The Effect of Creativity and Product Innovation on Business Success in Coconut Shell Waste Craftsmen in The Bukit Lawang Plantation Village Bahorok District Langkat Regency

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Abstract

This study aims to determine "The Effect of Creativity and Product Innovation on Business Success in Coconut Shell Waste Craftsmen in the Bukit Lawang Plantation Village, Bahorok District, Langkat Regency". This type of research is associative with a quantitative approach. The population in this study were 30 coconut shell craftsmen using the saturation point formula technique, because the population was less than 100 people, the number of samples in this study was taken absolutely from a population of 30 respondents. Based on the T test and F test, it can be concluded that the creativity and product innovation variables partially have a positive and significant effect on the success of the Coconut Shell Waste Craftsmen in the Bukit Lawang Plantation Village, indicating Ho is rejected and Ha is accepted. Coefficient of Determination (R2) = 0.343 or 34.3%. 65.7% was influenced by other factors not described in this study.
Keywords: Entrepreneurial Interest; Entrepreneurship Knowledge; Self Efficacy; and Entrepreneurial Character

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PRELIMINARY

SMEs (Small and Medium Enterprises) in Indonesia are so important in the economic crisis that it has been proven to save the nation's economy. Many large-scale businesses experience a decline and even stop business activities. Therefore, a business must have the ability to create or create added value to its products. This can be done by increasing creativity and innovation in the products offered (Isnaini, Nurhaida and Pratama., 2020; Marbun, Effendi, Lubis and Pratama, 2020).

Creativity is the ability to provide ideas or ideas with a creative thinking process to create something (Zimmerer in Suryana 2010:211). Creativity is creativity that has a higher and positive value in making or issuing new products that are more pragmatic. Creativity is not only due to luck but also a conscious hard work. Failure for creative people is only a confounding variable for success. He will try again and will keep trying again until it works (Nu'man et al., 2020; Nugroho et al., 2020; Pratama et al., 2020; Utami et al., 2019; Saragih et al., 2020).

Innovation is the skill to apply creativity in problem solving and find opportunities to develop existing products (Ernani, 2011:10) and (Raeny D.S: 2013). Something new and different can be in the form of results such as goods/services, and can also be in the form of processes such as ideas, methods, and ways of something new and different that is created through creative thinking processes and innovative actions such as added value and excellence. valuable (Amar et al., 2020; Hakimah et al., 2020; Lubis et., 2019; Pratama et al., 2019, Utami et al., 2019).

The process of creativity and innovation can be carried out only by people who have an entrepreneurial spirit and attitude, namely people who are confident, take initiative, have achievements, have leadership qualities, and dare to take calculated risks (Suryana, 2003; Danilwan et al., 2020; Maggasingang et al., 2020; Pratama et al., 2019; Saragih et al., 2020; Sujianto et al., 2020).

In this study, the author only focuses on people who can manage coconut shell waste into an art craft. As is known, there are many varieties and forms of arts and crafts made from this waste, such as accessories, household appliances, furniture, decorations and many others (Candrasa et al., 2020; Kumar et al., 2020; Lubis et al., 2020; Sibuea et al., 2020).

Coconut shell is the hard part of coconut or is hard waste. Coconut shell waste does not have a clear utilization so that in its disposal it becomes piles. Coconut shell waste has the opportunity to be developed into items such as bracelets, necklaces, household items, rings, calligraphy, and other interesting accessories. Then to make this product, the steps are not so difficult, namely, by carefully cleaning the remnants of coarse fibers on the surface of the shell using a knife or razor (Atrizka et al., 2020; Danilwan et al., 2020; Danilwan et al., 2020; Saragih et al., 2020; Silitonga et al., 2020).

This type of plant has a dual function because all parts can be utilized, so that many people cultivate this plant. Coconut production in the Bukiit Lawang Plantation Village is quite large, the people's plantation area is 4,247 hectares with a production of 2,349 tons per year. Coconut commodity is mostly found in all sub-districts of the East Coast of Langkat (http://www.langkatkab.go.id). With relatively high coconut

production in the area, it can be estimated that the high production of coconut shell waste per year is generated by the surrounding community. This is the background for the author to conduct research on the management of coconut shell waste (Tambunan et al., 2018; Tarigan et al., 2021; Tarigan 2020).

Coconut Shell Waste Craftsmen in the Bukit Lawang Plantation Village have been established since the 1990s and have begun to develop from 2006 until now. The author wants to examine how the people in the Bukit Lawang Plantation Village are able to optimize this waste, such as making creativity in such a way as to attract the attention of visitors to balance their income. The activities they make such as coconut shells in Art are bracelets, necklaces, earrings, flower vases, cups, cigarette ashtrays, household utensils, etc. There are also other creativity, such as coconut shells being made into macrame, the ropes are not machined but knitted themselves, the manufacture is more thorough, and definitely follows the trend or consumer interest according to the time. Innovations for products are also carried out through inspiration from the internet, social media, and criticism from consumers. Entrepreneurs also try to make an optimal craft product in terms of shape and ornaments or decorations that can attract tourists, and take advantage of the quantity of coconut shell waste that becomes a valuable craft art (Izar et al., 2020; Tarigan 2018; Tarigan 2017; Tarigan 2016).

Coconut shell handicrafts in Bukit Lawang Plantation Village, Bahorok District, Langkat Regency are handicrafts from the creativity of the community that are deliberately made to absorb the many raw materials available in the village. In maintaining their sales which is related to the success of their business, the craftsmen try to carry out various strategies including creativity and product innovation. However, with many similar products being marketed, it affects the success of the business. The following are the results of the sale of shell crafts in the Bukit Lawang Plantation Village, Bahorok District, Langkat Regency:

Table 1 Sales Volume of Shell Crafts January – September 2020 (Rp)

Bulan	Volume Penjualan	Unit
Januari	35.356.000	400
Pebruari	47.730.600	540
Maret	30.406.160	344
April	38.184.480	432
Mei	35.179.220	398
Juni	34.383.710	389
Juli	32.262.350	365
Agustus	30.317.770	343
September	28.461.580	322

Data source: Coconut shell handicrafts in Bukit Lawang Plantation Village

From table 1. it can be seen that the sales volume of coconut shell handicrafts in the Bukit Lawang Plantation Village is irregular (fluctuating). From May to September the sales volume decreased. The cause of the decline in sales volume is due to the situation that we know is currently experiencing problems, namely the Covid-19 which makes it difficult for tourists from within and outside the country to come. This makes sales decline and affects the success of the business in coconut shell handicrafts in the Bukit Lawang Plantation Village.

Based on this background, the authors are interested in conducting further research in the form of a thesis with the title "**The Effect of Product Creativity and Innovation on the Success of Coconut Shell Waste Business in Bukit Lawang Plantation Village, Bahorok District, Langkat Regency**".

Table 2. Data of Shell Waste Craftsmen in Bukit Lawang Plantation Village

No	Pengerajin Limbah Tempurung Kelapa	Tahun Berdiri
1	Tip Top Souvenir Shop	2001
2	Viona Souvenir	2003
3	Tonys Souvenir	2002
4	Marikena Galery	2005
5	Anggun Collection	2002
6	Bg Njun Souvenir	2000
7	Andy's Coconut Handcrafts	2000
8	Cocodel Art Shop	2004
9	Jefray Souvenir	2004
10	Buterfly Souvenir	2003
11	Yuki Souvenir	2005
12	Art Factory	2001
13	Bagoes Hand-Carved Coconut Jewelry	2002
14	Leuser Gallery	2004
15	Oke Art Shop	2000
16	Moose Keliat Designs	2001
17	Green Life Adventure Souvenir	2003
18	Ukir Nama Souvenir	2000
19	Reclamed Wood Carving	2002
20	Rain Forest Collection	2002
21	Indra Valley Souvenir	2004
22	Explore The Jungle Collection	2005
23	Jungle Tribe Shop	2003
24	Ramban Jungle Souvenir	2001
25	Baginta Collection	2000
26	Lawang Collection Shop	2002
27	Orangutan Souvenir	2002
28	Garden Rest Souvenir	2003
29	Sams Collection	2000
30	Dr Wood Reclamed	2002

The research objectives are:
1. To know and analyze the effect of creativity and product innovation together on business success in the Coconut Shell Waste Business in Bukit Lawang Plantation Village, Bahorok District, Langkat Regency.
2. To determine and analyze the effect of creativity on business success in Coconut Shell Waste Business in Bukit Lawang Plantation Village, Bahorok District, Langkat Regency.
3. To determine and analyze the effect of innovation on business success in Coconut Shell Waste Business in Bukit Lawang Plantation Village, Bahorok District, Langkat Regency.

RESEARCH METHODS

According to Sugiyono (2013: 14) the approach used in this study uses a quantitative approach, because the data obtained will be realized in the form of numbers and analyzed based on statistics. A quantitative approach is used to examine a particular population or sample, with a random sampling technique. Data collection uses statistical data analysis instruments, with the aim of testing the established hypothesis. This research was conducted at the Nila Harapan Private Vocational School in Medan. The population in this study were all students of the Nila Harapan Private Vocational High School (SMK) Medan who had taken Entrepreneurship subjects. Based on the results of preliminary research that the number of students at the Nila Harapan Private Vocational High School (SMK) in Medan is 116 students and the sample used is 90 students.

According to Sugiyono (2016: 137) the data collection method is concerned with the accuracy of the methods used by researchers to collect data. The techniques used in the research to collect data are Questionnaire (Questionnaire), Interview (Interview), and Documentation.

1. Data Analysis Technique

a. Inferential Statistical Method

Inferential statistics, (often also called inductive statistics or probability statistics), is a statistical technique used to analyze a sample of data and the results are applied to the population.

b. Classic Assumption Test

Classical assumption test is a requirement that must be met for multiple linear regression analysis based on ordinary least squares (OLS) (Situmorang & Lufti, 2014:114). The classical assumption test is carried out before performing the regression analysis, in order to get an unusual estimate and efficiency, the classical assumption test is carried out which must be met, namely:

1) Normality test

This test aims to determine whether the distribution of a data follows or approaches the normal distribution, namely the distribution of data with a bell shape. It is said to be normal if the scatter plot shows points that follow the data along the diagonal line.

2) Heteroscedasticity Test

The heteroscedasticity test in principle wants to test whether a group has the same variances among members of the group. If the variances are the same, and that should not happen, it can be said that there is homoscedasticity, whereas if the variances are not the same, it can be said to be heteroscedasticity.

3) Multicollinearity Test

This means that the independent variables with one another in the multiple regression model are not perfectly related to each other. To determine the presence or absence of multicollinearity symptoms, it can be seen through the value of tolerance and VIF (Variance Inflation Factor) from the SPSS program. Tolerance measures the variability of the selected variable and is not explained by other independent variables.

c. Multiple Linear Regression Analysis Method

In this study, the authors used multiple linear regression statistical analysis. The equation used is:

$$Y = a + b_1X_1 + b_2X_2 + b_2X_3 + e$$

A statistical calculation is said to be statistically significant if the statistical test value is in the critical area (the area where Ho is rejected), otherwise it is called insignificant if the statistical test value is in the area where Ho is accepted.

d. Hypothesis Test

1) Simultaneous Significant Test (F Test)

The F test was conducted to test whether the independent variable (X) had a significant effect on the dependent variable (Y) simultaneously. The form of the test is as follows:

Ho: b1 = b2 = 0, meaning that simultaneously there is no significant and positive relationship from the independent variable to the dependent variable.

Ha : b1 b2 0, meaning that simultaneously there is a positive and significant relationship from the independent variable to the dependent variable.

2) Partial Significance Test (t Test)

This test was conducted to determine how far the influence of the independent variable partially (individually) on the variation of the dependent variable. The test criteria are:

H0 : b1 = 0, meaning that partially there is no significant and positive effect of the independent variable on the dependent variable.

Ha : b1 0, meaning that partially there is a significant and positive effect of the independent variable on the dependent variable.

3) Coefficient of Determination (R2)

According to Ghozali (2012: 97) the coefficient of determination (R2) is a tool to measure how far the ability of a model to explain the variation of the dependent variable. The value of the coefficient of determination is between zero or one.

RESULTS AND DISCUSSION

1. Classic Assumption Test

a. Data Normality Test

Table 1. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,88811196
Most Extreme Differences	Absolute	,175
	Positive	,171
	Negative	-,175
Test Statistic		,175
Asymp. Sig. (2-tailed)		,020[c]
Exact Sig. (2-tailed)		,283
Point Probability		,000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by SPSS, 2021

Based on the results of the normality test, it is known that the significance value is 0.283> 0.05, so it can be concluded that the residual value is normally distributed.

b. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,335	8,305		1,485	,149		
	KREATIVITAS	,229	,092	,402	2,489	,019	,871	1,149
	INOVASI PRODUK	,525	,240	,353	2,190	,037	,871	1,149

a. Dependent Variable: KEBERHASILAN USAHA

Source: Data processed by SPSS, 2021

1. In the table above, the tolerance value of the two independent variables is 0.871, which means it is greater than 0.1, so this indicates that there is no multicollinearity problem.
2. Then in the table above, the VIF value of the two independent variables is 1.149, which means it is smaller than 10, so this also indicates that there is no multicollinearity problem.

c. Heteroscedasticity Test

In the heteroscedasticity test the data points spread above and below or around the number 0, the points do not collect either above or below, the spread of data points does not form a wavy pattern that widens then narrows and then widens again or it can be said that the spread of dots - the data points are not patterned. It concludes that there is no heteroscedasticity

in the regression model, so this regression model is feasible to use to predict business success based on input from the independent variables (creativity and product innovation).

2. Multiple Linear Regression Test

Table 3. Multiple Linier Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,335	8,305		1,485	,149
	KREATIVITAS	,229	,092	,402	2,489	,019
	INOVASI PRODUK	,525	,240	,353	2,190	,037

a. Dependent Variable: KEBERHASILAN USAHA

Source: Data processed by SPSS, 2021

Based on this description, it can be interpreted as follows:

1. The constant (a) of 12,335 states that if the independent variable is considered constant, then the success of the business is 12,335 with the assumption that the independent variable is or equal to zero.
2. The coefficient of creativity (X1) is 0.229. These results indicate that the relationship between the variables of creativity in increasing business success (Y) is 0.229. This can be interpreted that for every increase in the Creativity variable (X1) by one unit, the Business Success variable (Y) will increase by 0.229 assuming the other variables are fixed or constant.
3. Product Innovation Coefficient (X2) is 0.525. These results indicate that the relationship between Product Innovation (X2) variables in increasing Business Success (Y) is 0.525. This result can be interpreted that for every increase in Product Innovation variable (X2) by one unit, the Business Success variable (Y) will increase by 0.525 assuming the other variables are fixed or constant.

3. Hypothesis Testing

a. F Test (Concurrent Test)

Table 4. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153,472	2	76,736	8,565	,001[b]
	Residual	241,895	27	8,959		
	Total	395,367	29			

a. Dependent Variable: KEBERHASILAN USAHA

b. Predictors: (Constant), INOVASI PRODUK, KREATIVITAS

Source: Data processed by SPSS, 2021

Based on table 4. (Anova) the Fcount value is 8.565 with a significant level (sig.) of 0.001b, so Fcount > Ftable (8.565 > 4.20) or significant (sig.) < 5% (0.001 < 0.5) means that the variables of Product Creativity and Innovation have a positive and significant effect on Business Success on Shell Waste Craftsmen (Ho is rejected and Ha is accepted). Thus, there is an influence

of the variables of Creativity and Product Innovation on Business Success on Shell Waste Craftsmen in the Bukit Lawang Plantation Village, Bahorok District, Langkat Regency.

b. T Test (Partial Test)

Table 5. T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,335	8,305		1,485	,149
	KREATIVITAS	,229	,092	,402	2,489	,019
	INOVASI PRODUK	,525	,240	,353	2,190	,037

a. Dependent Variable: KEBERHASILAN USAHA

Source: Data processed by SPSS, 2021

Based on table 5. above it can be concluded that:

1. Value of Sig. for the effect of X1 on Y is 0.019 <0.05 and the value of t count is 2.489 > t table 2.051, so it can be concluded that H1 is accepted which means there is an effect of X1 on Y.

2. Value of Sig. for the effect of X2 on Y is equal to 0.037 <0.05 and the value of t count is 2.190 > t table 2.051, so it can be concluded that H2 is accepted which means that there is an effect of X2 on Y.

4. Coefficient of Determination Test (R2)

Table 6. Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,623^a	,388	,343	2,993

a. Predictors: (Constant), INOVASI PRODUK, KREATIVITAS

b. Dependent Variable: KEBERHASILAN USAHA

Source: Data processed by SPSS, 2021

Based on the table above, it can be interpreted that the Adjusted R Square (R2) is 0.343 or 34.3%. shows that the level of correlation or relationship or relationship between creativity, product innovation and business success has a fairly close relationship. This means that the business success of coconut shell waste craftsmen in Bukit Lawang Village can be explained by the variables of creativity and product innovation. While the remaining 65.7% was caused by other things that were not examined in this study

CONCLUSION

The following are the conclusions of this study: The results of this study indicate that creativity partially has a positive and significant effect on business success for shell waste craftsmen in Bukit Lawang Village, Bahorok District, Langkat Regency by 0.019 <0.05 (H1 is accepted), which means the higher the creativity, the success of the shell waste craftsman business. in Bukit Lawang Village is getting higher too. The results of this study indicate that product innovation partially has a positive and significant effect on business success on shell waste craftsmen in Bukit Lawang Village, Bahorok District, Langkat Regency by 0.037 <0.05 (H2 is accepted), which means the higher product

innovation, the success of the craftsman's business. Shell waste in Bukit Lawang Village is also getting higher. The results of this study indicate that creativity and product innovation simultaneously have a positive and significant effect on business success in shell waste craftsmen in Bukit Lawang Village, Bahorok District, Langkat Regency with a significant level of 0.001b so (8.565 > 4.20) or significant (sig.) < 5% (0.001 < 0.5) means that the Product Creativity and Innovation variable has a positive and significant effect on Business Success in Shell Waste Craftsmen (Ho is rejected and Ha is accepted) which means that the higher the creativity and product innovation, the success of the shell waste craftsman business in Bukit Lawang village will be higher too.

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