



# The effect of creativity and product innovation on business success (case study at Ruang Kopi Koju Branch Cemara Asri Medan)

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## ABSTRACT

This study aims to examine the effect of creativity and product innovation on business success, with a case study at Ruang Kopi Koju, Cemara Asri branch in Medan. The research used a quantitative approach with data collected from 99 respondents selected through purposive sampling. Respondents were consumers who had visited the café at least twice. The data were gathered through observation, interviews, and documentation, and analyzed using multiple linear regression. The findings show that both creativity and product innovation have a positive and significant partial effect on business success. Simultaneously, creativity and product innovation also significantly influence business success. The coefficient of determination ( $R^2$ ) test results indicate that both variables jointly contribute to business success at Ruang Kopi Koju. This research highlights the importance of developing creative strategies and innovative products to enhance performance and sustainability in the competitive culinary business sector.

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## 1. INTRODUCTION

In the current era of globalization, the culinary business industry has experienced quite significant development. The culinary industry is one of the industries that has become a major contributor to the country's economy today (Afifah et al., 2022; Hariyanto & Ie, 2023; Kristian & Gofur, 2022). This encourages culinary entrepreneurs to be good at seeing opportunities and trying to be more creative in offering their flagship products for the progress and sustainability of the business being run. Coffee shops or coffee shops are one of the culinary businesses that have become increasingly interesting to talk about in recent years, especially in the city of Medan.

A coffee shop is a place that provides various types of coffee and other non-alcoholic drinks in a relaxed atmosphere with a comfortable place equipped with music, a distinctive interior design, and provides friendly service. Coffee is indeed very interesting. Like its aroma that can arouse all desires from the mind to creativity (Lai & Widjaja, 2023).

Coffee lovers continue to increase over time along with the development of the times. The development of coffee shop businesses and changes in lifestyle have caused people to need a space with a new feel. A space where all groups can join in but there is still coffee that unites them. Coffee lovers from time to time have also begun to change. Previously, coffee lovers in traditional coffee shops were limited to fathers and grandfathers, who were more identical to men. However, it

is very different from what is happening today. Coffee lovers are not only men, but have also spread to women, both teenagers, adults and the elderly (Lai & Widjaja, 2023)

Business Success is the goal of every entrepreneur opening a business including for Coffee shop businesses. A business is said to be successful if it experiences progress or development in terms of capital/assets and an increase in sales volume to the company's profit growth over the past few years. Business Success is the main goal of a company where all activities in it are aimed at achieving success (Ausat et al., 2022; Awa et al., 2024; Utari, 2022). There are many factors that can motivate the success of an entrepreneur in managing his business. Among the factors that support Business Success are high-performance work, high dedication and having goals in business (Majali et al., 2022; Zuhroh & Rini, 2024). Although some business owners have succeeded in developing their businesses and even going global, not a few business owners and entrepreneurs have failed because they are too relaxed in running a business, unable to supervise employees and limited capital in running their business activities (Awa et al., 2024; Huang et al., 2022; Kristian & Gofur, 2022). Ruang Kopi Koju is one of the UMKM that provides a hangout place especially for young people. Ruang Kopi Koju is located at Jl. Cemara Asri Boulevard Raya, Ruko Golden Gate No.18 G-H, Medan Estate. In maintaining its sales which are connected to Business Success, Ruang Kopi Koju carries out various strategies including Creativity and Product Innovation.

The number of sales from Ruang Kopi Koju has fluctuated since the last 6 years. The smallest number of sales occurred in 2020. Where, at that time the Covid 19 pandemic occurred so that the government implemented PPKM which resulted in a significant decrease in the number of visitors to Ruang Kopi Koju with sales of only IDR 602,961,000. However, before Indonesia was hit by the Covid 19 pandemic, namely in 2017-2019, Ruang Kopi Koju had experienced fluctuations in customer visits, although not too significant so that it had an impact on sales turnover. After the Covid-19 pandemic passed, namely in 2021, visitors to Ruang Kopi Koju had not recovered significantly when compared to 2017.

The factor that influences Business Success is thought to be Creativity. Creativity is a person's skill in putting forward creative ideas that are different from others (Gilson, 2024; Sarfraz et al., 2022). Creativity is a person's ability to think and develop new ideas, new ways of seeing problems and opportunities that appear so that creative thoughts or solutions emerge. This can be proven from research conducted by (Anderson & Hidayah, 2023) which examined the Influence of Location and Creativity on the Success of Micro, Small and Medium Enterprises (MSMEs) in the Gentala Arasy Tourism Area, Jambi City, which showed that creativity partially influenced business success.

Innovation also plays a role in increasing Business Success. Innovation is a person's ability to create a new product that is different from existing products or a person's ability to develop or perfect existing products. Product Innovation is the development of a new product that has never existed before or has high attributes to existing products (Anderson & Hidayah, 2023; Begum et al., 2022; Nirwana, 2022). For the coffee menu and others, Kopi Koju is the same as the menu of other coffee shops. However, there is something different here, namely giving a unique name to its mainstay menu "Kopi Juara". Kopi Juara is a palm milk coffee that is the best seller of this cafe. There is a special meaning behind the name "Kopi Juara". "Why Kopi Juara?" Because this coffee is a palm milk coffee that is the best seller of almost every coffee shop. Not only that, the name "Kopi Juara" is an abbreviation of the name "Koju". As the name implies, this coffee is used as the best menu.

Creativity and product innovation, in this study are based on strong theoretical and empirical justification. Theoretically, these two aspects are the core of differentiation strategy in the highly competitive culinary business sector, where uniqueness and product renewal are the keys to attracting and retaining consumers. Previous studies have also highlighted that creativity and innovation play a central role in creating added value for customers. However, it is recognized that other factors such as service quality, price, or digital strategy also contribute to business success, and the limitations of the variables in this study are important notes for the development of more comprehensive follow-up studies.

But over time, the number of visitors began to decline due to the emergence of various competitors around the Ruang Kopi Koju location. Therefore, business owners are required to always develop Creativity and Innovation related to the menu that will be offered to customers. The decline in visitors causes consumers to have various considerations in choosing a hangout or coffee consumption place. So, it is natural that before consumers decide to make a purchase, consumers first check or compare hangouts or coffee menus from other cafes. In running the business, Ruang Kopi Koju continues to strive to innovate products so that customers do not get bored with the coffee menu served. When Ruang Kopi Koju was first established in 2016, there were only a few coffee menus such as Kopi Sang Juara, Sanger Espresso Regal Milk. In 2017, Ruang Kopi Koju innovated menu variants by presenting Regal Juara, Koju Dolce Latte, Mochacino. Then in 2018, Ruang Kopi Koju again innovated menu variants by presenting Matcha Milk, Charcoal Milk, Taro Milk, Caramel Coffee Frappe and Red Velvet Frappe. In 2019, Ruang Kopi Koju also innovated menu variants by presenting Honey Coffee Jelly, Coffee Hazelnut, and Matcha Coffee. In 2020, Ruang Koju also innovated menu variants by presenting Pandan Latte, Pink Mockberry and Lychia Mock. In 2021, Ruang Kopi Koju also innovated menu variants by presenting Honey Flourite Mock and Rainbow Mocktail.

The problem in Ruang Kopi Koju related to the creativity of the business owner is still lacking so that he has not been able to get a brilliant idea that can make his business successful, while the problem related to Product Innovation is that the innovation of the products created has not been able to attract the attention of consumers to make purchases and the success of the business with other cafes.

## 2. RESEARCH METHOD

This research will be conducted at Ruang Kopi Koju, located at Jl. Cemara Asri Boulevard Raya, Ruko Golden Gate No.18 G-H. According to Jaya (2020:12), quantitative research is a type of research that produces new findings that can be obtained using statistical procedures or other means of quantification (measurement). A single quantitative approach was chosen because the focus of this research is to test the relationship between variables in a measurable and objective manner, using data that can be analyzed statistically. The data sources in this study refer to Syawaluddin (2017:88), who states that there are two types of data sources: primary data and secondary data. Primary data is obtained directly through observation and interviews with informants (Subagyo, 2014; Sutrisno et al., 2023). Secondary data, on the other hand, is supplementary data that complements the primary data. This additional information may include documents or archives obtained from various sources, existing supporting documents or photos, or materials produced by the researcher.

The population in this study refers to the entire set or totality of research subjects (Setyaningrum et al., 2023), which may consist of people, objects, or anything that can provide information or support the research process (Chu et al., 2020; Putri & Pitri, 2021). A sample is a portion of the entire object being studied that is considered to represent the entire population (Sutrisno et al., 2023). The sample in this study was 99 respondents. The sampling technique in this study used the purposive sampling method. Purposive sampling is a sampling technique with certain considerations or criteria (Jaya 2020:80). The respondent criteria used in this study were consumers who had visited at least twice because with that frequency, consumers should have felt the service, taste of drinks and facilities provided by Ruang Kopi Koju. The data analysis used is multiple regression, which is an analysis of the relationship between one dependent variable and two or more independent variables.

## 3. RESULTS AND DISCUSSIONS

Determine whether a questionnaire item is suitable for use or not is to conduct a correlation coefficient significance test at a significance level of 0.05 (5%), which means that an item is considered valid if it correlates significantly with the total item score (Pavlenchuk et al., 2023). Meanwhile, If the  $r_{count}$  value  $>$   $r_{table}$ , the item can be declared valid. If the  $r_{count}$  value  $<$   $r_{table}$ , the item is declared invalid. For the  $r_{table}$  value, it can be seen in the  $r$  table with  $df = n-2$  at a

significance level of 5% where (n) is the number of samples of 30, then the minimum correlation limit value will be 0.361.

The following are the results of the validity test for the research variables which can be seen in the table below:

Table 1. Creativity variable validation test (x1)

Num.	Statement	$r_{\text{count}}$	$r_{\text{table}}$	Information
1	The owner of Kopi Koju has a high curiosity in developing ideas.	0,925	0,361	Valid
2	The owner of Kopi Koju has a curious nature about what consumers want.	0,982	0,361	Valid
3	Kopi Koju is optimistic about increasing sales by ensuring the friendliness of Ruang Kopi Koju staff who are polite and patient.	0,502	0,361	Valid
4	Kopi Koju is optimistic about offering different and new products so that consumers are interested in trying them.	0,921	0,361	Valid
5	The owner of Kopi Koju also serves customers while they are on site.	0,816	0,361	Valid
6	Koju coffee can provide ideas quickly when consumers need them.	0,900	0,361	Valid
7	The owner of Kopi Koju is always involved in responding to consumer complaints.	0,890	0,361	Valid
8	Koju Coffee conducts information search to find solutions	0,921	0,361	Valid
9	The concept created by Kopi Koju is original without imitating others.	0,982	0,361	Valid
10	There is a "Champion Coffee" menu which is only available at Koju Coffee.	0,502	0,361	Valid
11	Koju Coffee loves to imagine to create new ideas.	0,845	0,361	Valid
12	Kopi Koju owners always expect their customers to be in line with whatever they offer.	0,932	0,361	Valid

It shows that based on the results of the validity test for the Creativity variable, all r-count values are greater than the minimum correlation limit value of 0.361, so that the results show that all statements in the questionnaire are valid.

The results of the validity test of the Product Innovation variable instrument (X2) can be seen in Table below:

Table 2. Product innovation validity test

Num.	Statement	$r_{\text{count}}$	$r_{\text{table}}$	Information
1	Kopi Koju always innovates new menu variants.	0,925	0,361	Valid
2	Adding a variety of Koju Coffee menus can make consumers satisfied.	0,958	0,361	Valid
3	There is good control in delivering new products to consumers.	0,627	0,361	Valid
4	Koju Coffee ensures and always manages the shortcomings of new products.	0,803	0,361	Valid
5	New products at Kopi Koju always comply with existing quality standards.	0,925	0,361	Valid
6	Quality standards determine whether consumers will buy a product or not.	0,951	0,361	Valid

Based on the results of the validity test for the Product Innovation variable, all r-calculation values are greater than the minimum correlation limit value of 0.361, so that the results show that all statements in the questionnaire are valid. The results of the validity test of the Business Success variable instrument (Y) can be seen below:

Table 2. Business success validity test

Num.	Statement	$r_{\text{count}}$	$r_{\text{table}}$	Information
1	Koju Coffee Room can easily adapt to consumers.	0,927	0,361	Valid
2	Kopi Koju owner is able to adapt to various conditions.	0,922	0,361	Valid
3	Koju Coffee Room is always active in serving consumers.	0,752	0,361	Valid
4	The majority of Koju Coffee staff have fast work performance.	0,838	0,361	Valid
5	Koju Coffee Room can work well and provide satisfaction to consumers.	0,889	0,361	Valid
6	The satisfaction that consumers get will make consumers come back to visit.	0,906	0,361	Valid

Num.	Statement	$r_{count}$	$r_{table}$	Information
7	Koju Coffee Room can attract consumers to use its business, thereby increasing the profits it earns.	0,848	0,361	Valid
8	Koju Coffee Room can attract consumers to use its business, thereby increasing the profits it earns.	0,659	0,361	Valid

The results of the validity test for the Business Success variable show that all r-calculation values are greater than the minimum correlation limit value of 0.361, so that the results show that all statements in the questionnaire are valid.

Classical assumption testing includes normality test, multicollinearity test and heteroscedasticity test. Based on the results of the normality test above, the significance value of 0.447 is greater than 0.05, so it can be concluded that the data tested is normally distributed.

Multicollinearity testing aims to test whether the regression model finds correlation between independent variables (de Medeiros et al., 2022; Komarudin & Hamdani, 2023). A good regression model should not have correlation between independent variables. Based on the results of the multicollinearity test, it is known that the two independent variables, namely Creativity and Product Innovation, have a VIF value of less than 10, which is 4.107, while the Tolerance value is above 0.1, which is 0.243. Thus, it can be concluded that the regression equation is free from the assumption of multicollinearity (Wijaya & Handoyo, 2023).

The data analysis model used in this study is multiple linear regression analysis to determine how much influence Creativity and Product Innovation have on Business Success at Ruang Kopi Koju, the results of the multiple linear regression analysis can be seen in Table below:

Table 3. Multiple linear regression analysis test results

Model	Unstandardized Coefficients	
	B	Std. Error
C	7.070	1.448
Creativity	0.220	0.072
Product Innovation	0.590	0.136

From the table above, a multiple linear regression test was obtained with the regression equation being:  $\text{Business Success} = 7,070 + 0,220 \text{ Creativity} + 0,590 \text{ Product Innovation} + e$   
Explanation of the equation as follows:

- Constant ( $\alpha$ ) = 7.070 means that even though the independent variable (X1) namely Creativity and the independent variable X2 namely Product Innovation have a value of 0, the Business Success (Y) at Ruang Kopi Koju remains at 7.070 units.
- Coefficient X1 ( $b_1$ ) = 0.220 and has a positive value. The independent variable (X1) namely Creativity towards Business Success with a regression coefficient of 0.220 units means that for every increase in the Creativity variable by one unit, the Business Success of Ruang Kopi Koju will increase by 0.220 units.
- Coefficient X2 ( $b_2$ ) = 0.590 and has a positive value. The independent variable (X2) Product Innovation towards Business Success with a regression coefficient of 0.590 units means that for every increase in the Product Innovation variable by one unit, the Business Success of Ruang Kopi Koju will increase by 0.590 units.

The value of  $t_{count}$  on Creativity is 3.056 with a significance level of 0.003. This means that  $t_{count}$  is greater than  $t_{table}$ , which is  $3.056 > 1.984$  and with a significance level of  $0.003 < 0.05$ . So in this case  $H_a$  is accepted so it can be concluded that the Creativity variable has a positive and significant effect on Business Success at Ruang Kopi Koju. The value of  $t_{count}$  on Product Innovation is 4.334 with a significance level of 0.000. This means that  $t_{count}$  is greater than  $t_{table}$ , which is  $4.334 > 1.984$  and with a significance level of  $0.000 < 0.05$ . So in this case  $H_a$  is accepted so it can be concluded that the Product Innovation variable has a positive and significant effect on Business Success at Ruang Kopi Koju.

Based on the results of multiple linear regression analysis, the coefficient ( $b_1$ ) on the Creativity variable is 0.220 and has a positive value. As well as the results of partial hypothesis testing using the t-test, it is known that the Creativity variable has a  $t_{count}$  value ( $3.056$ )  $>$   $t_{table}$  ( $1.947$ ) with a significance level of  $0.003 < 0.05$  so that it can be concluded that Creativity partially

has a positive and significant effect on Business Success at Ruang Kopi Koju. The regression results found that product innovation has a greater influence than creativity on business success. This can be explained that although creativity is the source of initial ideas, innovation is the concrete manifestation of the idea in the form of a new product, unique menu, or presentation that distinguishes Ruang Kopi Koju from competitors. Consumers tend to respond more positively to the tangible results of innovation compared to creative ideas that are not realized in the form of services or products.

The results of this study are in line with previous research conducted by (Nirwana, 2022) entitled *The Influence of Location and Creativity on the Success of Micro, Small and Medium Enterprises (MSMEs) in the Gentala Arasy Tourism Area, Jambi City*, which states that Creativity has a positive and significant effect on increasing Business Success.

Based on the results of multiple linear regression analysis, the coefficient (b2) on the Product Innovation variable is 0.590 and has a positive value. As well as the results of partial hypothesis testing using the t-test, it is known that the Product Innovation variable has a t-count value (4.334) > t-table (1.947) with a significance level of 0.000 < 0.05 so that it can be concluded that Product Innovation partially has a positive and significant effect on Business Success at Ruang Kopi Koju. The results of this study are in line with previous research conducted by (Handayani et al., 2022) entitled *Dominance of Entrepreneurial Skills and Product Innovation on Business Success at UMKM Perak Celik* which proves that Product Innovation partially has a positive and significant effect on Business Success.

Based on the results of simultaneous hypothesis testing using the F-test, it is known that the Creativity and Product Innovation variables have a calculated F value (105.062) > Ftable (3.09) with a significance of 0.000. From the results of this study, the researcher obtained a determination coefficient value of 0.680. This shows that 68% of the Business Success variables at Ruang Kopi Koju are influenced by the Creativity and Product Innovation variables, while the remaining 31.40% are influenced by other variables not examined in this study, such as Price, Service Quality and Product Quality.

#### 4. CONCLUSION

Based on the research results and discussion, the results of this study state that the influence of the Creativity and Product Innovation variables on Business Success is shown from the results of multiple linear regression analysis, meaning that every increase in aspects of Creativity and Product Innovation by one unit, then Business Success will increase. Creativity partially has a positive and significant influence on Business Success at Ruang Kopi Koju. Product Innovation partially has a positive and significant influence on Business Success at Ruang Kopi Koju. Creativity and Product Innovation simultaneously have a positive and significant influence on Business Success at Ruang Kopi Koju. The results of the determination coefficient test (R<sup>2</sup>) show that the Creativity and Product Innovation variables are related to Business Success at Ruang Kopi Koju. As for the generalization of the research results, it should be noted that although these findings are relevant in the context of Ruang Kopi Koju, there is potential for applicability to other service-based businesses such as restaurants, coworking spaces, or hospitality businesses, which also rely heavily on product-based and experience-based differentiation. However, because this research is a case study and uses a limited sample, full generalization cannot be made without re-testing in other contexts and business units. Therefore, these results are more appropriate to be used as an initial reference for broader studies in the realm of creative service businesses.

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