JOURNAL OF ACCOUNTING RESEARCH, UTILITY FINANCE AND DIGITAL ASSETS (JARUDA) | 2962-973X
Website : https://jaruda.org/index_php/go/index | Volume 5 No. 3 (2027)

THE EFFECT OF CREATIVITY, PRODUCT INNOVATION, AND MANAGEMENT CAPABILITY ON THE SUCCESS OF CULINARY MSME BUSINESSES IN THE CITY OF LHOKSEUMAWE

Cut Siti Rohana[1], Samsidar[2], Husaini[3], Nova Rianti[4]
Study Program of Entrepreneurship, Faculty of Economics and Business
Universitas Malikussaleh,[1234]
Email: cutsiti877@gmail.com[1], samsidar@unimal.ac.id[2], husaini@unimal.ac.id[3], nova@unimal.ac.id[4]

Received: 01/09/2026 | **Revised:** 10/09/2026 | **Accepted:** 26/09/2026 | **Published:** 21/11/2026

Abstract

This study aims to examine and analyze the influence of creativity, product innovation, and management capability on the business success of culinary MSMEs (Micro, Small, and Medium Enterprises) in Lhokseumawe City. The study employs a quantitative approach using a survey method. Primary data were collected by distributing questionnaires to 112 culinary MSME owners, selected through purposive sampling. The data were analyzed using multiple linear regression with the aid of the SPSS software. The results indicate that creativity has a positive and significant effect on business success, with a t-value of 7.226 and a significance level of 0.000. Product innovation also shows a positive and significant effect, with a t-value of 6.370 and a significance level of 0.000. Meanwhile, management capability exhibits a positive relationship but does not have a significant effect on business success, with a t-value of 1.254 and a significance level of 0.212. The Adjusted R-square value of 0.878 indicates that the three independent variables account for 87.8% of the variation in the business success of these MSMEs, while the remaining 12.2% is explained by factors outside the research model. Thus, creativity and product innovation are significant factors influencing the business success of culinary MSMEs in Lhokseumawe City.

Keywords: *Creativity; Product Innovation; Management Capability; Business Success; Culinary MSMEs.*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) represent a strategic sector that plays a vital role in driving national economic growth. MSMEs are capable of absorbing labor, increasing public income, and fostering economic equity across various regions. One subsector that has been flourishing is the culinary MSME sector, as food and beverage products address fundamental consumer needs and offer extensive market opportunities. In the city of Lhokseumawe, the culinary MSME sector has experienced rapid development. According to data used in this study, there were 2,463 culinary MSMEs in 2025, comprising 2,142 food-based and 321 beverage-based enterprises. These businesses are distributed across four districts: Banda Sakti, Muara Satu, Muara Dua, and Blang Mangat. While the large number of enterprises highlights the potential of the culinary sector, it does not automatically guarantee the success of every individual business. MSME operators continue to face intense competition, shifting consumer preferences, and challenges in maintaining revenue and business sustainability.

The success of an MSME can be influenced by internal factors, such as creativity, product innovation, and management capabilities. Wijaya (2021) explains that creativity is essential for culinary MSME operators to develop unique products that attract consumer interest. Similarly, Fuadi (2020) asserts that creativity is a crucial element of entrepreneurship, as it fosters a competitive advantage and enhances the market appeal of products. Creativity enables business owners to generate new ideas, find solutions to operational challenges, and develop products or services that offer added value. Product innovation also serves as a strategic factor in sustaining business competitiveness. Kotler and Keller (2020) emphasize the importance of developing products that align with consumer needs and desires, while Ikram (2020) notes that product innovation is instrumental in maintaining the competitiveness of MSMEs, particularly within the dynamic culinary industry. Furthermore, management skills are essential for overseeing business planning, finance, operations, and resources. Handoko (2021) highlights the importance of management functions in directing

organizational activities, while Fauzan (2021) notes that a lack of management proficiency can be a contributing factor to the failure of MSMEs (Micro, Small, and Medium Enterprises). Suryana (2020) also links business success to an entrepreneur's ability to achieve goals, expand the business, and ensure the sustainability of its operations. Based on the aforementioned points, this study was conducted to empirically examine the influence of creativity, product innovation, and management capability on the business success of culinary MSMEs (micro, small, and medium enterprises) in the city of Lhokseumawe.

LITERATURE REVIEW

a. Success of MSME Businesses

According to Juanda (2020), business success is a state in which a business owner is able to increase revenue, expand their market, and maintain the continuity of the business amidst competition. This indicates that business success is not solely focused on profit, but also on the business's capacity to endure and grow in a sustainable manner. According to Munzir (2023), business success is not measured merely by the magnitude of profit earned; it is also characterized by the business owner's ability to adapt to a dynamic business environment, as well as to the ever-evolving needs and preferences of consumers. This capacity for adaptation is a crucial factor in ensuring that a business remains viable, competitive, and capable of seizing market opportunities on an ongoing basis. According to Tegar (2020), the indicators of success for MSMEs encompass four main aspects: revenue growth, business expansion, business sustainability, and competitiveness.

b. Creativity

According to Akbar (2022), creativity in an entrepreneurial context is the ability of a business owner to create added value through unique products, services, or business concepts, thereby enhancing competitiveness in the market. Creative entrepreneurs are generally more capable of attracting consumer interest and establishing a positive business image within the community. According to Chyntia (2024), indicators of creativity encompass three key aspects: product innovation, service variety, and problem-solving.

c. Product Innovation

According to Akbar (2021), product innovation refers to a business owner's ability to create added value through the development of new products or the refinement of existing ones, thereby enhancing consumer satisfaction and business profitability. As stated by Quraisy (2021), the indicators of product innovation encompass three primary aspects: product development, appearance and design, and functionality and quality.

d. Management Capability

According to Akbar (2021), management capability refers to a business owner's ability to manage business activities in a structured manner through the functions of planning, organizing, executing, and controlling, with the aim of enhancing productivity and business success. As stated by Nanda (2024), the indicators of management capability encompass three primary aspects: business planning, organizing, and controlling.

A. Previous Research

The following are the previous studies used in this research:

Table 1. Summary of Previous Research

No	Title/ Name/ Year/	Results
1	Creativity Innovation the and for Success of Small and Medium Enterprises (SMEs). Andriani, Insan & Jumriah (2025)	Creativity and innovation have a positive and significant impact on the success of culinary MSMEs in Makassar.
2	Creativity, Innovation and Promotion Variables as Determinants of Culinary Business Success in OKU Regency. Sari & Baturaja University (2024)	Creativity, innovation, and promotion have a significant impact on the success of culinary businesses in OKU Regency.

3	The Influence of Innovation and Creativity on the Business Performance of Culinary MSMEs in the City of Pekanbaru. Sukriani (2025)	Innovation and creativity have a significant simultaneous effect on the performance of culinary MSMEs in Pekanbaru.
4	The Influence of Entrepreneurial Innovation Orientation on the Performance of Culinary MSMEs (Mediated by Competitive Advantage). Sandityo & Muafi (2024)	Innovation has a significant impact on the performance of culinary MSMEs through competitive advantage.
5	The Influence of Creativity and Entrepreneurial Ability on the Business Success of Culinary MSMEs in the City of Medan. Syafii, Parulian & Wijaya (2025)	Creativity and entrepreneurial ability have a positive and significant impact on the success of MSME culinary businesses.

Source: Compiled by the author, 2026.

B. Conceptual Framework (BLM)

According to Notoatmodjo (2020), a conceptual framework is a systematic representation of the relationships between research variables, serving as a guide for determining the direction of a study. In this research, the conceptual framework explains the influence of creativity (X1), product innovation (X2), and management Skills (X3) on the business success of culinary MSMEs (Y) in the city of Lhokseumawe. These relationships are tested partially using a t-test to determine the impact of each independent variable on the dependent variable.

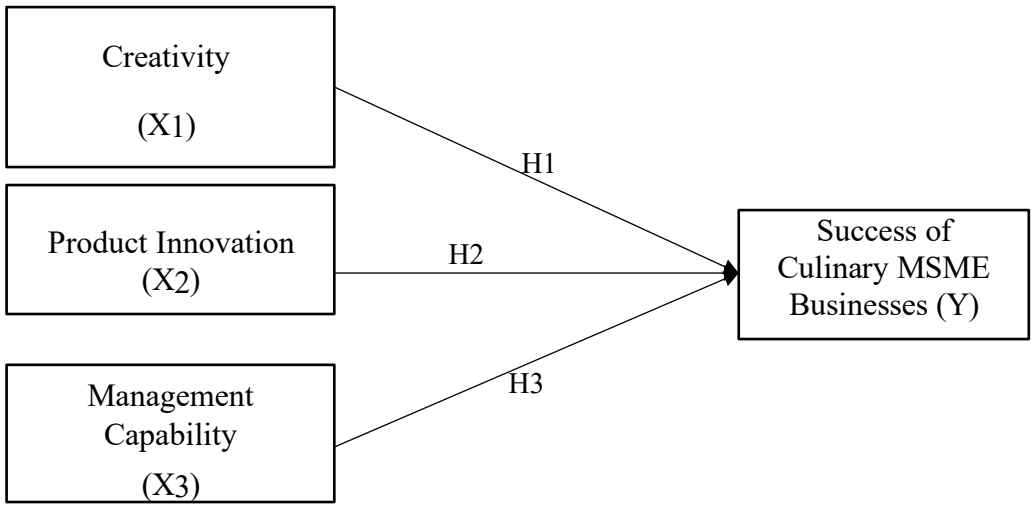


Figure 1. Conceptual Framework

C. Hypotheses

Based on the problem formulation, research objectives, and conceptual framework previously outlined, the hypothesis for this study is formulated as follows:

H1 : Creativity has a positive and significant impact on the business success of culinary MSMEs in Lhokseumawe City

H2: Product innovation has a positive and significant impact on the business success of culinary MSMEs in Lhokseumawe City.

H3 : Management capability has a positive and significant impact on the business success of culinary MSMEs in Lhokseumawe City.

OPEN ACCESS

METHOD

This study employs a quantitative approach, with primary data collected through questionnaires. The subjects of the research are culinary MSMEs (micro, small, and medium-sized enterprises) in Lhokseumawe City. The research population consists of 2,463 business units distributed across four districts. The sample was selected using a purposive sampling technique based on the following criteria: the business must be a culinary MSME located in Lhokseumawe City, currently active, in operation for at least one year, and the owner must be willing to participate as a respondent. The sample size was determined using Hair's formula calculated as 5 to 10 times the total number of indicators plus the independent variables. With 13 indicators and 3 independent variables, the study includes 112 respondents. Respondent answers were measured using a five-point Likert scale: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The independent variables consist of creativity (X1), product innovation (X2), and management skilss (X3), while the dependent variable is the business success of the MSMEs (Y). Data analysis was conducted using multiple linear regression with the assistance of SPSS software.

A. Research Object and Location

This study was conducted among culinary MSMEs (micro, small, and medium-sized enterprises) in the city of Lhokseumawe, focusing on the business owners within this sector. The location was selected due to the highly dynamic nature of the development and competition among culinary MSMEs, which necessitates creativity, product innovation, and strong management skills to achieve business success.

B. Population and Sample

The population for this study consists of all culinary MSMEs (micro, small, and medium-sized enterprises) in Lhokseumawe City, totaling 2,463 business units—comprising 2,142 food-related MSMEs and 321 beverage-related MSMEs. This population is distributed across four districts: Banda Sakti (1,265 units), Muara Satu (479 units), Muara Dua (467 units), and Blang Mangat (251 units).

The sampling technique employed is purposive sampling, where respondents are selected based on specific criteria: they must be culinary MSME operators in Lhokseumawe City, currently active in their business, have been in operation for at least one year, and be willing to participate as respondents.

The sample size was determined using the formula provided by Hair et al. (2014), which suggests a sample size 5–10 times the number of research indicators. Given 13 indicators and 3 independent variables, the calculation is as follows:

$$(13+3) \times 7=112$$

Thus, the research sample consists of 112 respondents. The distribution of questionnaires was carried out evenly across four sub-districts, with each sub-district allocated 28 respondents.

C. Operational Definition of Variables

An operational definition of a variable is an explanation of a research variable that allows it to be clearly measured and observed based on observable characteristics, thereby facilitating the researcher in conducting precise measurements of an object or phenomenon (Handayani, 2020).

Table 3. Operational Definition of Variables

No	variable	Definition	Variable indicator	Measurement scale
1	Creativity (X1)	Creativity is the ability of MSME (micro, small, and medium enterprise) operators to generate new ideas, concepts, or solutions that support the development of a culinary business.	1. Product Innovation 2. Variety of Services 3. Completion Problem Cynthia (2024),	Likert (1-5)
2	Product Innovation (X2)	Product innovation is the ability of MSME operators to create, modify, or update products, making them more attractive, distinct, and of added value to consumers.	1. Product Development 2. Appearance and Design 3. Function and Quality Quraisy (2021)	Likert (1-5)

OPEN ACCESS

3	Management Capability (X3)	Management capability refers to the ability of MSME owners to plan, organize, direct, and control business activities effectively and efficiently.	1. Business Planning 2. Organizing 3. Controlling Nanda (2024)	Likert (1-5)
4	Success of Culinary MSME Businesses (Y)	Business success is the ability of culinary MSMEs (micro, small, and medium-sized enterprises) to survive, grow, and improve their performance across economic, social, and environmental aspects.	1. Revenue Increase 2. Business Growth 3. Business Sustainability 4. Competitiveness Tegar (2020)	Likert (1-5)

Source: Compiled by the author, 2026.

D. Research Instrument Testing

The research instrument used was the SPSS 26 application.

a. Validity Test

Based on the validity test results involving 112 respondents with an r-table value of 0.186 all statement items for the variables Creativity (X1), Product Innovation (X2), Management Ability (X3), and MSME Business Success (Y) were determined to be valid. This is evidenced by the fact that all calculated r-values (r-count) are greater than the r-table value. Consequently, all questionnaire items are suitable for use as research instruments, and the study may proceed to the reliability testing stage.

Table 4. Validity Test Results

Variabel	No. Item	Nilai r hitung	Nilai r tabel	Keterangan
Creativity (X1)	X1.1	0.602	0.186	Valid
	X1.2	0.725	0.186	Valid
	X1.3	0.735	0.186	Valid
	X1.4	0.620	0.186	Valid
	X1.5	0.511	0.186	Valid
	X1.6	0.514	0.186	Valid
Product Innovation (X2)	X2.1	0.685	0.186	Valid
	X2.2	0.756	0.186	Valid
	X2.3	0.815	0.186	Valid
	X2.4	0.724	0.186	Valid
	X2.5	0.770	0.186	Valid
	X2.6	0.856	0.186	Valid
Management Capability (X3)	X3.1	0.793	0.186	Valid
	X3.2	0.807	0.186	Valid
	X3.3	0.612	0.186	Valid
	X3.4	0.790	0.186	Valid
	X3.5	0.793	0.186	Valid
	X3.6	0.752	0.186	Valid
Success of Culinary MSME Businesses (Y)	Y1	0.712	0.186	Valid
	Y2	0.761	0.186	Valid
	Y3	0.699	0.186	Valid
	Y4	0.718	0.186	Valid

OPEN ACCESS

	Y5	0.736	0.186	Valid
	Y6	0.712	0.186	Valid
	Y7	0.776	0.186	Valid
	Y8	0.662	0.186	Valid

b. Reliability Test

Based on the reliability test results using the Cronbach's Alpha method, all research variables are considered reliable, as they yielded values greater than 0.60. The Creativity variable (X1) obtained a value of 0.874, Product Innovation (X2) scored 0.857, Management Capability (X3) reached 0.847, and the Business Success of MSMEs (Y) stood at 0.867. Consequently, all research instruments demonstrate a good level of consistency and are suitable for use in the subsequent stages of analysis.

Table 5. Reliability Test Results

Variable	Calculated Cronbach's Alpha Value	Constant	Information
Creativity (X1)	0.874	0.6	Reliable
Product Innovation (X2)	0.857	0.6	Reliable
Management Capability (X3)	0.847	0.6	Reliable
Success of Culinary MSME Businesses (Y)	0.867	0.6	Reliable

Source: Compiled by the author, 2026.

E. Classical Assumption Test

a. Normality Test

Based on the normality test results using the One-Sample Kolmogorov-Smirnov method, an Asymp. Sig. (2-tailed) value of 0.200 was obtained, which is greater than 0.05.

Table 6. Normality Test

		Unstandardized Residual
N		112
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.25453537
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.043
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200[c,d]

The Probability-Plot shows that the data points follow the diagonal line, while the histogram forms a bell-shaped pattern.

Figure 2. Normality Probability Plot

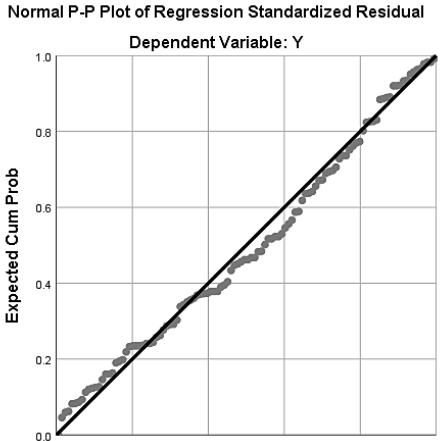
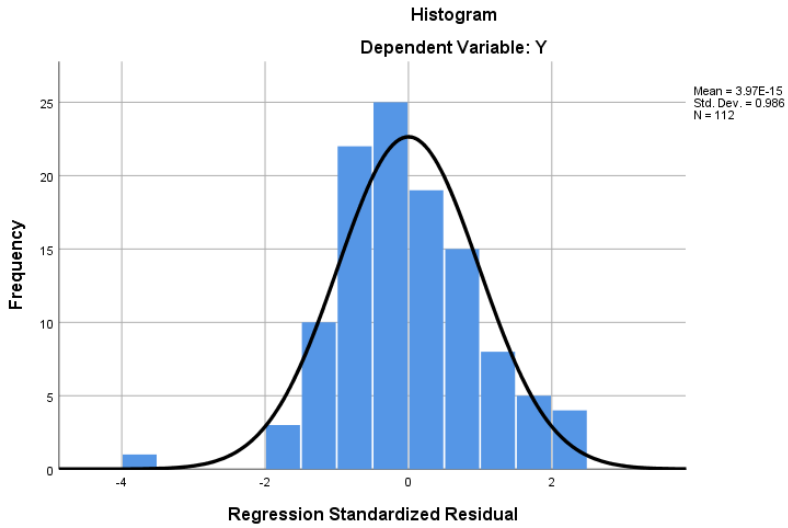


Figure 3. Histogram



Consequently, the residuals in the regression model are considered to be normally distributed and satisfy the normality assumption, allowing the analysis to proceed to the next stage of testing.

b. Multicollinearity Test

Based on the results of the multicollinearity test, all independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. The Creativity variable (X1) has a Tolerance value of 0.373 and a VIF of 2.679; Product Innovation (X2) has values of 0.171 and 5.855; and Management Skills (X3) has values of 0.200 and 5.010. Consequently, the regression model is free from multicollinearity, making it suitable for further analysis using multiple linear regression.

Table 7. Multicollinearity Test Results

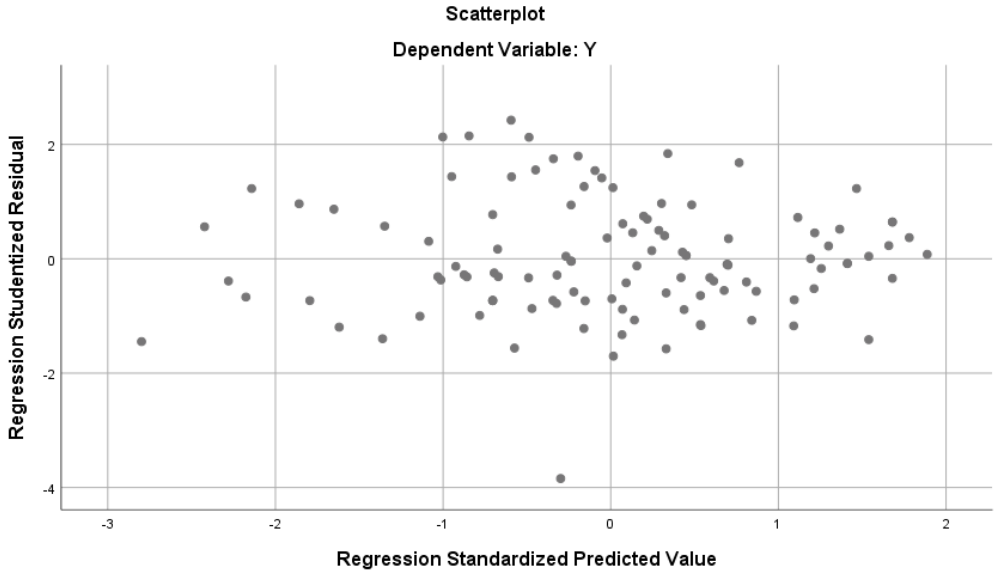
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Creativity Variable Score (X1)	.373	2.679
	Product Innovation Variable Score (X2)	.171	5.855
	Management Capability Variable Score (X3)	.200	5.010

Source: Compiled by the author, 2026.

a. Heteroskedasticity Test

Based on the heteroscedasticity test results using a scatterplot, the data points are distributed randomly above and below the zero axis and do not form any discernible pattern. Consequently, the regression model does not exhibit heteroscedasticity meaning it satisfies the assumption of homoscedasticity and is therefore suitable for use in multiple linear regression analysis.

Figure 4. Heteroskedasticity Test Results



F. Data Analysis Methods

a. Multiple Linear Regression Analysis

Based on the results of the multiple linear regression analysis, a constant value of -0.070 was obtained. Creativity (X1) has a positive regression coefficient of 0.435 with a significance level of 0.000, while Product Innovation (X2) has a coefficient of 0.487 with a significance level of 0.000. Meanwhile, Management Ability (X3) has a positive regression coefficient of 0.088 with a significance level of 0.212. This indicates that Creativity and Product Innovation have a positive effect, whereas Management Ability shows a positive but not statistically significant influence on the business success of MSMEs.

$$Y = -0,070 + 0,435X1 + 0,487X2 + 0,088X3$$

Table 8. Multiple Linear Regression Results

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.070	.140		-.503	.616
	Creativity Variable Score (X1)	.435	.060	.393	7.226	.000
	Product Innovation Variable Score (X2)	.487	.076	.512	6.370	.000
	Management Capability Variable Score (X3)	.088	.070	.093	1.254	.212

Source: Compiled by the author, 2026.

b. Partial Test (t-test)

Based on the t-test results, Creativity (X1) yielded a t-statistic of 7.226 with a significance level of 0.000, while Product Innovation (X2) yielded a t-statistic of 6.370 with a significance level of 0.000. Both variables have a positive and significant effect on the business success of MSMEs (Y); therefore, H1 and H2 are accepted. Meanwhile, Management Capability (X3) yielded a t-statistic of 1.254 with a significance level of 0.212, indicating that it does not have a significant effect on the business success of MSMEs; thus, H3 is rejected.

Table 9. t-test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.070	.140		-.503	.616
	Creativity Variable Score (X1)	.435	.060	.393	7.226	.000
	Product Innovation Variable Score (X2)	.487	.076	.512	6.370	.000
	Management Capability Variable Score (X3)	.088	.070	.093	1.254	.212

Source: Compiled by the author, 2026.

c. Coefficient of Determination Test

Based on the coefficient of determination test results, an Adjusted R-Square value of 0.878—or 87.8%—was obtained. This indicates that Creativity (X1), Product Innovation (X2), and Management Ability (X3) account for 87.8% of the variation in the business success of MSMEs (Y), while the remaining 12.2% is influenced by variables outside the scope of this study. Consequently, the regression model demonstrates an excellent capacity for explaining the variation in the business success of MSMEs.

Table 10. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939[a]	.881	.878	.25805

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Compiled by the author, 2026.

DISCUSSION

1. The Influence of Creativity on the Business Success of MSMEs

Creativity has a positive and significant influence on the business success of MSMEs, with a t-statistic of 7.226 and a significance level of 0.000 < 0.05; therefore, H_1 is accepted. This means that the greater the creativity of MSME owners—in terms of generating new ideas, creating attractive products, and solving business problems—the higher their level of business success. These findings are supported by research from Harini et al. (2022) and Manalu (2022).

2. The Influence of Product Innovation on the Business Success of MSMEs

Product innovation has a positive and significant influence on the business success of MSMEs, with a t-statistic of 6.370 and a significance level of 0.000 < 0.05; therefore, H_2 is accepted. This implies that developing new products, improving quality, and tailoring products to consumer needs can enhance competitiveness, increase sales, and contribute to business success. These findings are supported by research from Kasih et al. (2025) and Harini et al. (2022).

3. The Influence of Management Ability on the Business Success of MSMEs

Management ability does not have a significant influence on the business success of MSMEs, with a t-statistic of 1.254 and a significance level of 0.212 > 0.05; therefore, H_3 is rejected. This indicates that management ability has not yet exerted a

tangible impact on business success. This is likely because some MSME owners still operate their businesses in a simple manner and have not yet implemented optimal management practices. These findings are consistent with research by Alimusa et al. (2022).

REFERENCES

Akbar. (2022). Kreativitas Wirausaha Dalam Menciptakan Nilai Tambah Dan Daya Saing Usaha. *Jurnal Kewirausahaan Dan Inovasi*, 10(1), 45–54.

Alimusa, L. O., Tuli, H., & Ibrahim, R. (2022). Pengaruh Kemampuan Manajerial, Karakteristik Wirausaha, Dan Lingkungan Bisnis Terhadap Kinerja UMKM. *JBMP (Jurnal Bisnis, Manajemen dan Perbankan)*, 8(2), 165–180.

Andriani, A., Insan, I., & Jumriah, J. (2025). Creativity And Innovation For The Success Of Small And Medium Enterprises (SMEs). *Jurnal Kewirausahaan Dan Bisnis*, 10(1), 45–56.

Fauzan. (2021). *Manajemen Usaha Kecil Dan Menengah*. Jakarta: Prenadamedia Group.

Fuadi, A. (2020). *Kreativitas Dan Inovasi Dalam Kewirausahaan*. Bandung: Alfabeta.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th Ed.). Pearson Education Limited.

Handoko, T. H. (2021). *Manajemen* (Edisi Revisi). Yogyakarta: BPFE.

Harini, C., Silaningsih, E., & Putri, N. E. (2022). Pengaruh Kreativitas Dan Inovasi Produk Terhadap Kinerja Pemasaran UMKM. *Jurnal Inspirasi Bisnis dan Manajemen*, 6(2), 173–184. https://doi.org/10.33603/jibm.v6i2.6040

Ikram. (2020). Inovasi Produk Sebagai Strategi Peningkatan Daya Saing UMKM. *Jurnal Manajemen Dan Bisnis*, 8(2), 67–75.

Kasih, D. P., Ayuni, N. W. D., & Wijaya, I. M. A. (2025). Pengaruh Inovasi Produk Terhadap Keberhasilan Usaha UMKM. *Jurnal Pendidikan Ekonomi (JPEK)*, 9(1), 104–115.

Kotler, P., & Keller, K. L. (2020). *Marketing Management* (15th Ed.). Pearson Education.

Manalu, M. (2022). Pengaruh Kreativitas Dan Inovasi Terhadap Kinerja Usaha Mikro Kecil Di Kota Medan. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 5(2), 235–246. https://doi.org/10.36407/jmsab.v5i2.685

Munzir. (2023). Strategi Adaptasi UMKM Dalam Menghadapi Perubahan Lingkungan Bisnis. *Jurnal Manajemen Dan Kewirausahaan*, 15(1), 40–49.

Nanda. (2024). Analisis Kemampuan Manajemen Pelaku UMKM Terhadap Keberhasilan Usaha. *Jurnal Kewirausahaan Dan Manajemen*, 11(1), 60–69.

Notoatmodjo, S. (2020). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.

Quraisy. (2021). *Indikator Inovasi Produk Dalam Pengembangan Usaha Mikro, Kecil, Dan Menengah*. Jakarta: Rajawali Pers.

Sandityo, D., & Muafi, M. (2024). Pengaruh Orientasi Dan Inovasi Kewirausahaan Terhadap Kinerja UMKM Kuliner Melalui Keunggulan Bersaing. *Jurnal Manajemen Strategi*, 8(3), 101–114.

Sari, R., & Baturaja University. (2024). Creativity, Innovation And Promotion Variables As Determinants Of Culinary Business Success In OKU Regency. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 60–72.

Sukriani, S. (2025). Pengaruh Inovasi Dan Kreativitas Terhadap Kinerja Usaha Pelaku UMKM Kuliner Di Kota Pekanbaru. *Jurnal Ekonomi Dan Bisnis*, 11(1), 33–44.

Suryana. (2020). *Kewirausahaan: Kiat Dan Proses Menuju Sukses*. Jakarta: Salemba Empat.

Syafii, M., Parulian, P., & Wijaya, R. (2025). Pengaruh Kreativitas Dan Kemampuan Kewirausahaan Terhadap Keberhasilan Usaha UMKM Kuliner Di Kota Medan. *Jurnal Ilmu Manajemen*, 12(1), 20–32.

Tegar. (2020). Indikator Keberhasilan Usaha Pada Usaha Mikro, Kecil, Dan Menengah. *Jurnal Kewirausahaan*, 8(1), 25–33.

Wijaya, D. (2021). Strategi Pengembangan UMKM Kuliner Dalam Menghadapi Persaingan Usaha. *Jurnal Kewirausahaan*, 9(1), 23–32.

OPEN ACCESS