based on previous research that shows business success can be improved through entrepreneurship and creativity[13]

## II. LITERATURE REVIEW

### 2.1 Definition of Entrepreneurial Spirit

The entrepreneurial spirit is a personality that highly values creative action, eagerly seeks new

endeavors, fearlessly faces diverse challenges, exudes self-confidence, has a sense of self-determination, is adept at navigating risks, views change as an important and opportunity, readily accepts the many options available, proactively takes initiative, has an insatiable drive for achievement, exhibits perfectionist traits, shows a broad perspective, recognizes the importance of time, and is driven by persistent motivation that pushes them forward[16][17]. Entrepreneurial Spirit is an intangible force that drives individuals towards success, sparking their imagination and pushing them towards their dreams with resilience and unwavering determination[18]. Entrepreneurial spirit is a set of qualities and attributes of an individual who tends to be strong in identifying, as well as pursuing new opportunities in a bold and innovative way, with the ultimate goal of generating added value[19]. With an entrepreneurial spirit they have certain qualities that make them good at starting their own business or project[20]. Those with an entrepreneurial spirit fearlessly accept the risks associated with realizing their creative ideas and thoughts through entrepreneurial ventures. This entrepreneurial spirit is an indispensable trait for anyone starting or currently managing a business[21]

Based on what has been described, the researcher concludes that the entrepreneurial spirit is the essence of the nature, character and character of entrepreneurship that encourages an entrepreneur to move forward in achieving success in entrepreneurship.

The indicators in this study refer to indicators according to [20] namely self-confidence, results-oriented, risk-taking, leadership, originality, and future-oriented.

## 2.2 Definition of Creativity

Creativity is an inherent and important aspect of human nature, which includes an innate desire for self-actualization. In addition, creativity can be aptly characterized as an extraordinary cognitive faculty that drives transformative change in a person's thought process [22]. Creativity refers to the innate ability possessed by individuals to generate new concepts or tangible outputs that deviate from common or widely circulated ideas or creations. It includes the ability to generate new perspectives, drive innovation, and make innovative contributions across diverse disciplines. [23]. Similarly, entrepreneurs are encouraged to adopt different methods of thinking and approach situations from unconventional viewpoints. Creativity refers to the

ability to generate original combinations or understand new relationships through a specific mindset that focuses on the concepts of novelty, difference, practicality, and understanding, which ultimately leads to the development of innovative products in the field of entrepreneurship [24][24]. Creativity is described as the process of transforming an existing object or idea into a fresh and innovative concept[25]. Creativity is defined as the process of reshaping old thoughts and ideas into fresh and innovative concepts. [26]

Referring to the notions that have been explained, here the researcher concludes that creativity is an ability to produce an innovative thought to create new, more developed concepts. Researchers prefer the indicators put forward by[26], where these indicators include new, useful, and understandable.

## III. RESEARCH METHODS

### Research Model

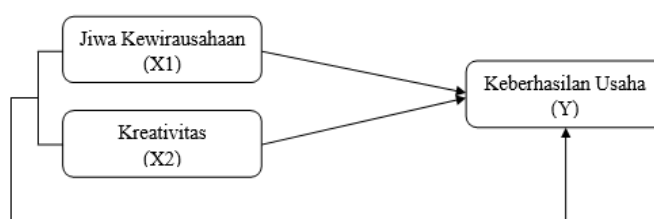


Figure 2. Research Model

This research uses a quantitative approach with a non-experimental research type (without manipulating variables, but rather focusing on observing and measuring existing variables in existing situations) and causality design to identify and analyze the cause-and-effect relationship between variables that affect business success in the batik industry in Garutan. In this study there are 34 units of Garutan batik industry as the population as well as the sample in this study. Data collection was conducted through surveys and questionnaires, data sources in this study using primary data (through questionnaires) and secondary data obtained from various sources such as literature, books, articles and journals

The data analysis technique in this quantitative study utilized a statistical approach. The technique of analyzing the data in this study was a regression. Regression is a versatile and powerful analytical method that can be used to model the effect of

independent variables on the dependent variable Research Method. Regression analysis can combine two primary objectives: 1) Predicting the dependent variable based on the independent variable and 2) Understanding the relationship between the dependent and independent variables.

The program used to analyze the data with the regression method was Statistical Product and Service Solution (SPSS). An interval scale was utilized to meet the data analysis criteria using regression. It allowed researchers to perform arithmetic calculations on the data collected from respondents. The measurement does not have zero value because the measurement of entrepreneurial behavior in entrepreneurship research was the Likert scale. It is a scale that asks respondents whether they agree or disagree about a perceived object. To avoid misunderstanding in analyzing and interpreting the title sentence and research variables, the variables were referred to as entrepreneurial spirit (first independent variable), creativity (second independent variable), and business success (dependent variable).

## IV. RESULT AND DISCUSSION

### 4.1 Analysis of the Effect of Entrepreneurial Spirit on Business Success

Table 2. Coefficient of Entrepreneurial Spirit on Business Success

Coefficients <sup>a</sup>					
Model	Standardized		Unstandardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	14.616	8.215		1.77	.089
Entrepreneurial Spirit (X1)	.439	.107	.588	4.11	.004

a. Dependent Variable: Business Success (Y)

Source: Researcher, 2024.

The results indicate that entrepreneurial spirit has a significant impact on business success. The data showed a strong correlation between having an entrepreneurial spirit and business success. Statistical analysis showed a high level of significance, with a p-value of 0.000, which is well below the 0.05

threshold. This implies that entrepreneurial spirit is instrumental in determining the success of a business.

**Table 3. Model Summary of Entrepreneurial Spirit on Business Success**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588a	.346	.325	5.279

a Predictors: (Constant), Entrepreneurial Spirit (X1)

Source: (Researcher, 2024)

In accordance with table 1. Shows there is a positive correlation (R) of 0.588, indicating that the more the entrepreneurial spirit increases, the greater the possibility of achieving success in business. The coefficient of determination (R Square) of 0.346 indicates that about 34.6% of the variability of business success is due to the entrepreneurial spirit. Other factors not discussed contribute to 65.4% of the variability of business success.

### 4.2 Analysis of the Effect of Creativity on Success

Table 4. Coefficient of Creativity on Business Success

Coefficients <sup>a</sup>					
		Unstandardiz ed Coefficients	Standard ized Coeffi ents		
		Std. Error			
Model		B	Beta	t	Sig.
1	(Constant)	33.644		4.792	.000
	Creativity (X2)	.388	.185	.348 2.098	.044

a. Dependent Variable: Business Success (Y)

Source: Researcher, 2024.

The analysis shows that creativity plays an important role in determining business success, as indicated by a significance value of 0.044. This value is just below the generally accepted threshold of 0.05, creativity exerts a real influence on business success. This indicates that an increase in creativity tends to contribute positively to business success.





Table 5. Model Summary Creativity to Business Success

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348 <sup>a</sup>	.121	.093	6.121

a. Predictors: (Constant), Creativity (X2)

Source: Researcher, 2024.

The correlation coefficient (R) of 0.348 indicates a significant positive relationship between individual creativity and business success. In addition, the coefficient of determination ( $R^2$ ) of 0.121 indicates that about 12.1% of the variation in business success can be explained by the level of creativity of industry players. This finding indicates that besides creativity, there are other factors that also play an important role, with 87.9% of the variation in business success determined by other variables not studied.

### 4.3 Analysis of the Effect of Entrepreneurial Spirit and Creativity on Business Success

Table 6. ANOVA of Entrepreneurial Spirit and Creativity on Business Success

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	471.809	2	235.905	8.201
	Residuals	891.750	31	28.766	
	Total	1363.559	33		

a. Dependent Variable: Business Success (Y)

b. Predictors: (Constant), Creativity (X2), Entrepreneurial Spirit (X1)

Source: Researcher, 2024.

The findings show a p-value of 0.001, this value is lower than 0.05 which indicates that there is a significant influence between entrepreneurial spirit, creativity on business success. Therefore, it can be concluded that H3 is accepted.

Table 7. Model Summary of the Relationship between Entrepreneurial Spirit and Creativity to Business Success

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.588 <sup>a</sup>	.346	.304	5.363
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a. Predictors: (Constant), Creativity (X2), Entrepreneurial Spirit (X1)

Source: Researcher, 2024.

## V. CONCLUSION AND SUGGESTION

Based on the results of the study entitled "The Effect of Entrepreneurial Spirit and Creativity on the Success of Garutan Batik Business in Garut Regency," it can be concluded that entrepreneurial spirit affects the success of Garutan batik business in Garut Regency. This is in line with previous findings which show that entrepreneurial spirit can improve business performance. Entrepreneurs in the Garutan batik industry are highly motivated to maintain and grow despite facing challenges. This motivation is driven by a sense of responsibility to preserve cultural heritage and ensure that the unique Garutan batik craft is not lost. Creativity does not affect the success of Garutan batik businesses in Garut Regency. Overall, the highest score on the aspect of creativity related to creating superior value indicates that certain elements of creativity are still considered important by Garutan batik industry players. This suggests that in the context of the Garutan batik industry, creativity still has significant added value in creating unique value, and attracting customers.

Entrepreneurial spirit and creativity affect the success of Garutan batik business. The simultaneous test results show that there is a significant influence of entrepreneurial spirit and creativity on the success of Garutan batik business. This confirms that the combination of a strong entrepreneurial spirit and skillful creativity can help in achieving a higher level of success.

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