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Innovations Ability Influenced by Creativity, Competence, and Intrinsic Motivation and Its Implications for Entrepreneurs Success

Dian Wahyuningsih
Universitas Langlangbuana, Indonesia
dian.wahyuningsih74@gmail.com

Abstract: The strategic issue that is currently trending in Small Business activities is making MSMEs the backbone of the national economy. Empowerment and development of the existence of small business centers are very necessary so that they can grow and be sustainable, especially in the fashion sector. This research aims to explain the ability to innovate which is influenced by creativity, competence, and intrinsic motivation, and its implications for the success of small entrepreneurs (survey of small entrepreneurs in the fashion sector throughout Greater Bandung). The type of research is quantitative research, the research method used is descriptive and verification methods, and research variables include Creativity, Competence and Intrinsic Motivation, Ability to Innovate, and Entrepreneurial Success. The total sample was 250 small business actors with data collection techniques using questionnaires. The data analysis technique uses structural equation modeling (SEM) with the LIESRELL program. Descriptive research results show that creativity, competence, intrinsic motivation, and the ability to innovate as well as the success of entrepreneurs fall into the moderate to good category. The results of the verification research show that creativity, competence, and intrinsic motivation influence the ability to innovate both simultaneously and partially and the ability to innovate influences the success of small entrepreneurs in the Greater Bandung fashion sector.

Keywords: Ability to Innovate; Competence; Creativity; Entrepreneurs Success; Intrinsic Motivation

INTRODUCTION

The development of the fashion industry in Indonesia cannot be separated from cultural developments, globalization, and information technology which have entered Indonesia and become trends. This also includes the development of fashion which continues to move dynamically following current trends and grows rapidly. The strategy issue that is currently trending in Small Business activities is making MSMEs the backbone of the national economy. However, in reality, growth is slowing down, so government intervention is needed to provide opportunities for creative economic growth to increase again. As the backbone of the national economy, the issue inherent in employment conditions to be able to grow MSMEs is the absorption of work energy by creative businesses to help reduce poverty rates.

Empowerment and development of the existence of small business centers are very necessary so that they can grow and be sustainable, but this has not been fully supported by breakthroughs so that actors in these centers can survive, especially anticipating external environmental conditions when situations are unfavorable for MSMEs. Table 1 below is a table of processed data results that have been created by researchers and then divided the fashion sector into 2 groups as follows:

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Table 1. Data Collection Results for Small Business Groups in DPMPTSP data that have business permits in Bandung City, Bandung Regency, and Cimahi City

No	Research Observation Area	Small Business Group	
		Actively innovate (continuous improvement)	Passively innovate (only as a seller)
1	Cimahi City	278	128
2	Bandung	227	20
3	Bandung district	33	9
	Number of SMEs in the three observation areas	**538**	**206**

Source: Data processed by researchers (2023)

The data collection results obtained in Table 1 state that although many small business groups are actively carrying out innovation activities, the success of small business actors in developing their businesses is not yet maximal, this is possible because small business actors are still not serious about mapping their potential, especially in packaging their business management.

The problems related to the success of entrepreneurs from the condition of the phenomena observed are as follows: (1) The achievement of success of a business actor cannot be separated from his potential ability to create work through innovation on the idea of the work created. The findings obtained during the pre-survey provide a brief overview that in general SMEs in creating product creations are quite capable of producing various product differentiations even though their nature is still very limited. Limitations in the ability to produce a variety of products are generally caused by the majority of their work still relying on existing equipment while purchasing new machines is very expensive so the ability to work on exploring ideas is limited. Apart from that, the lack of creativity to innovate for SMEs still cannot match the products produced by other traders who dare to carry out many product differentiations in large quantities; (2) Based on the results of the pre-survey in the field, it shows that the current skills attainment of SMEs is still not enough to show the changes desired by many parties, in fact this has become the main focus of attention from the government regarding improving the skills of each SME actor. Achievements in improving skills for SMEs are the focus of the Bandung City government. This is also supported by an explanation from the Chair of the West Java Province Dekranasda, Ataliya Praratya, in his explanation that one of the challenges faced by the West Java government is providing education and training so that SMEs can be technologically literate and not only rely on traditional abilities. Not only is the ability limited, but what every business owner also experiences is the willingness to try to change habits that always feel unsure about their innovative products which can later be felt to provide benefits in the future. The Ministry of Communication and Information also conveyed the same thing, which was taken from explaining as follows that there are 5 biggest obstacles for SMEs in carrying out digital transformation in 2022, including the lack of intense digital skills training for SMEs; (3) That the majority of 50 people are still reluctant to collaborate with other competent parties so they are still going their own way. The lack of collaboration received by business actors makes it difficult for them to get opportunities to collaborate to develop their capabilities. Collaboration here with the government can open access as well as a challenge for SME owners in building their business sustainably according to the journal Rosyid & Ramadhani (2023), it is said that one of the models that supports the integration of SME collaboration with the government is an opportunity as well as a challenge for SME owners in building sustainable partnerships through training and this role is still very

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difficult for business actors to be actively consistent in training with various considerations; (4) Focus on the target by looking at the equal distribution of capabilities possessed by each SME in the 3 regions, that the existence of small business actors in the fashion sector in these regions is still not optimally managed and utilized their human resource potential about the gap in the standardization of their respective abilities so that From a macro perspective, it is considered difficult to industrialize. The lack of equipment used is also one of the many factors that hinder the unequal ability of SME owners.

One of the keys to the success of a business is creativity. Creativity and the act of turning new and imaginative ideas into reality is a rare art form (Levin, 2020). Understanding creativity (inventiveness) will provide a strong basis for creating modules or tools about entrepreneurship. According to Alma (2019), it is not limited to just products and services but can also be in the form of processes, ideas, and methods that can create added value. Creativity requires individuals to devote energy and take risks Zhang et al. (2021) and therefore they can benefit from supportive and detailed feedback that encourages learning and improvement. This feedback can motivate employees to be more interested in their work, open to new ideas, and involved in generating innovation.

Basically, according to Rufaidah & Kodri (2020), business innovation is the ability to apply creative solutions to problems and opportunities to increase or improve business performance. With the desire and willingness to start looking for knowledge, attitudes, and skills towards an ability, business actors have begun to instill that they must begin to diligently learn to know many things about their field of work. This is supported by the opinion of Sidharta & Affandi in Efendi & Rahardja (2021).

From the descriptions above, this research will focus on the ability to innovate which is influenced by creativity, competence, and intrinsic motivation, and its implications for entrepreneurial success (survey of small fashion entrepreneurs in the Greater Bandung Area). The hypotheses in this research are: (1) Creativity, competence and intrinsic motivation influence the innovation ability of small entrepreneurs in the fashion sector throughout Greater Bandung; (2) Creativity influences the innovation ability of small entrepreneurs in the fashion sector throughout Greater Bandung; (3) Competence influences the innovation ability of small entrepreneurs in the fashion sector throughout Greater Bandung; (4) Intrinsic motivation influences the innovation ability of small entrepreneurs in the fashion sector throughout Greater Bandung; (5) The ability to innovate influences the success of small entrepreneurs in the fashion sector throughout Greater Bandung.

METHODS

The methods used in this research are descriptive research methods and verification research methods. By using research methods, significant relationships between the variables studied will be known so that conclusions will clarify the picture of the object being studied. The data analysis technique uses structural equation modeling (SEM) with the LIESRELL program. Research variables include Creativity, Competence and Intrinsic Motivation, Ability to Innovation, and Entrepreneurial Success.

The research sites were carried out in Bandung City, Cimahi City, and Bandung Regency (Greater Bandung area). The primary data source in this research was obtained directly from the field, namely in three regions, namely Bandung City, Bandung Regency, and Cimahi City. Furthermore, this data was also obtained from the results of interviews and discussions with several related parties, apart from the respondents who will later be used as research samples, namely: (1) Within the Department of Culture and Tourism and the creative economy of Answerarat province, represented by the head of the creative economy sector; (2) Bandung City, Bandung Regency cooperative and MSME

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services and Cimahi City cooperative services; (3) Bappelitbang and DPMPTSP Bandung City, Bandung Regency and Cimahi City; (4) Department of industry and trade and the Bandung City Central Statistics Agency. Meanwhile, secondary data is obtained directly or indirectly in the form of documents such as journals, books, articles, dissertations, and reports related to the research the author conducted.

The data collection techniques that will be used in this research are interviews, questionnaires, and reviewing literature that is relevant to the topic being researched. The population selected in this study is a population that has classification criteria as a group that actively carries out continuous improvement, namely 538 respondents spread across 3 observation areas, Cimahi City, Bandung City, and also Bandung Regency. Meanwhile, the sample size was 250 small business actors with data collection techniques using questionnaires.

RESULTS AND DISCUSSION

This research uses a descriptive method to describe the characteristics of respondents and research variables as well as verification to test the hypothesis. Below are the results of the per-dimensional recapitulation of the creativity variable as follows:

Table 2. Recapitulation of Creativity Dimensions (X1)

Variable	Dimensions	Mean	Category	Total Mean	Category
X1	Create new ideas	3.618	Good	3.298	Quite good
	Openness	3.136	Quite good		
	Looking for Solutions	3.496	Good		
	Try to be curious	3.443	Good		
	Facing Risks	3.067	Quite good		
	Create uniqueness	3.130	Quite good		
	Originality	2.994	Quite good		

Source: Data processed by researchers (2023)

The creativity variable which consists of 7 dimensions can be seen from the average value as follows: the dimension of creating new ideas obtained a value of 3.618 in the Good category, the dimension of openness obtained a value of 3.136 in the quite good category, the dimension of finding solutions obtained a value of 3.496 in the category good, the dimension of seeking to know obtained a score of 3.443 in the Good category, the dimension of facing risks obtained a score of 3.067 in the quite good category, the dimension of creating uniqueness obtained a score of 3.130 in the quite good category and the original dimension obtained a score of 2.994 in the quite good category. The largest average value is in the dimension of looking for new ideas and the lowest is in the dimension of originality, thus it can be concluded that based on the perception of small business actors in the fashion sector in the greater Bandung area, their level of creativity is good from the aspect of looking for new ideas, but still considered lacking in the aspect of originality, especially in the aspect of obtaining copyright for creative ideas. Furthermore, the results of the per-dimensional recapitulation of competency variables are based on tabulation of descriptive data, as follows:

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Table 3. Recapitulation of Competency Dimensions (X2)

Variable	Dimensions	Mean	Category	Total Mean	Category
X2	Ability to start a business	3.445	Good	3.295	Quite good
	Ability to do something new	3.296	Quite good		
	Ability to look for opportunities	3.325	Good		
	Ability & courage to take risks	3.086	Quite good		
	Ability to develop ideas	3.329	Good		
	Ability to manage resources	3.209	Quite good		

Source: Data processed by researchers (2023)

The competency variable which consists of 6 dimensions can be seen from the results of the average values as follows: the ability to start a business dimension obtained a value of 3.445 in the good category, the ability to do something new dimension obtained a value of 3.296 in the good category, the ability to look for opportunities dimension obtained a value amounting to 3.325 in the Good category, the Ability & courage to take risks dimension obtained a value of 3.086 in the quite good category, the Ability to develop ideas dimension obtained a value of 3.329 in the good category, and the Ability to manage resources dimension obtained a value of 3.209 in the good category. The dimension with the largest average value is the ability to start a business dimension and the lowest is the Ability & courage to take risks dimension, thus it can be concluded that based on the perception of small business actors in the fashion sector in the greater Bandung area, their level of competence as business actors has been good in terms of ability to start a business, but is still considered lacking in terms of ability and courage to take risks.

Below are shown the results of the per-dimensional recapitulation of the intrinsic motivation variable based on descriptive data tabulation, as follows:

Table 4. Recapitulation of Intrinsic Motivation Dimensions (X3)

Variable	Dimensions	Mean	Category	Total Mean	Category
X3	Able to direct behavior correctly	3.396	Quite good	3,320	Quite good
	There is a motive	3.534	Good		
	Desire to succeed	3.854	Good		
	Have the courage to develop your business	3.073	Quite good		
	Have a high commitment to survive	3.486	Good		
	Have an interest in running a business from the start	2.833	Quite good		
	Always look for opportunities	3.407	Good		

Source: Data processed by researchers (2023)

The intrinsic motivation variable which consists of 7 dimensions can be seen from the results of the average values as follows: the dimension Able to direct behavior correctly obtained a value of 3.396 in the Fairly Good category, the dimension of Having a motive obtained a value of 3.534 in the good category, the dimension Desire for success was obtained a score of 3,854 in the good category, the dimension of having the courage to develop a business obtained a score of 3,073 in the Fairly Good category, the dimension of having a high commitment to survive obtained a score of 3,486 in the good category, and the dimension of having an interest in running a business from the start obtained a score of 2,833 in the quite good category, and always looking for

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opportunities is 3.407 in the quite good category. The dimension with the largest average value is the desire to succeed dimension and the lowest is the dimension of having an interest in running a business from the start. Thus, it can be concluded that based on the perception of small business actors in the fashion sector in the greater Bandung area, their level of intrinsic motivation is good from the aspect of desire to be successful, but is still considered lacking in the aspect of intention from the start of starting this fashion business, meaning becoming a business owner. in the fashion sector, this is not the initial dream of business actors.

Below are the results of the per-dimensional recapitulation of competency variables based on descriptive data tabulation, follows:

Table 5. Recapitulation of Innovation Capability Dimensions (Y)

Variable	Dimensions	Mean	Category	Total Mean	Category
Y	Innovation as renewal	3.347	Quite good	3.355	Quite good
	Innovation as change	3.139	Quite good		
	Innovation as an advantage	3.484	Good		

Source: Data processed by researchers (2023)

The innovation capability variable which consists of 3 dimensions can be seen from the average value as follows: the Innovation as a renewal dimension obtained a value of 3.347 in the quite good category, the Innovation as a change dimension obtained a value of 3.139 in the quite good category and the Innovation dimension as An advantage was obtained with a score of 3.484 in the good category. The dimension with the largest average value is the Innovation as an Excellence dimension and the lowest is the Innovation as a Change dimension, thus it can be concluded that based on the perceptions of small business actors in the fashion sector in the Greater Bandung area, the level of their innovation capabilities as actors The business has been good from the aspect of understanding innovation as an advantage, but is still considered lacking in the aspect of innovation as a change.

Below are shown the results of the per-dimensional recapitulation of competency variables based on descriptive data tabulation, as follows:

Table 6. Recapitulation of Dimensions of Entrepreneurial Success (Z)

Variable	Dimensions	Mean	Category	Total Mean	Category
Z	Produce differentiation related to innovation	3.252	Quite good	3.352	Quite good
	Achievement of Skills Improvement	3.295	Quite good		
	Able to Collaborate with external parties	3.399	Quite good		
	Focus on Target	3.393	Quite good		

Source: Data processed by researchers (2023)

The entrepreneur success variable which consists of 4 dimensions can be seen from the average value as follows: the dimension Producing differentiation related to innovation obtained a value of 3.252 in the quite good category, the Achievement of Skills Improvement dimension obtained a value of 3.295 in the quite good category, the Able dimension Establishing collaboration with external parties obtained a value of 3.399

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and the Focus on Target dimension obtained a value of 3.393. The dimension with the largest average value is the Able to Collaborate with Outsiders dimension and the lowest is the Produce differentiation dimension related to innovation. Thus, it can be concluded that based on the perceptions of small business actors in the fashion sector in the Greater Bandung area, it can be concluded Success as an entrepreneur appears to be good from the aspect of the ability to collaborate with external parties, but has not been successful in developing product differentiation, especially related to product innovation.

Then a verification analysis was carried out using the structural equation model (SEM) with the LIESRELL program. The relationship structure of all the variables studied includes creativity, competence and intrinsic motivation, innovation, and entrepreneurial success can be seen in the figure below:

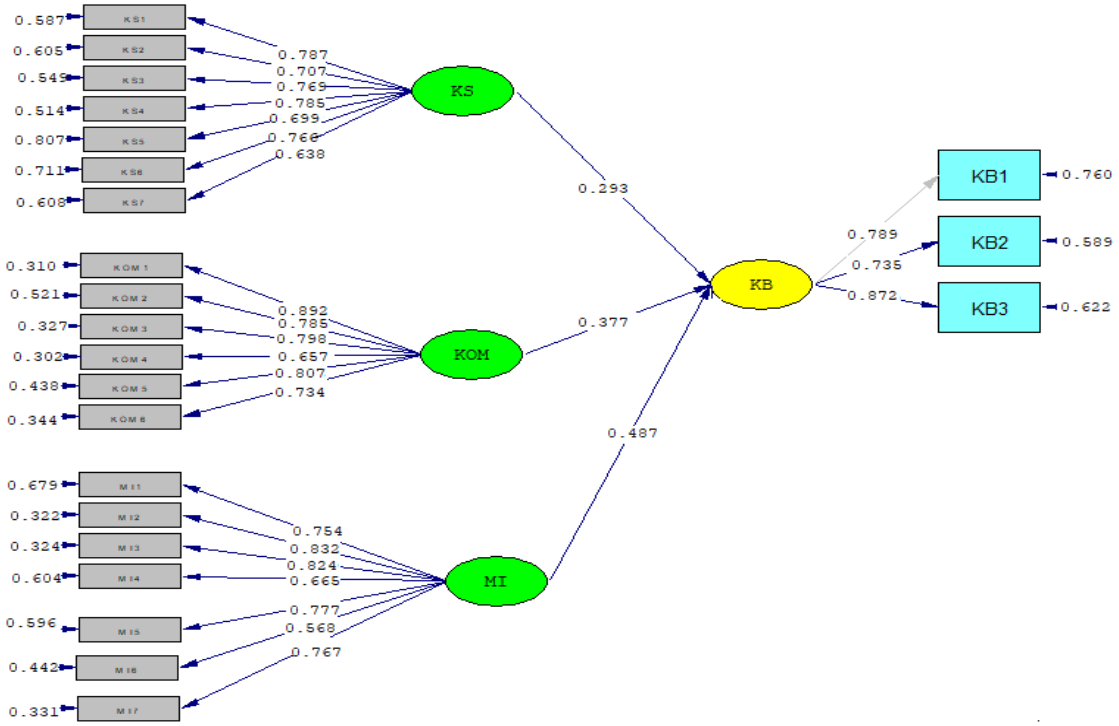

Figure 1. Creativity, Competence, and Intrinsic Motivation Path Coefficients on the Ability to Innovate
Source: Data processed by researchers (2023)

Based on the results of the LISREL program data processing for structural model 1, following the proposed hypothesis, the following results were obtained:

$$Y = 0.293X1 + 0.377X2 + 0.487X3\ \varepsilon_1,\ R^2 = 0.757$$

Based on the equation above, it can be explained that the innovation variable is positively influenced by creativity with a path coefficient of 0.293 positively influenced by competence with a path coefficient of 0.377 and positively influenced by intrinsic motivation of 0.487.

Based on the results of the calculations that have been carried out, it shows that the innovation ability variable is influenced by creativity, competence, and intrinsic motivation both simultaneously and partially. Referring to the results of the correlation values and path coefficients obtained using LISRELL, it can be seen that the magnitude

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of the influence of creativity, competence, and motivation on the ability to innovate is 0.757 or 75.7% of the current ability to innovate, influenced by the three independent variables, namely creativity, competence and intrinsic motivation. The magnitude of the influence of each independent variable on the dependent variable, both direct effect and indirect effect, can be seen in the following table:

Table 7. Direct and indirect caregivers: Creativity, Competence and Intrinsic Motivation variables on the ability to innovate

Variable	Direct Influence	Indirect Influence				Total Influence
		Creativity	Competence	Intrinsic Motivation	Total	
Creativity	8.6 %		3,5 %	3,9 %	7,4 %	16 %
Competence	14,2 %	3,5 %		7,2 %	10.7 %	24,9 %
Intrinsic Motivation	23, 7 %	3,9 %	7,2 %		11,1 %	34,8 %
Total Effect of X on Y					75, 7 %	

Source: Data processed by researchers (2023)

Based on Table 7, the results show that the partial influence exerted by creativity on the ability to innovate is 8.6%. The indirect influence of creativity through competence on the ability to innovate is 3.5% and through intrinsic motivation is 3.9%, so the total indirect influence of creativity on the ability to innovate is 7.4%. This indicates that the indirect influence of creativity on the ability to innovate is smaller than the direct influence. The total influence of creativity on the ability to innovate, both directly and indirectly through competence and intrinsic motivation, is 16%.

Creativity can have a positive influence on the innovation ability of a small business actor because creativity is a core resource in the innovation process. By thinking creatively, they can identify unmet market needs or new trends that can be followed to create innovative products that are in demand by consumers. Innovation often involves overcoming obstacles or constraints in creating new products. Small creative businesses tend to be better able to face challenges and find creative solutions to overcome technical or business problems that arise in the innovation process.

Hypothesis testing proves that there is an influence of creativity on the ability to innovate, supported by several theories and previous research, namely research by Rufaidah & Kodri (2020), Podmetina et al. in Akimov et al. (2023), Salunke et al. (2019), Alma (2019), Rofaida et al. (2019b) which shows that creativity is a fundamental driver of innovation. This indicates that creativity influences innovation.

Then, based on the results of data processing in Table 7, the results show that the partial influence given by competence on the ability to innovate is a direct influence contribution of 14.2%. The indirect influence of competence through creativity on the ability to innovate is 3.5% and through intrinsic motivation is 7.20%, so the total indirect influence of competence on the ability to innovate is 10.7%. This indicates that the indirect influence of competence on the ability to innovate is smaller than the direct influence. The total influence of competence on the ability to innovate, both directly and indirectly through creativity and intrinsic motivation, is 24.9%.

Entrepreneurial competence can influence the ability to innovate because entrepreneurial competence includes skills, knowledge, and attitudes that are the basis for planning, managing, and running a business. Entrepreneurial competency includes creativity and the ability to generate new ideas. Entrepreneurial competency involves the ability to recognize unfulfilled business opportunities or voids in the market. With this

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capability, small businesses can identify opportunities to innovate and create products or services that are relevant to growing market demand.

Hypothesis testing proves that there is an influence of competence on the ability to innovate, supported by several theories and previous research, namely research conducted by Sidharta et al. (2019), Rosyid & Ramadhani (2023), Pranowo et al. (2020), Lengkey et al. (2021) which states that entrepreneurial competence has an impact on the success of an entrepreneur. or the success of small businesses, apart from the success of business actors, can be supported by competency factors by exploring and developing their knowledge by trying new things to influence their innovation capabilities.

Based on the results of data processing and data analysis, it was found that the partial influence exerted by intrinsic motivation on the ability to innovate is; The contribution of the direct influence of the intrinsic motivation variable on the ability to innovate is 23.7%. The indirect influence of intrinsic motivation through creativity on the ability to innovate is 3.9% and through competence is 7.2%, so the total indirect influence of intrinsic motivation on the ability to innovate is 11.1%. This indicates that the indirect influence of intrinsic motivation on the ability to innovate is smaller than the direct influence. The total influence of intrinsic motivation on the ability to innovate both directly and indirectly through creativity and competence is 34.8%.

Intrinsic motivation can influence the ability to innovate in small businesses because intrinsic motivation is an internal drive that comes from personal satisfaction, interest, and a deep desire for the task or activity being carried out. Intrinsic motivation encourages small business actors to be more involved and enthusiastic in the activities they carry out. Intrinsic motivation is driven by personal satisfaction and inner rewards obtained from achievements in business. When small businesses feel satisfied with the innovation they produce, they will feel more motivated to continue to innovate and create added value for customers and their businesses.

Hypothesis testing proves that there is an influence of intrinsic motivation on the ability to innovate, supported by several theories and previous research, namely research conducted by Kurniawan & Pratiwi (2021), Adriyanto & Prasetyo (2021), Su et al. (2020), Raeisi et al. (2019), Fischer et al. (2019) which states that intrinsic motivation has a positive effect on the ability to innovate. This means that the higher the intrinsic motivation the higher the ability to innovate.

Thus, the proposed conceptual hypothesis has been tested and can be accepted. The complete structural model for substructure 2 can be described as follows:

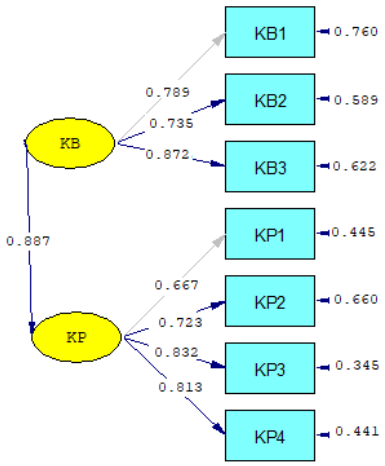

Figure 2. Path Coefficient of Innovation Ability on Entrepreneurial Success
Source: Data processed by researchers (2023)

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Structural model 2 describes the relationship between the influence of the ability to innovate on the success of entrepreneurs which is expressed in the following hypothesis: That the ability to innovate influences the success of entrepreneurs. Based on the results of data processing from the LISREL program for structural model 2, following the hypothesis proposed, the following results are obtained:

$$Z = 0.887*Y + e2, R^2 = 0.787$$

Based on the equation above, it can be explained that the variable success of entrepreneurs is positively influenced by the ability to innovate with a path coefficient of 0.887, meaning that if innovation increases then the success of entrepreneurs will increase by 0.887 units or innovation contributes to increasing success of entrepreneurs by 0.887 units, or in other words that the success of entrepreneurs is influenced by the ability to innovate by 78.7% while the remaining 21.3% is influenced by other factors studied in this second path structure.

The success of entrepreneurs is positively influenced by the innovation ability of small businesses because innovation is one of the keys to creating added value, differentiating themselves from competitors, and responding to market changes. Innovation allows small businesses to create unique added value in their products, services, or business processes. Small businesses that implement innovation in production or operational processes can increase efficiency and productivity, thereby reducing costs and increasing profitability. Small businesses that can innovate have a greater competitive advantage in the market.

Hypothesis testing proves that there is a significant influence of the ability to innovate on the success of entrepreneurs, supported by several theories and previous research, namely research conducted by several Tan et al. (2019), Christofer & Memarista (2019), Sidharta et al. (2019), Salindeho (2019), Suryana (2020), Rufaidah & Kodri (2020).

The simultaneous influence of the variables Creativity, Competence, and Intrinsic Motivation on Innovation is calculated using the following formula:

$$F = \frac{(n-k-1)R^2}{k(1-R^2)}$$

$$F = \frac{(250-3-1)(0.744)}{3(1-0.744)}$$

$$F = \frac{183.024}{0.768}$$

$$F = 238.313$$

Based on the calculations, the F_{count} value is 238,313, where the criterion for rejecting H0 is if F_{count} is greater than F_{table} or F0 > F_{table} with degrees of freedom v1 = 3 and v2 = 250-3-1 and a confidence level of 5%, then from the F distribution table the F_{table} value is obtained for F 0.05, 3, 250 = 2.65. because 238,313 is greater than 2.65, then H0 is rejected, meaning it can be concluded that there is a linear relationship between Creativity, Competence, and Intrinsic Motivation on Innovation or it can be interpreted that there is an influence of Creativity, Competence, and Intrinsic Motivation on Innovation.

Table 8. Results of Testing the Influence of Creativity on the Ability to Innovate

Structural Path	Coefficient	t_{count}	t_{table}	Conclusion
ρ_{YX1}	0.293	2.101	1.9697	H0 is rejected, there is a significant influence of creativity on innovation

Source: Data processed by researchers (2023)

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In Table 8, it can be seen that the t_{count} value is 2.101 > t_{table} is 1.9697, so Ho is rejected or Ha is accepted, so it can be concluded that the Creativity variable has a positive and significant effect on Innovation.

Table 9. Results of Testing the Influence of Competency on Innovation

Structural	Path Coefficient	t_{count}	t_{table}	Conclusion
ρ_{YX2}	0.377	2.802	1.9697	H0 is rejected, there is a significant influence of competence on innovation

Source: Data processed by researchers (2023)

In Table 9, it can be seen that the t_{count} value is 2.802 > t_{table} is 1.9697, so Ho is rejected or Ha is accepted, so it can be concluded that the Competency Variable has a positive and significant effect on Innovation. Furthermore, the partial influence of the Intrinsic Motivation variable on the ability to innovate needs to be tested statistically, so the statistical hypothesis is as follows:

H_0: $\rho_{YX3} = 0$ There is no significant influence of Intrinsic Motivation on the ability to innovate

H_1: $\rho_{YX3} \neq 0$ There is a significant influence of Intrinsic Motivation on the ability to innovate

With the test criteria: Reject H0 if t_{count} > t_{table} with df = 250-5-1 obtained t_{table} of 1.9697.

Table 10. Test results of the Influence of Intrinsic Motivation on the Ability to Innovate

Structural	Path Coefficient	t_{count}	t_{table}	Conclusion
ρ_{YX3}	0.487	2.671	1.9697	H0 is rejected, there is a significant influence of Intrinsic Motivation on innovation

Source: Data processed by researchers (2023)

In Table 10 it can be seen that the t_{count} value is 2.671 > t_{table} is 1.9697, so Ho is rejected or Ha is accepted, so it can be concluded that the Intrinsic Motivation Variable has a positive and significant effect on Innovation.

Table 11. The Influence of the Ability to Innovate on the Success of Entrepreneurs

Structural	Path Coefficient	t_{count}	t_{table}	Conclusion
ρ_{YXZ}	0.887	9,188	1.9697	H0 is rejected, there is a significant influence of the ability to innovate on the success of entrepreneurs

Source: Data processed by researchers (2023)

In Table 11 it can be seen that the t_{count} value is 9.188 > t_{table} is 1.9697, so Ho is rejected or Ha is accepted, so it can be concluded that the Innovation Ability variable has a positive and significant effect on Entrepreneurial Success.

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CONCLUSION

Creativity, competence, and intrinsic motivation simultaneously have a positive and significant effect on the innovation ability of small entrepreneurs in the fashion sector throughout Greater Bandung. This means that if creativity, competence, and intrinsic motivation increase simultaneously, then this will increase the ability to innovate. The ability to innovate has a positive and significant effect on the success of small entrepreneurs in the fashion sector throughout Greater Bandung. This means that if the creativity of business actors increases or gets better, then the ability to innovate will also increase or get better.

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