

**THE INFLUENCE OF CREATIVITY, PRODUCT INNOVATION AND
EMPLOYEE COMPETENCE ON BUSINESS PERFORMANCE (CASE
STUDY ON SEAFOOD TRUBUS BABAT)**

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ABSTRACT

This study aims to determine the influence of creativity, product innovation, and employee competence at Trubus Batat Seafood Restaurant. In connection with this problem, hypotheses were proposed, including allegedly creativity (X1), product innovation (X2), and employee competence (X3), partial and simultaneous effects on business performance (Y) and allegedly employee competency variables (X3) had the most dominant effect on business performance (Y) the sample in this study amounted to 80 people who were employees of Trubus Batat Seafood Restaurant.

The results of multiple linear regression analysis obtained are $Y = 1.980 + 0.284 X1 + 0.243 X2 + 0.421 X3$, then the most dominant variable is employee competence (X3) with a beta of 0.421. The results of the calculation of the partial creativity t test (X1) are calculated at $4.344 > t_{table} 1.991$ then H0 is rejected and H1 is accepted, partial t test of product innovation (X2) which is tcount of $2,440 > t_{table} 1,991$ then H0 is rejected and H1 is accepted, and partial t test of employee competence (X3) which is tcount $5,929 > t_{table} 1,991$ then H0 rejected H1 is accepted. The results of the simultaneous F test are $F_{calculate} 41.998 > F_{table} 2.72$ which shows that H0 rejected H1 is accepted.

Based on the results of the above study, it can be concluded that overall independent variants have significant values with a positive direction. Where the employee competency variable has the most dominant value compared to the variable of creativity and product innovation. The variables of creativity, product innovation and employee competence also have an influence on both significant and simultaneous influences on the dependent variable, namely business performance.

Keywords : Creativity, Product Innovation, Employee Competence, Business Performance

**PENGARUH KREATIVITAS, INOVASI PRODUK DAN KOMPETENSI
KARYAWAN TERHADAP KINERJA BISNIS (STUDI KASUS PADA
SEAFOOD TRUBUS BABAT)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kreatifitas, inovasi produk, dan kompetensi karyawan pada Rumah Makan Seafood Trubus Babat. Sehubungan dengan masalah tersebut diajukan hipotesis diantaranya yaitu diduga kreatifitas (X_1), inovasi produk (X_2), dan kompetensi karyawan (X_3), berpengaruh secara parsial dan simultan terhadap kinerja Bisnis (Y) serta di duga variabel kompetensi karyawan (X_3) berpengaruh paling dominan terhadap kinerja bisnis (Y) Sampel dalam penelitian ini berjumlah 80 orang yang merupakan karyawan Rumah Makan Seafood Trubus Babat.

Hasil analisis regresi linear berganda yang diperoleh ialah $Y = 1,980 + 0,284 X_1 + 0,243 X_2 + 0,421 X_3$ maka variabel yang paling dominan adalah Kompetensi karyawan (X_3) dengan beta 0,421. Hasil perhitungan uji t parsial kreatifitas (X_1) yaitu t_{hitung} sebesar $4,344 > t_{tabel} 1,991$ maka H_0 ditolak dan H_1 diterima, uji t parsial inovasi produk (X_2) yaitu t_{hitung} sebesar $2,440 > t_{tabel} 1,991$ maka H_0 ditolak dan H_1 diterima, dan uji t parsial kompetensi karyawan (X_3) yaitu $t_{hitung} 5,929 > t_{tabel} 1,991$ maka H_0 ditolak H_1 diterima. Hasil uji F simultan yaitu $F_{hitung} 41,998 > F_{tabel} 2,72$ yang menunjukkan bahwa H_0 ditolak H_1 diterima.

Berdasarkan hasil penelitian diatas dapat disimpulkan bahwa secara keseluruhan variabel independen mempunyai nilai yang signifikan dengan arah positif. Dimana variabel kompetensi karyawan mempunyai nilai paling dominan diandingkan dengan variabel kreatifitas dan inovasi produk. Variabel kreatifitas, inovasi produk dan kompetensi karyawan juga memiliki pengaruh baik pengaruh signifikan maupun simultan terhadap variabel dependen yaitu kinerja bisnis.

Kata Kunci : Kreatifitas, Inovasi Produk, Kompetensi Karyawan, Kinerja Bisnis