

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

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Abstract

This study aims to analyze the influence of motivation, creativity, and business location on the success of micro, small, and medium enterprises (MSMEs) at the Ahad Culinary Tourism Market in Lhokseumawe City. The research method used is a quantitative approach, with data collected through questionnaires distributed to 90 MSME respondents. The data were analyzed using multiple linear regression analysis. The results of the study indicate that: (1) Motivation has a positive and significant influence on the success of MSMEs. The higher the motivation of business actors, the greater their chances of achieving success in facing business challenges. (2) Creativity also has a positive and significant influence on the success of MSMEs. This highlights the importance of supporting creativity development through training or facilitation by local governments and business communities. (3) Business location has a positive and significant influence on the success of MSMEs. A strategic business location has been proven to support increased sales and improve consumer access to the products or services offered.

Keywords: *Motivation, Creativity, Business Location, MSME Success, Ahad Market, Lhokseumawe*

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a vital sector supporting the national economy. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia has reached 64.2 million, contributing more than 61% to the national Gross Domestic Product (GDP) and employing approximately 117 million workers. However, the COVID-19 pandemic has been a severe test for this sector, causing the stagnation and even collapse of many small businesses. Amid this crisis, recovery efforts through strengthening MSMEs have become increasingly urgent. Lhokseumawe City, as one of Aceh's growth centers, demonstrates significant potential in the culinary sector, one example being the Sunday Market Culinary Tourism program. The city government, through the Department of Industry, Trade, and Cooperatives (Disperindagkop), facilitates MSMEs through a car-free day event, incorporating a weekend market concept. This program not only serves as a platform for product promotion but also strengthens the local economy. However, the success of MSMEs is inseparable from various internal and external factors. Three key factors believed to be highly influential are entrepreneur motivation, creativity in running a business, and strategic business location. Motivation drives the spirit of persistence and growth, creativity leads to product and service innovation, and business location determines ease of access and market potential. This study aims to analyze the influence of motivation on the success of MSMEs in Pasar Ahad, analyze the influence of creativity on the success of MSMEs, and analyze the influence of business location on the success of MSMEs.

II. LITERATURE REVIEW

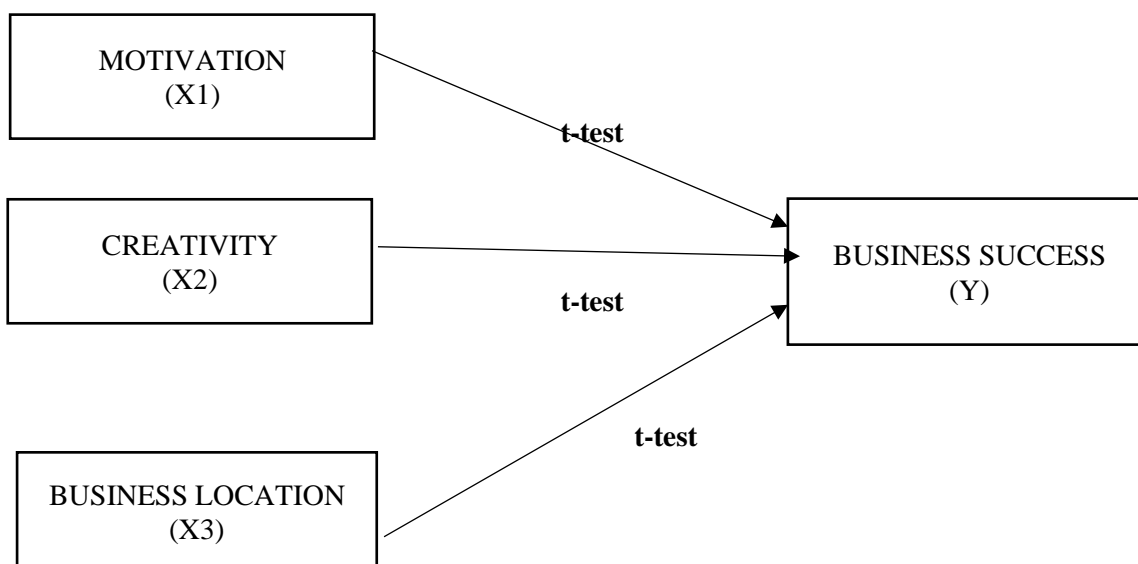
Motivation is an impulse that makes people act or behave in motivational ways that refer to the causes of the emergence of a behavior, such as factors that encourage someone to do or not do something. (Tamara et al., 2025). Creativity is the source of all innovation, including the successful creation of new products, service updates, and applications, creating new businesses. It begins with an individual conceiving a brilliant idea, developing it, and

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

Mhd Aldiani et al

finally bringing it to life. (Karimah & Budi Santosa Kramadibrata, 2022). Business location is a crucial decision that can impact the overall success and growth of a business. Location plays a crucial role in various aspects of a business, such as customer accessibility, operational costs, visibility, and growth potential. Location is the foundation of every business and is a crucial decision, as a wrong decision can lead to failure before even starting. (Mutianisa & Cahyani, 2024). Business success is a state in which a business experiences an increase in performance compared to previous years. Business success is the primary goal of a company, with all activities within the company aimed at achieving that success. (Himawati, 2024).

a. Conceptual Framework



Based on previous theories and research, the hypothesis proposed in this study is:

- H1: Motivation has a positive influence on the success of MSMEs.
- H2: Creativity has a positive influence on the success of MSMEs.
- H3: Business location has a positive influence on the success of MSMEs.

III. RESEARCH METHOD

This study uses an associative quantitative approach, a method aimed at identifying the relationship between two or more variables. In this case, the researcher sought to determine the influence of motivation, creativity, and business location on the success of MSMEs in the Ahad Market, Culinary Tourism, Lhokseumawe City. The data analysis technique used was multiple linear regression to test the effect of each independent variable on the dependent variable. The scope of this research is the culinary MSME sector operating at the Ahad Market, a culinary tourism destination in Lhokseumawe City. The research subjects were the MSMEs operating at the location. The primary data source was primary data obtained directly from respondents through questionnaires. The research tools included:

- Questionnaire
- Stationery
- Statistical software (SPSS)

According to Aini & Widyafendhi (2019), indicators that influence motivation are as follows: Obtaining increased income, Trying to improve the family economy, Using the capital owned to develop a business, Being appreciated in the social environment More well-known by others, Become a role model for others, Have your own business more honorable than working for others, Can open up job opportunities, Can meet market needs, Have your own business, Can divide time between business and family, Start your own business and Not continue the family tradition in business. According to Novita Ekasari and Nurhasanah, (2013) states that the indicators that influence creativity are as follows: Being creative because of a lot of previous selling experience, Being able to assess the quality of the goods being sold, Likes to experiment in selling, Family helps in selling, Lots of creative input from family and The living environment encourages creativity to look different. According to Novita Ekasari and Nurhasanah, (2013) Indicators that influence business location include: Good road to the location, Easy to see sales

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWA CITY

Mhd Aldiani et al

location, Not in a congested area, Large vehicle parking area, Easy to expand stall/premises, Environment supports business, Many competitors with similar businesses and Government regulations support small traders.

According to Novita Ekasari and Nurhasanah, (2013) The indicators that influence business success are as follows: The business can survive, Income is sufficient for needs, There is an increase in income, Able to pay employee salaries, and The business can grow.

Data were analyzed using multiple linear regression, with classical assumption tests such as:

- Validity and reliability test
- Normality test
- Multicollinearity test
- Heteroscedasticity test

Next, a partial test (t-test) was carried out, as well as the calculation of the coefficient of determination (R^2) to see the extent of the influence of the three independent variables on the dependent variable.

IV. RESULTS AND DISCUSSION

1. Research result

The Ahad Festival, with its Car Free Day concept, is an activity held every Sunday on Jalan T. Hamzah Bandahara, Banda Sakti District, Lhokseumawe City, aimed at facilitating local market access for MSMEs (Micro, Small, and Medium Enterprises) in Lhokseumawe City, providing a space to promote MSME products while simultaneously improving the community's economy. This Ahad Festival provides a culinary market for the community to increase people's income, which has been running for more than three years. The Sunday Festival program represents a moment for the community to recover from the prolonged slump caused by COVID-19, which has devastated the foundations of the economy. Many businesses have been harmed by COVID-19, impacting incomes, particularly in Lhokseumawe City. Therefore, the Lhokseumawe City government is seeking ways to increase incomes, starting at the grassroots level, through micro, small, and medium enterprises (MSMEs). The primary goal of the Sunday Festival is to introduce MSMEs to the wider public, so they can learn about them and increase their income. It also aims to demonstrate the resilience of the Lhokseumawe community in the face of various circumstances. The Sunday Festival is now an icon of Lhokseumawe City, and everyone knows about it. As many as 150 MSMEs have registered to participate. To attract public attention and make this Sunday Festival a lively one, the Department of Industry, Trade, and Cooperatives (Disperindagkop) is hosting various events, including a fun walk, gymnastics, painting, art performances, and other competitions.

a. Respondent Characteristics

- Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	34	37.8	37.8	37.8
	Woman	56	62.2	62.2	100.0
	Total	90	100.0	100.0	

Respondents were predominantly women (62.2%), with the remainder being men (37.8%). This is because many women enter the world of entrepreneurship to express their creativity and seek financial independence.

- Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 28 Years	31	34.4	34.4	34.4
	29 - 39 Years	39	43.3	43.3	77.8
	> 40 Years	20	22.2	22.2	100.0
	Total	90	100.0	100.0	

The respondents who dominated above were aged 29-39 years, 39 people or 43.3% of the total respondents.

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

Mhd Aldiani et al

- type of business

		Type of business			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Food	72	80.0	80.0	80.0
	Drink	18	20.0	20.0	100.0
	Total	90	100.0	100.0	

Based on the table above, it shows that the majority of respondents sell food-based businesses, namely 72 respondents (80%).

b. Validity and Reliability Test

No	Indicator Variables	R Results	R table	Information
Motivation (X1)				
1	Indicator 1	0.515	0.207	Valid
	Indicator 2	0.676	0.207	Valid
	Indicator 3	0.667	0.207	Valid
	Indicator 4	0.279	0.207	Valid
	Indicator 5	0.450	0.207	Valid
	Indicator 6	0.389	0.207	Valid
	Indicator 7	0.443	0.207	Valid
	Indicator 8	0.747	0.207	Valid
	Indicator 9	0.468	0.207	Valid
	Indicator 10	0.679	0.207	Valid
	Indicator 11	0.622	0.207	Valid
	Indicator 12	0.703	0.207	Valid
	Indicator 13	0.678	0.207	Valid
Creativity (X2)				
2	Indicator 1	0.630	0.207	Valid
	Indicator 2	0.708	0.207	Valid
	Indicator 3	0.745	0.207	Valid
	Indicator 4	0.785	0.207	Valid
	Indicator 5	0.747	0.207	Valid
	Indicator 6	0.509	0.207	Valid
Business Location (X3)				
3	Indicator 1	0.906	0.207	Valid
	Indicator 2	0.864	0.207	Valid
	Indicator 3	0.845	0.207	Valid
	Indicator 4	0.744	0.207	Valid
	Indicator 5	0.292	0.207	Valid
	Indicator 6	0.402	0.207	Valid
	Indicator 7	0.803	0.207	Valid
	Indicator 8	0.520	0.207	Valid
Business Success (Y)				
4	Indicator 1	0.820	0.207	Valid
	Indicator 2	0.915	0.207	Valid
	Indicator 3	0.883	0.207	Valid
	Indicator 4	0.729	0.207	Valid
	Indicator 5	0.862	0.207	Valid

All indicators X1, X2, X3 and Y are declared valid (R results > R table 0.207 and sig < 0.05).

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

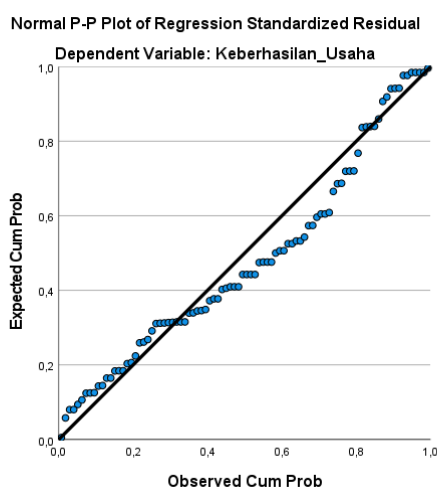
Mhd Aldiani et al

Variables	Alpha	Limitation	Information
Motivation	0.786	0.60	Reliable
Creativity	0.762	0.60	Reliable
Business location	0.794	0.60	Reliable
Business success	0.897	0.60	Reliable

Based on the table above, it can be explained that the variables of motivation, creativity, and business location on business success have a Cronbach's Alpha value > 0.60. Motivation (X1) is 0.786, Creativity (X2) is 0.762, Business Location (Y) is 0.794, and Business Success is 0.897.

c. Classical Assumption Test

- Normality Test



Based on the Normal P-Plot image above, it shows that the points are spread out and approaching the diagonal line, which means that the regression model is normally distributed.

- Multicollinearity Test

Coefficientsa		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Motivation	,672	1,488
Creativity	,822	1,216
Business Location	,644	1,554

a. Dependent Variable: Business Success

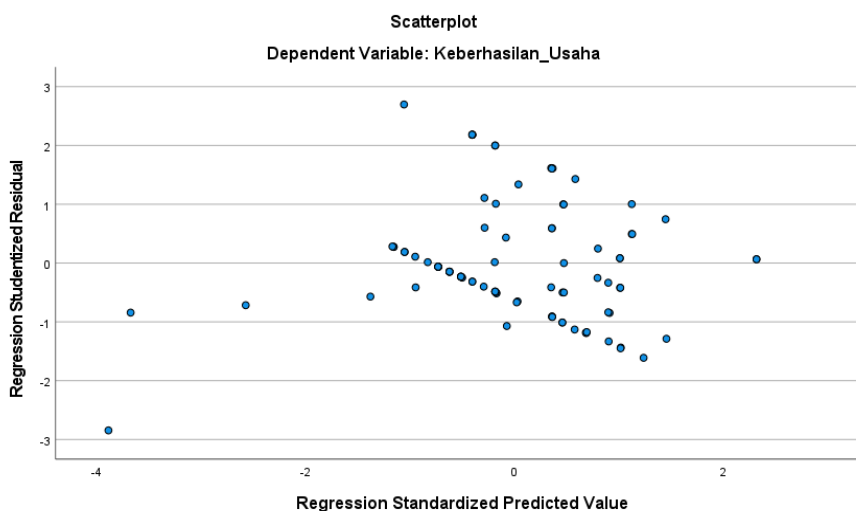
The table above shows that the correlation between motivation has a tolerance value of 0.672 and a VIF of 1.488; the correlation between creativity has a tolerance value of 0.822 and a VIF of 1.216, the correlation between business location has a tolerance value of 0.644 and a VIF of 1.554. The results above show a VIF value <10 and

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

Mhd Aldiani et al

tolerance >0.1 and there is no significant relationship between the independent variables and it is concluded that there are no symptoms of multicollinearity.

- Heteroscedasticity Test



Based on the figure above, it can be concluded that there is no heteroscedasticity in this study. This is based on the graph, where the points in the graph do not form a clear pattern and are scattered above and below the number 0 on the Y-axis.

d. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,532	,515		1,033	,305
	Motivation	,443	,136	,338	3,264	,002
	Creativity	,200	,091	,206	2,196	,031
	Business Location	,272	,126	,228	2,155	,034

a. Dependent Variable: Business Success

$$Y = 0.532 + 0.443 X_1 + 0.200 X_2 + 0.272 X_3 + e$$

e. Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,616 ^a	,380	,358	,40525

a. Predictors: (Constant), Business Location, Creativity, Motivation

b. Dependent Variable: Business Success

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWA CITY

Mhd Aldiani et al

In general, it can be said that the magnitude of the Adjusted multiple determination coefficient (R²) is between 0 or 1 or $0 \leq R^2 \leq 1$. The R² value is 0.380, this shows that the influence of motivation, creativity and business location is 38%, while the remainder is explained by other variables outside the research.

f. Partial Test Results (t)

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	,532	,515		1,033
	Motivation	,443	,136	,338	3,264
	Creativity	,200	,091	,206	2,196
	Business Location	,272	,126	,228	2,155
Sig.					
					,305
					,002
					,031
					,034

a. Dependent Variable: Business Success

Based on the table above, the t-value of motivation is 3.264 with a significant value of 0.002, while the t-table value at $\alpha = 0.05$ is 1.662, meaning that $t\text{-value} > t\text{-table}$ ($3.264 > 1.662$). Therefore, the decision is to accept H1, which means that partially motivation has a positive and significant effect on the success of micro, small, and medium enterprises in the Ahad market in Lhokseumawe city. The t-value of creativity is 2.196 with a significant value of 0.031, while the t-table value at $\alpha = 0.05$ is 1.662, meaning that $t\text{-value} > t\text{-table}$ ($2.196 > 1.662$). Therefore, the decision is to accept H2, which means that partially creativity has a positive and significant effect on the success of micro, small, and medium enterprises in the Sunday market in Lhokseumawe city. The calculated t value of the business location is 2.155 with a significant value of 0.034, while the t table value at $\alpha = 0.05$ is 1.662, meaning that the calculated $t > t$ table ($2.155 > 1.662$). Therefore, the decision is to accept H3, which means that partially creativity has a positive and significant effect on the success of micro, small, and medium enterprises in the Sunday market in Lhokseumawe city.

2. Discussion

a. The Influence of Motivation on the Success of MSME Businesses in the Sunday Market Culinary Tourism in Lhokseumawe City

Research findings indicate that motivation has a positive and significant influence on the business success of MSMEs in Pasar Ahad, Lhokseumawe City. This means that the higher the motivation level of entrepreneurs, the greater their chances of achieving success in running their businesses. These results also support the findings of previous research conducted by Baihaqi et al., 2023 which concludes that motivation is a crucial factor in driving the success of MSMEs. Entrepreneurs with strong goals and a strong desire to succeed are generally more resilient in facing market challenges and business competition.

b. The Influence of Creativity on the Success of MSMEs in the Sunday Market Culinary Tourism in Lhokseumawe City

These results reinforce the theory that creativity is a crucial factor in improving business performance and success. MSMEs with high levels of creativity tend to be able to create unique products, find new ways to market them, and adapt to market changes. In the context of traditional markets like Pasar Ahad in Lhokseumawe City, creativity can also boost competitiveness among businesses and attract consumers through product and service innovation. In addition, these results also support previous research conducted by Dewi & Herlina, 2021 Partially, creativity has a significant influence on business success for culinary MSMEs in East Baturaja, OKU Regency. Theoretically, creativity is a crucial factor in business development, particularly in product innovation, marketing strategies, and how to deal with competition. Creative entrepreneurs are able to find new ways to attract customers, create added value to their products, and adapt to market changes.

THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

Mhd Aldiani et al

c. The Influence of Business Location on the Success of MSMEs in the Sunday Market, Culinary Tourism, Lhokseumawe City

The results of this study indicate that business location has a positive and significant influence on the success of MSMEs in Pasar Ahad, Lhokseumawe City. This indicates that selecting the right business location is a key factor in supporting business success. These results also support previous research. Novita Ekasari and Nurhasanah, 2013 who found that strategic business location plays a crucial role in determining business success, particularly in the trade and service sectors. In traditional market environments like Pasar Ahad, location becomes even more crucial, given that local consumption patterns are heavily influenced by ease and convenience of access.

V. CONCLUSION AND SUGGESTION

1. Conclusion

Based on the results of research on the influence of motivation, creativity, and business location on the success of micro, small, and medium enterprises (MSMEs) at the Ahad Market Culinary Tourism in Lhokseumawe City, the following conclusions can be drawn:

- a. Motivation has a positive and significant influence on the success of MSMEs. Increasing the motivation of entrepreneurs contributes to achieving success in their businesses, creating a higher level of enthusiasm in facing challenges.
- b. Creativity has a positive and significant impact on the success of MSMEs, demonstrating the importance of developing creativity among MSMEs. Local governments, training institutions, and MSME communities are expected to provide space and support in the form of training or business incubation that emphasizes creativity and innovation.
- c. Business location has a positive and significant impact on the success of MSMEs. Selecting a strategic location significantly supports increased sales and attracts customers, creating better accessibility for consumers.

2. Suggestion

- a. This study still has limitations, particularly in the number of variables examined. Therefore, it is recommended that future researchers add other variables that could potentially influence business success, such as capital, product quality, customer service, or technological support. Furthermore, the scope of the research locations could be expanded to make the results more generalizable.
- b. This research is expected to serve as an additional reference for developing studies in the field of entrepreneurship, particularly those related to the determinants of business success. Students are also expected to be more motivated to conduct research that is relevant and beneficial to the development of MSMEs in their surrounding areas.

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THE EFFECT OF MOTIVATION, CREATIVITY AND BUSINESS LOCATION ON THE SUCCESS OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE AHAD MARKET OF CULINARY TOURISM IN LHOKSEUMAWE CITY

Mhd Aldiani et al

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