

ANALYSIS OF CREATIVITY AND INNOVATION IN ENTREPRENEURIAL BEHAVIOR OF CULINARY BUSINESS IN MANADO (CASE STUDY: KAWASAN MEGAMAS)*ANALISIS KREATIVITAS DAN INOVASI DALAM PERILAKU WIRAUSAHA BISNIS KULINER DI MANADO (STUDI KASUS: KAWASAN MEGAMAS)*

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Abstract: This study aims to determine entrepreneurial creativity and innovation and to determine the effect on entrepreneurial behavior. The research method is a qualitative method with research subjects totaling 7 informants who are owners of culinary business entrepreneurs. Data collection techniques are observation and in-depth interviews. Based on the results of the study that not all entrepreneurs have creativity and also not all entrepreneurs innovate their products so that it affects entrepreneurial behavior and there is a decrease in culinary business visitors which affects income.

Keywords: creativity, innovation, entrepreneurial behavior

Abstrak: Penelitian ini bertujuan untuk mengetahui kreativitas dan inovasi kewirausahaan serta untuk mengetahui pengaruhnya terhadap perilaku kewirausahaan. Metode penelitian yang digunakan adalah metode kualitatif dengan subjek penelitian berjumlah 7 orang informan yang merupakan pemilik pengusaha usaha kuliner. Teknik pengumpulan data adalah observasi dan wawancara mendalam. Berdasarkan hasil penelitian, bahwa tidak semua pengusaha memiliki kreativitas dan juga tidak semua pengusaha melakukan inovasi produknya sehingga mempengaruhi perilaku wirausaha dan terjadi penurunan pengunjung usaha kuliner yang mempengaruhi pendapatan.

Kata Kunci: kreativitas, inovasi, perilaku wirausaha

INTRODUCTION

Research Background

The Culinary Business is an easy business to do because it only serves various types of food and drinks. Culinary business is much in the interest of people today because food and drink are the main human needs, this can be seen from people's consumption patterns which have begun to shift to food and drinks. Based on data and results of the 2019-2020 national socio-economic survey, BPS North Sulawesi which stated that the average presentation of per capita expenditure per month by type of food and beverage expenditure was the largest level of expenditure, this can be seen from the 2019 data. Culinary in Manado City is increasingly being produced by entrepreneurs in Manado. Creating a culinary business requires the right business ideas to achieve business success. The success of entrepreneurship is determined by its ability to create ideas, namely creative ideas and innovations that are widely accepted and can change situations and conditions so that they can be well received by the community so that consumers become loyal customers of the products offered. In achieving success in

business, creativity and innovation are needed because culinary not only provides taste but also becomes a need for self-actualization. One factor that should not be ignored is the ability to be creative and innovate which can be realized through the products that will be produced and of course can attract the attention of consumers.

Based on observations, culinary businesses are not as busy as they used to be which resulted in reduced consumer interest from several culinary business places because they did not display creative products and lacked innovation. In this case, some places of business do not pay attention to taste, packaging, availability, convenience and services provided to customers. Some entrepreneurs in Kawasan Megamas still have not created creativity and innovation because they do not pay attention to taste, packaging, availability, convenience, service, so that consumer interest is reduced, but some entrepreneurs also create creativity and innovation seen from the uniqueness of their products, good service, and provide adequate facilities so as to attract customers. In era of globalization which is full of competition and growing rapidly, creativity and innovation are not only important sources for creating competitive advantage but also a source of necessity for business development and resilience to win the competition.

Research Objective

The research objectives used are as follows:

1. To find out creativity and innovation of culinary entrepreneurial behavior in Kawasan Megamas Manado.
2. To find out the influence of creativity and innovation in entrepreneurial behavior of culinary business in Kawasan Megamas Manado

THEORETICAL FRAMEWORK

Entrepreneurship

According to Drucker in Kasmir (2013), entrepreneurship is the ability to create something new and different. This understanding implies that entrepreneurs are people who have the ability to create something new. An entrepreneur is also someone who is able to see opportunities and then create an organization to take advantage of those opportunities to start a new business or the ability of everyone to seize every business opportunity and use it as a business or business area. An entrepreneur will maintain his business line and even expand his business network in accordance with the main goal of entrepreneurship to advance his career and sell what is offered.

Culinary Business

Indonesia has a lot of food diversity that differs between regions, it must be maintained so that it is not claimed by other countries. Culinary is part of Indonesian cultural identity (Wongso, 2015). The culinary business is one of the many service businesses that is growing rapidly even in times of crisis because food is one of the basic human needs that must be met so that the development of this culinary business is accompanied by more and more restaurants that have sprung, both ordinary restaurants as well as fast food restaurants.

Customer Satisfaction

Customer satisfaction can contribute to important aspects, such as increasing customer loyalty, creating a company reputation, reducing price elasticity, and increasing work energy efficiency and productivity.

Product Classification

Entrepreneurs classify products based on the characteristics or properties of the product. Classification of products based on their characteristics or properties, namely: durable goods, are tangible goods that are usually durable with many uses, or their economic life for normal understanding is 1 year or more. Example: refrigerator and television. Non-durable goods are tangible goods that are usually consumed in one use or their economic life under normal use is less than 1 year. Example: soap and food.

Entrepreneurial Creativity and Innovation

Creativity and innovation are two interrelated elements and affect one's success. In the relationship of entrepreneurship, creativity and innovation have an important role for businesses to run and have intellectual activity to create new ideas and turn new ideas into results. Creativity and innovation have been used interchangeably in the literature (Martins and Terblanche, 2003).

Entrepreneurial Behavior in Culinary Business

Entrepreneurial behavior can be seen in the main characteristics of behavior, namely daring to take moderate risks on skills and not mere skills, energetic, especially in relation to various innovation activities, having a high sense of responsibility, knowing results From the decisions he takes, he is able to anticipate the possibilities that will arise in the future and has the ability to organize and in this case includes managerial and leadership abilities. These characteristics of entrepreneurial behavior are used as indicators in detecting entrepreneurial behavior.

Conceptual Framework

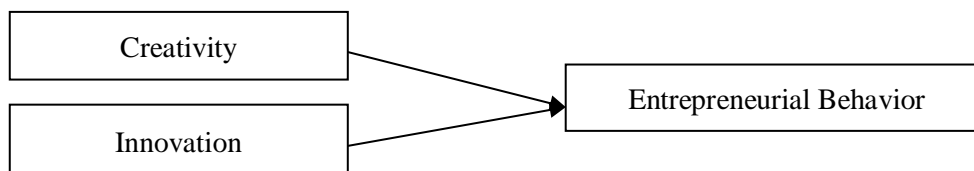


Figure 1. Conceptual Framework
Source: Theoretical Framework, 2022

RESEARCH METHOD

Research Approach

This research uses qualitative research that produces descriptive data in the form of written or spoken words from people and observed behavior. This research that uses qualitative which is the main tool for humans involves the researchers themselves by asking, observing, understanding, abstracting as an important tool that cannot be replaced by other people (Wahidmurni, 2000). In this study, the authors did not determine the length of time, but researchers continuously dig up data in the right and appropriate circumstances.

Population, Sample Size, and Sampling Technique

The population of this research is the Entrepreneur of Culinary Business in Kawasan Megamas Manado. This research use a sample 7 informants and used purposive sampling technique namely selected based on certain criteria in accordance with the conceptual understanding used in this study.

Operational Definition of Research Variables

Table 1. Operational Definition

Variable	Operational Definition	Indicators
Creativity	Creativity is person's ability to create which is characterized by originality in imaginative expression.	-Optimistic. -Responsible. -Persistent. -Never give up
Innovation	Innovation is something new and does not exist in general.	-Creating the process -Product development
Entrepreneurial Behavior	Entrepreneurial behavior can be seen in the main characteristics of behavior, namely daring to take moderate risks on skills and not mere skills, energetic, especially in relation to various innovation activities, having a high sense of responsibility, knowing results From the decisions he takes, he is able to anticipate the possibilities that will arise in the future and has the ability to organize and in this case includes managerial and leadership abilities.	-Self Confidence -Task Oriented -Risk Taking -Managerial

Source: Data Processed, 2022

Data Analysis Method

In qualitative research, data analysis does not use statistical measurements because it is a type of research that develops theoretical concepts. Data analysis is a data processing process with the aim of finding useful information that can be used as a basis for decision making to solve a problem. Data analysis process using interview transcripts, field notes, and other collected materials to improve understanding and enable the researcher to present the results to others. Data analysis in this study was conducted before meeting with the respondents, while the analysis process was carried out during and after data collection. The next step is the interview; the researcher will collect the information that will be given by the informant.

Qualitative Data Analysis

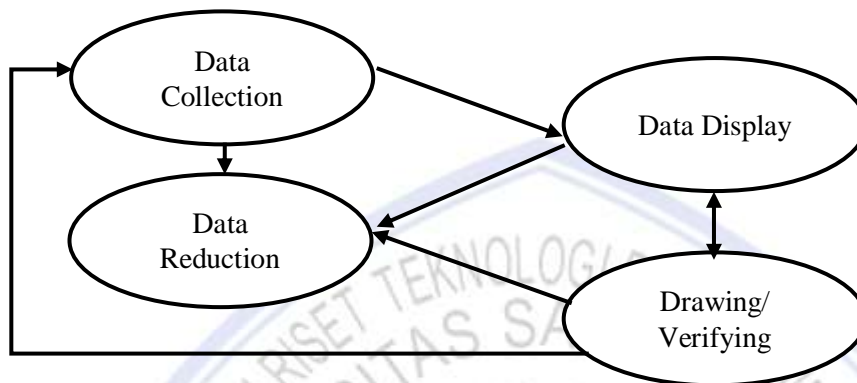


Figure 2. Qualitative Data Analysis

Source: *Research Methods for Business*, 2007

According to Hair et al. (2007), there are several steps in qualitative data analysis, such as;

- Data Collection:** the process where the researcher find information or data from any kind of source such as books, internet website and gather deeper information from informant.
- Data Reduction:** involves selecting, simplifying and transforming the data to make it more manageable and understandable.
- Data Display:** helps qualitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.
- Drawing and Verifying Conclusion:** drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and rechecking the data ensure the initial conclusions are realistic, supportable, and valid.

Validity and Reliability Test

Validity Test

Validity shows the actual state and refers to the fit between constructs, or the way a researcher conceptualizes an idea in a conceptual definition and a measure. This refers to how well ideas about reality "fit" with actual reality. In simple terms, validity addresses the question of how well the social reality measured by research fits the constructs that researchers use to understand it (Neuman, 2007). Validation in qualitative research is the extent to which qualitative findings accurately represent the phenomena being examined (Hair et al., 2015).

Reliability Test

Reliability is the overall consistency of measure and is a way of assessing the quality of measurement's procedure used to collect data. According to Sugiono (2007) is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are repeated. Test reliability, which is the level of consistency of a test, is the extent to which the test can be trusted to produce a consistent score, relatively unchanged even though it is tested in different situations.

RESULT AND DISCUSSION**Result**

This research uses a qualitative method that uses a qualitative method which contains a detailed explanation of the information obtained from in-depth interview informants. The population in this study is entrepreneurial in Kawasan Megamas Manado.

Table 2. Coding Categorizing

Name of Business	Entrepreneurial Behavior		
	Creativity	Innovation	The Influence
Porkys	Have an optimistic and responsible spirit and be diligent in running a culinary business. Have a goal to running a business.	Creating new products through the process of developing ideas and designing good products.	The ability of their business to modify culinary products and attract consumers to be of great interest.
Nasi babat	Optimistic with hope for the future and confident. In this case, he is not responsible and does not create the product.	Haven't innovated yet	The influence is not able to attract customers.
Pondok Ayam Nangkring	She said that she hasn't been much creative in making products	No new discoveries for the product	Can't influence consumer interest and sometimes don't dare to take risks.
Kelapa 17	Cares about achieving goals by paying attention to taste so as to create creations in products.	There is product development	Can affect the success of the business being run.
Yolis	Cares about achieving goals with an optimistic attitude, confident in running his business, but has obstacles when it rains and is very responsible at work, and diligent.	There is no innovation in terms of new innovation	-Influential in risk taking.
Cotto Makassar 68	Cares about achieving goals, is responsible and remains diligent in doing business despite the weather constraints.	Does not show innovation	Influence to the achievement of the target which in the end cannot attract consumers
Rits Café	Cares about achieving something new, where various types of food and tastes are made that are liked by consumers. And optimistic, confident to achieve goals, very responsible in workers by not letting employees, also diligent. Never give up.	Does not show innovation	Business progress by modifying culinary products so as to attract the attention of consumers.

Source: Data Processed, 2022

Discussion

In this research, researchers need to emphasize that creativity and innovation in culinary business entrepreneurial behavior have an important role in running a business. Based on interviews conducted with seven informants who are business owners, it shows that they have answers that are almost about creativity, while innovation has different answers.

Creativity Entrepreneur

1. Optimist: Informant who is optimistic is informant 1, informant 2, informant 3, informant 4, informant 5, informant 6, and informant 7.
2. Responsible: Informants who are responsible are informant 1, informant 3, informant 4, informant 5, informant 6, and informant 7.

3. -Diligent: informants who persevere are informant 1, informant 3, informant 4, informant 5, informant 6, and informant 7.
4. Never give up: Informant 1, informant 2, informant 3, informant 4, informant 5, informant 6, and informant 7.

Innovation

1. Creating new products or new inventions: Informants who create new products are informants 1 and 4 because they see from customer interest.
2. Product development: Basically informants 1 and 4 have a way to develop their business, but informants 2, 3, 5, 6, and 7 lack a way to develop their products.

The Influence of Creativity and Innovation in Entrepreneurial Behavior of the Culinary Business Self Confidence

Self-confidence is in the first position as entrepreneurial behavior. Self-confidence is an attitude of confidence in one's own abilities to the achievements, desires, and expectations. In informants 1,2,3,4,5,6,7, it was found that they had confidence in setting up a business because they were the ones who influenced the business they were in.

Task Oriented

In the culinary business, it means that entrepreneurs are able to run the business they are living, where an entrepreneur must also have a clear goal. For this reason, those who have clear goals in running a business are informants 1, 6, and 7.

Risk Taking

In starting a business, of course, there are many challenges faced. However, the key to success in business is the courage to take risks to realize the ideas you have. In this case, all informants 1, informants 2, informants 3, informants 4, informants 5, informants 6, informants 7 are able to take risks as seen from how far they are still opening their businesses even though sometimes there are only a few customers.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the study, it was concluded that not all entrepreneurs have creativity and also not all innovate their products, so that it affects entrepreneurial behavior and there is a decrease in culinary business visitors which affects income.

Recommendation

This research was conducted to provide an insight into the creativity and innovation and the influence (impact) of entrepreneurial behavior in culinary business recommendation were formulated based on the findings in this research, for culinary entrepreneurs and for further researchers:

1. For entrepreneurs, it is hoped that in the future they will be able to continue to maintain the quality of the business they run while creating new ideas that have never been thought of by culinary entrepreneurs in general and not afraid to try new things so that customers remain loyal so they can compete with other culinary businesses.
2. For further researchers, it is hoped that they can develop this research by developing more precise indicators and more relevant variables that have an influence on business success in culinary in the Kawasan Megamas Manado.

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