
The Effect of Creativity and Social Capital on Business Sustainability in SMEs Sulam Tapis East Lampung

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ABSTRACT

Purpose: This study aims to examine the effect of creativity and social capital on the sustainability of Sulam Tapis business in Labuhan Maringgai District, East Lampung.

Design/methodology/approach: Using research method Multiple Regression Linear, there are a total of 28 micro-entrepreneurs in the field of tapis embroidery in Labuhan Maringgai District, East Lampung for sampling study.

Research limitations/implications: This study uses a few samples of SMEs due to the limitations of SMEs in the East Lampung area. However, this result has improved the efforts in promoting local wisdom with SMEs Sulam Tapis Lampung.

Practical implications: Based on multiple regression analysis, the result of the level of relationship between creativity (X1) and social capital (X2) with business sustainability (Y) is strong enough. Main finding reveals that creativity and social capital have significant effect business sustainability at Labuhan Maringgai District, East Lampung.

Originality/value: This research proves the critical factors which effected creativity and social capital on SMEs Sulam Tapis Lampung

Keyword: Creativity, Social Capital, Business Sustainability, SMEs.

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I. INTRODUCTION

Micro enterprises are an important sector in a country's economy because they are able to absorb labor and have the potential to be developed. However, SMEs often face problems such as competition in producing quality products, limited marketing locations, and lack of business capital. Therefore, it is necessary to solve problems and opportunities so that SMEs can develop properly. Business sustainability is important in maintaining operations and increasing profit achievement in a sustainable manner. To achieve business sustainability, several aspects need to be considered. *First*, a conducive and stable business climate needs to be maintained so that business actors can operate properly. *Second*, efficient and effective processing and production must be maintained so that the business continues to run smoothly. *Third*, qualified and skilled human resources are an important factor in maintaining business sustainability. Fourth, innovation in business needs to be continuously developed to remain relevant and competitive in the market. Fifth, the use of existing technology can help SMEs compete in a rapidly growing business world. In this context, the researcher is interested in examining the influence of creativity and social capital on the sustainability of the tapis embroidery business in Labuhan Maringgai District, East Lampung. This research was motivated by a decrease in the income of tapis embroidery MSMEs during the 2019-2021 period as well as the obstacles and difficulties faced by tapis embroidery entrepreneurs in maintaining the sustainability of their business.

Through a pre-survey conducted on 10 tapis embroidery MSMEs, several factors and difficulties were found that affected business sustainability. The majority of tapis embroidery entrepreneurs (66%) find it difficult to deal with factors such as knowing the latest models, being creative according to the latest trends, finding relationships with quality materials at affordable prices, being up-to-date in marketing the latest models, and marketing through online media. Therefore, researchers are interested in examining the effect of creativity and social capital on the

sustainability of tapis embroidery business. Creativity is the ability to generate new ideas uniquely and differently, while social capital is a network of human cooperation that builds trust and cooperation. Previous research has shown that creativity and social capital have a significant effect on business sustainability. Ambarwati (2018) Title: Sources of Social Capital in Maintaining Business Sustainability Research results: This study shows that P4K (Friendship Potential, Kinship Potential, and Relationship Potential) as social capital has an important role for street traders in dealing with times difficult post-revitalization. These roles are divided into two types, namely inclusive and exclusive roles. In an inclusive role, P4K is able to connect street vendors with members outside their group, while in an exclusive role, P4K is able to increase solidarity between fellow traders. Rismaningtyas and Slamet (2018) examined the influence of social capital on business sustainability research. The results show that social capital has a weak effect on the viability of the herbal medicine business with a level of 1.1%. However, social capital has a strong indirect influence on the viability of the herbal medicine business with current usage of -6.4%. The development of social capital has an influence of -13.3% on business sustainability. The total influence of social capital, ability, and use of commodities on business sustainability is explained by 30.5% through the coefficient of determination or variance.

This study purposes to examine the effect of creativity and social capital also affect the sustainability of the tapis embroidery business in Labuhan Maringgai District, East Lampung. It is hoped that the results of this study can provide a better understanding of the factors that influence the sustainability of the tapis embroidery business and provide recommendations for improve the sustainability of the business. Through a deeper understanding of creativity and social capital, it is hoped that tapis embroidery SMEs in Labuhan Maringgai District can continue to exist and compete in an ever-growing market. Based on the early observation, several problems can be identified at SMEs Labuhan Maringgai District, East Lampung. There is limited knowledge of the latest models, lack of creativity in creating according to trends, the difficulty of finding quality materials at affordable prices, in marketing the latest models, lack of access and utilization of social capital

According to Rosyad and Wiguna (2017) business sustainability is a form of consistency from the conditions of a business, where this sustainability is a process of ongoing good business including growth, development, strategies to maintain business sustainability and business development where all of this leads to business sustainability and existence. According to Sari (2018) business sustainability is defined as an important concept in determining decisions in conducting annual reports regarding the sustainability of operations of conventional accounting companies.

According to Jardine (2014) states that business sustainability is an effort to make whatever is needed can be fulfilled without the ability of future generations to be sacrificed, and sustainability aims to secure equity between generation. Business sustainability refers to the consistency of the condition of a business, which includes growth, development, strategies for maintaining sustainability, and business development. This is related to efforts to ensure the sustainability and existence of a business that focuses on the process of continuing the business on an ongoing basis.

There are several factors that influence business sustainability. According to Lightelm in Marwati et al (2017) there are several factors that influence business sustainability. First, natural production factors, which involve the use of natural resources to carry out business activities. Second, human or labor production factors, which are needed to carry out various business activities. Third, the capital production factor, which is the funds or capital used in the business cycle. Fourth, management production factor or processing expertise, which involves management activities in planning, organizing, actuating, coordinating, and supervising all necessary business factors. By taking into account the elements of business sustainability and the factors that influence it, it is hoped that micro-enterprises can achieve good sustainability and be able to compete in an increasingly developing market.

A. Creativity

Mc. Pherson in Hubeis (2012) states that creativity is connecting and rearranging knowledge in the human mind which allows itself to think more freely in generating new things, or producing ideas that surprise others in producing things that are useful. Another definition is that creativity is the pooling of knowledge from different areas of experience to produce better ideas. The definition of creativity according to Suryana (2011) is: "Thinking of something new. Creativity is the ability to develop new ideas and to find new ways to solve problems in the face of opportunities. Suherman (2012) defines creativity as creativity that has a higher and positive value in creating or producing a new product that is more pragmatic. More value can be interpreted as newer, better, better, truer, more modifiable, more effective. and more efficient. Meanwhile, more 'pragmatic' implies more useful, more useful for the wider community, and easier to obtain.

B. Characteristics of Creative People

According to Winardi (2013) The characteristics and character of a creative person include: 1. Observing situations and problems that were not previously noticed by others. 2. Generate ideas and problems from various

sources.3. Having many alternatives in dealing with a particular problem or subject.4. Unbound by clichés and unhindered by habits that hinder creative thinking.5. Harnessing the emotional power of the subconscious.6. Have high flexibility in thinking, acting, and formulating suggestions. There are four indicators of creativity according to Rhodes in Sugihartono et al (2012) which are referred to as the "Four P's Creativity" or the four P's, there are Person (Individu): Is the uniqueness of the individual in thoughts and expressions. Process: Involves fluency, flexibility, and originality in thinking. Press (Pressure): It is a life situation and social environment that provides convenience and encouragement to perform creative actions. Product: Refers to an individual's ability to produce work that is new, original, and meaningful to oneself and the environment.

C. Social capital

According to Syahyuti (2018) social capital is a society in which there are relationships of various kinds of behavior and values that govern interactions between one person and another and contribute to economic and social development. Social capital acts as the glue that binds all people in society, Syahyuti (2018). In order for social capital to grow properly, it requires "shared values" and organizing roles (rules) which are expressed in personal relationships, trust, and a common sense of shared responsibility. So that society becomes more than just a collection of individuals. Social capital emerges from the results of interactions within society with a long process. Although interactions occur for various reasons in establishing cooperation. Basically, influenced by the desire in various ways to achieve common goals that are different from their own goals. This kind of interaction will give birth to social capital in the form of emotional bonds that unite people to achieve common goals. Then growing trust and security is created from the existence of a relatively long relationship. Fukuyama (2012) defines social capital as a set of formal values or norms that are shared among members of a group that allows collaboration between them. Whereas Cox in Hasbullah (2016) defines social capital as a series of processes of human relations that are supported by networks, norms and social trust that enable efficient and effective coordination and cooperation for mutual benefits and policies. Suherman (2012) defines creativity as creativity that has a higher and positive value in creating or producing a new product that is more pragmatic. More value can be interpreted as newer, better, better, more correct, more modifiable, more effective. and more efficient. Meanwhile, more 'pragmatic' means more useful, more useful for the wider community, and easier to obtain. Based on the literature review and the results of previous research, the hypothesis in this study is as follows:

H1: There is an effect of creativity on business sustainability in SMEs Sulam Tapis East Lampung

H2: There is an effect of social capital on business sustainability in SMEs Sulam Tapis East Lampung

H3: There is an effect of creativity and social capital on business sustainability in SMEs Sulam Tapis East Lampung

II. METHODS

According to Sugiyono (2013), the notion of a research method is a scientific way to obtain data with specific purposes and uses. This research is an explanatory research which will prove the causal relationship and influence between the independent variables, namely creativity (x1) social capital (x2) and the dependent variable, namely business sustainability (y). Validity and Reliability Test. Validity is the accuracy of measuring instruments that can reveal data on the variable to be measured. An instrument is said to be valid if it is able to measure what is desired. A valid or valid instrument has high validity.

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum x)^2\} \{n\sum y^2 - (\sum y)^2\}}}$$

1. Instrument Reliability

According to Umar (2010) that: instrument reliability testing was carried out with internal consistency of the Cronbach technique. The number of item variances is searched first by finding the variance value of each item using the variance formula as follows:

$$\sigma^2 = \frac{\sum X^2 \frac{(\sum X)^2}{n}}{n}$$

Where :

n = number of respondents

X = selected score (total value of question item numbers)

After obtaining the results then calculated using Cronbach.

$$\left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Information :

*r*₁₁ = instrument correlation

k = number of questions

σ_t^2 = total variance

$\sum \sigma_b^2$ = sum of item variances

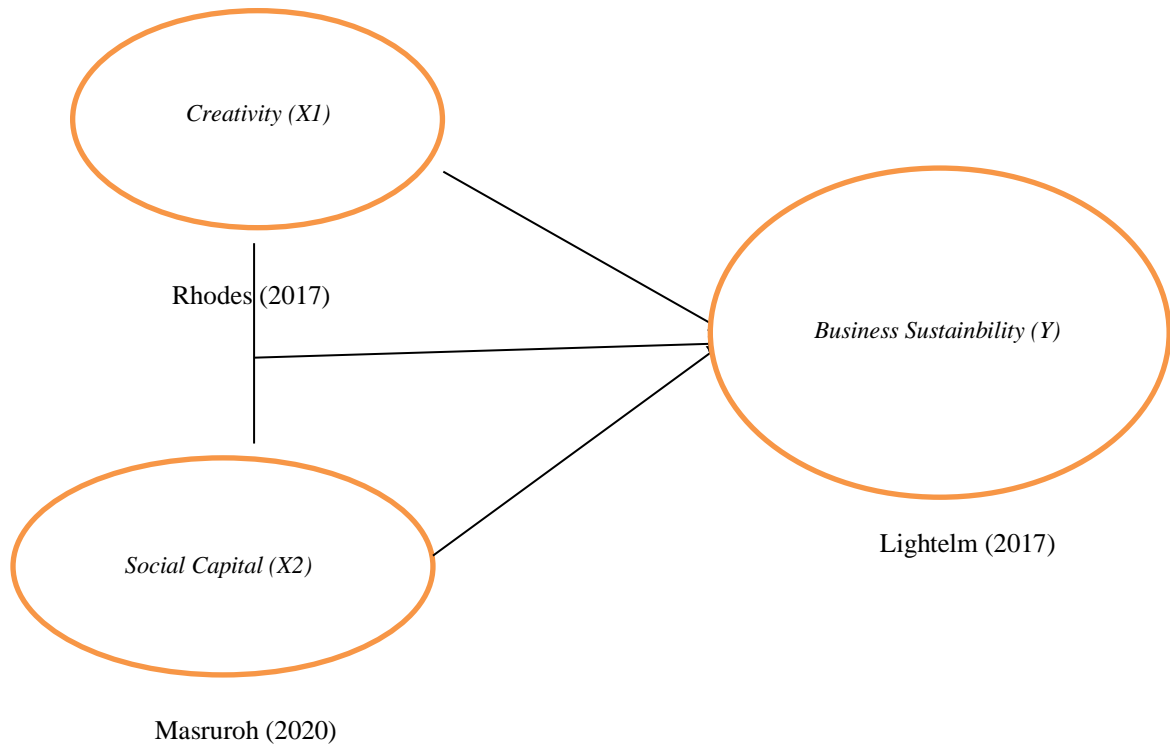


Figure 1. Framewok Research

A. Analysis Method

Based on the results of the acquisition of the distribution of the questionnaire trials above, the researcher continued the validity and reliability test analysis using the SPSS 16.0 program. According to result validity and reliability, therefore continue to hypothesis testing using *Multiple Linear Regression*.

According to Sugiyono (2013), multiple linear regression analysis intends to predict how the condition (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated (the value is increased or decreased). So, multiple regression analysis will be carried out if the number of independent variables is at least 2. Sugiyono, (2013). This hypothesis test is carried out to test a research problem formulation, the truth of the problem formulation must be proven through the data collected. To test the hypothesis using a

significance level with $\alpha = 5\%$. The method used to test the hypothesis is using the partial T test and the simultaneous F test.

a. Partial Significance Test (T Test)

The basis for decision making is to use a significance probability number, that is, if the significance probability number is 0.05, the hypothesis is accepted and vice versa if the significance probability number is 0.05, the hypothesis is rejected (Ghozali, 2011).

b. Simultaneous Significance Test (F Test)

This test was conducted to see whether all the independent variables included in the model had a joint effect on the dependent variable. The formula is:

$$F_{hitung} = \frac{R^2 / K}{(1 - R^2)(N - K - 1)}$$

by using a significance probability number, that is, if the significance probability number is <0.05 , the hypothesis is accepted and vice versa if the significance probability number is 0.05, the hypothesis is rejected Ghozali, (2011).

III. RESULTS AND DISCUSSION

A. Data and Sample

The population in this study was selected based on the total number of tapis embroidery business actors totaling 28 tailors in Labuhan Maringgai sub-district, East Lampung. Arikunto (2012) what is meant by a sample is a portion or representative of the population studied. In this study, samples were taken randomly from the total population, namely a portion of the total number of employees. According to Arikunto (2012) said "if the subject is less than 100, then all of them must be taken, whereas if the number is large or more than 100, then 10% can be taken." - 15% or 20% - 25%. So based on this opinion the researcher took the whole of the total population of 28 sample respondents.

1. Result the Test of Multicollinearity

Table 1. Result of Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	3.542	6.892		.514	.612		
X1	.451	.176	.410	2.565	.017	.981	1.019
X2	.381	.152	.400	2.505	.019	.981	1.019

a. Dependent Variable: Y

Based on the given data, the obtained tolerance value is 0.981, which indicates that there is no multicollinearity among the independent variables in this study ($0.981 > 0.10$). Additionally, the VIF value is 1.019, and if the VIF value is less than 10.00, it indicates the absence of multicollinearity among the independent variables. Therefore, in this study, there is no multicollinearity among the independent variables.

Table 2. Result of Simultan Hypothesis Test

<i>ANOVA^b</i>						
	<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>1</i>	<i>Regression</i>	<i>435.748</i>	<i>2</i>	<i>217.874</i>	<i>7.437</i>	<i>.003a</i>
	<i>Residual</i>	<i>732.359</i>	<i>25</i>	<i>29.294</i>		
	<i>Total</i>	<i>1168.107</i>	<i>27</i>			

a. Predictors: (Constant), X2, X1

Based on the given data, the obtained significance result of 0.003 is smaller than 0.05, which means there is a significant effect of creativity and social capital on the business sustainability of Sulam Tapis in Labuhan Maringgai Subdistrict, East Lampung. Based on the result also show that there is a significant effect collectively or together, between creativity and social capital on the business sustainability of Sulam Tapis in Labuhan Maringgai Subdistrict, East Lampung. After distributing the questionnaire to all respondents, the researcher analyzed the data through the spss.16.0 program and obtained the following results:

Table 3. The test of R Square

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
<i>1</i>	<i>.611a</i>	<i>.373</i>	<i>.323</i>	<i>5.412</i>

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

According to Table 3. The coefficient of determination (R square) of 0.373 implies that 37.3% of the variation in business sustainability can be explained by creativity and social capital, while the remaining percentage is influenced by other factors.

Table 4. The Result of Hypothesis Test

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Coefficients^a</i>			<i>Collinearity Statistics</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>T</i>	<i>Sig.</i>	<i>Tolerance</i>	<i>VIF</i>
<i>1 (Constant)</i>	3.542	6.892		.514	.612		
<i>X1</i>	.451	.176	.410	2.565	.017	.981	1.019
<i>X2</i>	.381	.152	.400	2.505	.019	.981	1.019

a. Dependent Variable: Y

Based on the table 4 above shows that the significance values (Sig) for both creativity and social capital are less than 0.05 (0.017 and 0.019, respectively). Therefore, it can be concluded that creativity and social capital have a significant partial effect on business sustainability. This means that there is a significant influence of creativity and social capital individually on the business sustainability of Sulam Tapis in Labuhan Maringgai, East Lampung. The regression equation can be derived as follows:

$$Y = 3.542 + 0.451X1 + 0.381 X2$$

Interpreting the equation, the constant term of 3.542 indicates that if there is no creativity and social capital, the obtained business sustainability will be 3.542. The regression coefficient of 0.451 X1 means that creativity has a positive influence of 0.451. This implies that if creativity is increased, the business sustainability will increase by 0.451 in the respective unit of measurement. Similarly, the coefficient of 0.381 X2 indicates that social capital has a positive influence on business sustainability. This means that if social capital is increased, there will be an increase in business sustainability by 0.381 in the respective unit of measurement.

B. Discussion

Based on the provided analysis of multiple linear regression, the following conclusions can be drawn that relationship strength The correlation coefficient (R) value of 0.611 indicates a moderately strong relationship between creativity (X1) and social capital (X2) with business sustainability (Y). c. d. Simultaneous Test (F-test): The significance value (Sig) for the simultaneous effect of creativity and social capital on business sustainability is 0.003, which is smaller than 0.05. Hence, it can be concluded that there is a significant simultaneous effect of creativity and social capital on the business sustainability of Sulam Tapis in Labuhan Maringgai, East Lampung. In conclusion, based on the statistical analysis, it can be inferred that both creativity and social capital have significant individual effects, as well as a significant combined effect, on the business sustainability of Sulam Tapis in Labuhan Maringgai, East Lampung. This research consistent with Subambang and Darmawan (2016), creativity and innovation affect the sustainability of small and medium enterprises in Langkat Regency. Suherman (2012) defines creativity as creativity that has a higher and positive value in creating or producing a new product that is more pragmatic. More value can be interpreted as newer, better, better, more correct, more modifiable, more effective. and more efficient. Meanwhile, more 'pragmatic' means more useful, more useful for the wider community, and easier to obtain.

IV. CONCLUSION

This research aims to examine the effect of working capital and sales during Covid 19 Pandemic Era. Based on the results of hypothesis test, concluded that working capital and sales partially have a significant effect on net income at Sabilly frozen food SMEs in Bandar Negeri West Lampung. Likewise, simultaneously, working capital

and sales have a significant effect on net income at the Sabily frozen food SMEs in Bandar Negeri. This has implications so that in the future the SMEs Sabily frozen food Bandar Negeri will give more attention to working capital and increase sales in order to increase net profit at the Sabily Frozen Food Bandar Negeri SMEs.

This research has been attempted and carried out in accordance with scientific procedures, however, it still has limitations such as the factors that affect net profit in this study only consist of two variables, working capital and sales, while there are many other factors that affect net profit. In addition, there are limitations to research using bookkeeping samples, namely that sometimes the results of sales and expenses between periods/years of accounting experience significant differences. Based on the above conclusions, SMEs should be able to manage their working capital properly so that there is no waste that causes losses for SMEs and continue to increase sales figures consistently so that they can provide significant benefits for SMEs. Then this research is also expected to be an additional source of knowledge and information about financial accounting regarding working capital, sales and net income as well as input and additional references for readers. For further research will be able to add other variables or look for any factors that can affect net income besides the variables involved in this study. It is expected to use different industrial sectors and use a longer period span and more samples so that it is expected to obtain better results and be more useful for the wider community.

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