

# THE INFLUENCE OF CREATIVE ECONOMICS ON HOUSEHOLD INCOME

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## Abstract

Research purposes As for the formula problems that arise from this research is how variable creation of new ideas and design product influential to enhancement income House ladder through creativity as intervening variable . Originality Subject from This research is the people of Medan City ( residents ) of Medan City, where The variables in this research are variables independent , that is role power health and social status , variables dependent , i.e variable well-being public as well as intervening variables are variables income . The results of the data analysis used using SEM analysis with using SMART PLS 4.0 software. As for technique data collection with questionnaire . Design/ methodology / approach Method study with use method descriptive quantitative data analysis using method structural equation model (SEM), where results process data with SEM method was carried out with PLS 4.0 application . Findings From results the research then the existing conclusion , namely partially variable discovery of new ideas and design influential products to enhancement income House ladder and influence to creativity . Simultaneously variable discovery of new ideas and design product influential to enhancement income House ladder through variable creativity public as intervening variable . Implementation The more increase discovery of new ideas, then the design process products for MSME businesses and homes hand become the more increase the ability to create and design new products , where increasing creativity will increase the ability of MSMEs to produce new products that meet expectations and desires consumers in order to boost and increase income No only for MSMEs, but also to increase business House ladder.

**Keywords** Creative economy , discovery of new ideas, design product , improvement income House stairs , creativity.

## INTRODUCTION

Industry creative is one moving industry in the field effort find something new with increase creativity and innovation that can create something different dair before or the same, but the required uses or benefits are very different , so this industry is capable compete in the middle increasing global escalation and decline ability the economy of other countries is moderate happen resulting global crisis State conflict that does not

finished (Hadziq, Achmad Faisal, Yunia, Noorma and Firdaus, 2023) .

Every country is currently competing to improve ability , be it ability source State power , as well ability source Power others are in order create something form capable product compete with product kind or different products type (Koumoutsea, Aikaterini, Boufounou & and Mergos, 2023) . Competition marked with

increasing effort creative from These various countries are a big blow or whip for a medium country just growing depend on material raw or relying source natural resources that are marketed raw , on which the State relies source natural forces do not capable create creativity to goods existing raw materials , so that the management process business Still done with send material raw materials to other countries (Rahmawati, Alni, Wahyuningsih, Sri Handari and Garad, 2023) .

Creativity is very close connection with the increase in new ideas, where these new ideas are related tightly with ability someone to find something new, innovative and creative is in order create and discover the appropriate product is not only for consumer needs , but also for market needs (Putra, Arif Rachman, 2022) . Raise new ideas towards creativity product is the key to retention relevance and power competitive in the market, where someone who wants to improve business creative can do market research to identify trend moderate consumers and industry develop . Party owner The industry could use feedback from consumers to understand needs and preferences them , as well as to find areas of improvement or innovation (Teresa, Benjamin F. and Zitcer, 2020) .

Creating new ideas depends to creation design product , where the creation process design product No only profitable from facet enhancement ability products to meet needs and improvements income in society . This will make owner industry this creative will always repair product and create product others indeed needed public (Rismayadi, Budi and Maemunah, 2018) .

Slick and good product design , as well planned will be able to with easy made when owner business own creativity high , so owner no need to work harder to think about and find way to compete with product similar and different competitors type (Liu, Cathy Yang, Hu, Fox Zhiyong and Jeong, 2020) . This makes every industry must prepare all way to always endure from onslaught product competitor Good from Domestic products , as well as Foreign products , where with design different products , both in terms of features , functions and

uses , then is expected to be able to compete and win the hearts of consumers To use increase income maximum for operational processes next (Abad-Segura, Emilio and González-Zamar, 2019) .

Creativity to the creation of new ideas is not just for the company big , but also done by business family or MSMEs, where MSMEs have to design new ideas, carry out the design process new products , checking process material raw and analytical process towards the production process , where new ideas issued must be synchronous and must also be in accordance with what is designed beforehand to get excited operational smoothly and can generate income family that manufactures and designs MSME products (Istanti, Enny, Kn & and Gs, 2021) .

For business House ladder of new ideas and the development process new products must be adapted with vision dna mission to be carried , which is for MSMEs through business House ladder will tend make these efforts can improve market share in the future capable compete with business others , where competition with business kind dna different businesses type required No only innovation and designing new ideas regarding product only , but also innovation with bringing new ideas to production and operational processes company , as well as new ideas for the distribution process goods and delivery goods for goods No damaged and broken , so with new ideas and plans products , production processes and systems distribution is expected to improve satisfaction consumers and can improve sale To use increase income (Mutuc, Eugene Burgos, Lee, Jen Sin and Tsai, 2019) .

Medan City is the central city trading from the start of trading big until MSME trade , where Medan City can always improve the capacity it has , so capable load comfortable from existing business without exists extortion from every people who don't known on behalf of Government and tend to harm MSME income .

Within the period In 2022, the number of MSMEs in Medan City will be as high as 38,343 units businesses , and in 2023 there will be 35,450

business units tend decrease compared to 2022. This is due to the lack of new ideas in the design process product , planning business and production processes so that influence on quality low and inclined products No in demand by customers , so effect on the decline amount MSME income , where the majority of MSMEs are housewives stairs trying to do activity trade in order enhancement income House stairs to meet household needs ladder .

### **PROBLEM FORMULATION**

As for the formula problems that arise from this research is how variable creation of new ideas and design product influential to enhancement income House ladder through creativity as intervening variable .

### **RESEARCH PURPOSES**

As for the formula problems that arise from this research is how variable creation of new ideas and design product influential to enhancement income House ladder through creativity as intervening variable .

### **RESEARCH ORIGINALITY**

Subject from This research is MSMEs in Medan City, where The variables in this research are variables independent , that is creation of new ideas and design product , variable dependent , i.e variable enhancement income House ladder as well as intervening variables are variables creativity . The results of the data analysis used using SEM analysis with using SMART PLS 4.0 software. As for technique data collection with questionnaire .

### **LITERATURE REVIEW**

#### **Creative Economy**

creative economy is a sector an economy that focuses on creation and exploitation riches intellectual through creativity , skills , and talents individual . This includes various industries that produce products and services with mark plus tall through innovation and creativity (Fuadi, 2019) . Economic benefits creative is the process of creating jobs , increasing growth economy , diversification economy and improve global

competition (Gunartin, Gunartin, Mulyanto, Edi and Sunarsi, 2020) .

Indicator from economy creative is:

1. GDP growth
2. Improvement growth economy
3. Reduce unemployment
4. Increase quality products and market share (Yuslin, 2021)

#### **Discovery of New Ideas**

The discovery of new ideas is an important process in economics creative that can encourage innovation and growth (Symons, Jessica and Hurley, 2018) . With utilise various existing strategies and methods from individuals and organizations can improve ability them to discover and develop new ideas that are innovative and empowering competitive tall (Juwairia, 2023) .

Indicator from discovery of new ideas , namely :

1. Number of ideas generated
2. Creative
3. Innovative
4. Planning new products (Cooper, Kerris and Stewart, 2021) .

#### **Planning Product**

Planning product is an involved process various stages to develop a new product or improve it existing products to meet consumer needs , have optimal function , and power competitiveness in the market (Wardana, Ludi Wishnu, 2023) .

For the design process product required continuous market research and analysis process , where Market research is aimed at observing product competitor dair side products and also benefits , as well from facet planning and design products required by consumers (Castillo-Vergara, Mauricio, 2018) .

Indicator from planning products are:

1. Creative
2. Innovative

3. Enhancement quality
4. Satisfaction consumer (Iek, Mesak and Ratang, 2020).

**CREATIVITY**

Creativity is the ability to generate new and original ideas that have value and relevance . This is an involved thought process imagination , innovation , and the ability to see something from different perspective . Creativity is very important in a variety of ways aspect life , incl arts , science , business , and technology (Sukma, Muhammad, Hartono, Djoni and Prihawantoro, 2018) . With understand and develop creativity , individuals and organizations can achieve higher achievement , found solution innovative , and creating mark added significantly (Dulay, Toyib Muhammad, 2019) .

**Indicator creativity is:**

1. Innovation
2. Enhancement quality
3. Good product design (Kadir, Rachmawaty,

Musakirawati and Mukti, 2023) .

**Enhancement Household Income**

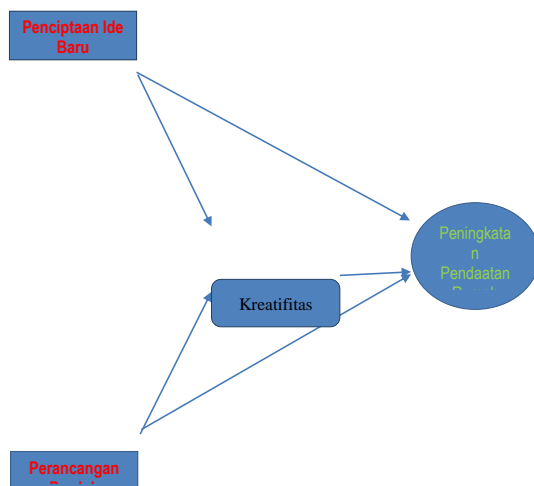
Enhancement income House the stairs are the goal important to many individuals and families to achieve well-being better economy . There are several strategies that can be implemented to improve income House ladder (Rahmadana, 2023) . With apply several strategies for improvement income , house stairs can improve income them and achieve well-being better economy (Ge, Taoan, 2022) .

Indicator enhancement income House stairs are:

1. Enhancement Skills
2. Increase ability
3. Increase development self (Purnama, Suryari, Baedowi, Hikmal and Putrasetia, 2023)

**CONCEPTUAL FRAMEWORK**

As for the picture framework conceptual research are:



**Figure 1 Framework Conceptual**

**Hypothesis**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. The discovery of new ideas is influential to enhancement income House ladder</li> <li>2. Planning product influential to enhancement income House ladder</li> </ol> | <ol style="list-style-type: none"> <li>3. The discovery of new ideas is influential to creativity</li> <li>4. Planning product influential to creativity</li> <li>5. Creativity influential to enhancement income House ladder</li> </ol> |
|---|---|

- 6. The discovery of new ideas is influential to enhancement income House ladder through creativity as intervening variable
- 7. Planning product influential to enhancement income House ladder through creativity as intervening variable .

2019) method taking sample with use purposive sampling is method taking the sample the sample specified in the conditions certain . As for the amount samples taken can be carried out with using the Slovin formula as following :

$$n = N / ( 1 + Ne^2 ) = 35,450 / ( 1 + 35,450 \times 0.1^2 ) = 99.72 = 100$$

**MSME business units in Medan City**

**RESEARCH METHODS**

Method this research was carried out use method descriptive quantitative with use analysis method structural equation model (SEM), where According to (Cardno, 2019) SEM analysis is a technique detailed data analysis each other relate and influence each other variable constructs that exist in the research . The population in this study is 35,450 MSME units in Medan City in 2023, where method taking the sample done with use method purposive sampling , where according to (Cardno,

**RESEARCH RESULT AND DISCUSSION**

**RESEARCH RESULT**

**Testing Descriptive**

Testing descriptive done with analyze characteristics that of 100 MSME units in Medan City . As for descriptive analysis about characteristics respondents according to the following table are:

**Table 1 Characteristics Respondent**

Variable	Category	Frequency	Percentage (%)
Type of business	Shoe	40	40
	Food	50	50
	Toy	10	10

Table above explained that the largest number of respondents answer respondent questions based on type business is the respondent whose business is is business food as many as 50% or 50 respondents . Respondent who answered Few are the respondents who had to do it business toy as many as 10% or 10 respondents .

**As for output from the SEM test can be described through a Bootstrapping diagram following :**

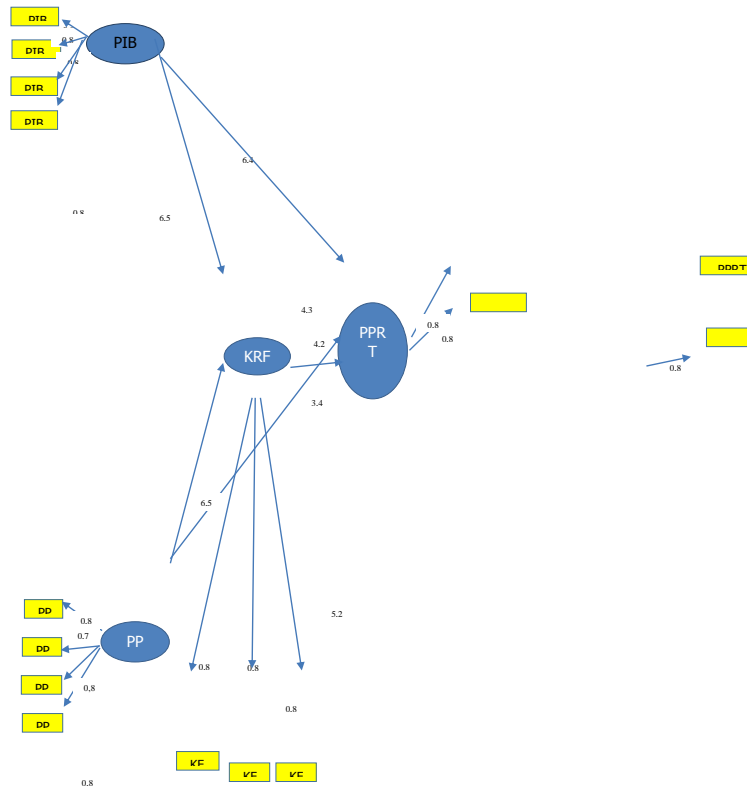


Figure 2 Bootstrapping diagram

**Convergent Validity Analysis**

(Cardno, 2019) stated that the analysis convergent validity is one type validity in measurements or instruments research showing data from every variable construct is feasible used . The results of the convergent validity test in this research are:

**Table 2 Test Convergent Validity**

Variable	Indicator	Outer Loading
Discovery of New Ideas (X <sub>1</sub> )	PIB 1	0.854
	PIB 2	0.871
	PIB 3	0.833
	PIB 4	0.820
Planning Product (X <sub>2</sub> )	PP 1	0.840
	PP 2	0.751
	PP 3	0.863

	PP 4	0.856
Improvement Household Income ( Y )	PPRT 1	0.834
	PPRT 2	0.852
	PPRT 3	0.884
Creativity ( Z )	KRF 1	0.880
	KRF2	0.866
	KRF 3	0.814

**Source : Results of Data Processing With PLS 3.0, 2024**

Table above stated that the data from every the variable is feasible and suitable for use through further data analysis .

**Average Variant Extracted Analysis (AVE)**

(Cardno, 2019) states that the AVE test is one techniques used to assess whether the existing data is available variable construction is fulfilled assumption validity . As for the results testing Average Variant Extracted (AVE) is in the following table :

**Table 3 AVE Test**

<b>Variable</b>	<b>AVE</b>
Discovery of New Ideas ( X <sub>1</sub> )	0.830
Planning Product ( X <sub>2</sub> )	0.870
Enhancement Household Income ( Y )	0.844
Creativity ( Z )	0.854

**Source : Data Processing Results with PLS 4.0, 2024**

Table above explain mark Average Variant Extracted (AVE) more big of 0.5 which means that dissemination of existing data Already fulfill assumption data validity and feasibility used .

**Composite Reliability Analysis**

According to (Cardno, 2019) testing Composite Reliability is construct model techniques for knowing and answering is has happen data reliability or not . This can be seen in the following table :

**Table 4 Composite Reliability Test**

<b>Variable</b>	<b>Composite Reliability</b>
Discovery of New Ideas ( X <sub>1</sub> )	0.882
Planning Product ( X <sub>2</sub> )	0.820
Enhancement Household Income ( Y )	0.771
Creativity ( Z )	0.853

**Source : Data Processing Results with PLS 4.0, 2024**

Table above states that value composite reliability is greater from of 0.6, where the data spread is sufficient reliability or is feasible used .

**Discriminant Validity Analysis**

In factor analysis confirmatory (CFA) or modeling equality structural (SEM), validity analysis the discriminant is the one used to see difference real from the data in each variable construct . Adapun The results of the Discriminant Validity analysis



can be seen in Table 5 below :

**Table 5 Discriminant Validity Analysis**

	Enhancement Household Income Moderating Effect 1	Enhancement Household Income Moderating Effect 2	Enhancement Household Income Moderating Effect 3	Enhancement Household Income Moderating Effect 4
Discovery of New Ideas	,767	1,000	,743	,622
Planning Product	,666	,743	1,000	,726
Enhancement Household Income	,755	,782	,845	,767
Creativity	1,000	,743	,666	,635

**Source : PLS Data Processing Results, 2024**

Based on from the table above , it can be seen that the AVE value of One equation to equation construct others who don't each other related , so has fulfill mark Discriminant Validity .

**Path Coefficient Testing**

As for the path coefficient test , it can be known through table the following :

**Table 6 R Square Test**

Variable	R Square
Discovery of New Ideas (X <sub>1</sub> )	0.881
Planning Product (X <sub>2</sub> )	0.840
Enhancement Household Income (Y)	0.864
Creativity (Z)	0.846

**Source : Data Processing Results with PLS 4.0, 2024**

From the table above , the R Square value of the variable enhancement income House stairs can be explained by variables discovery of new ideas, design products and creativity amounting to 86.4%, while the remaining 13.6% can be

explained by other variables not included in this study .

**Hypothesis testing**

Test result hypothesis can be seen as following :

**Table 7 Hypothesis Testing**

Hypothesis	Influence	T-Statistics	P-Value	Results
H1	Discovery of new ideas to enhancement income House ladder	6,404	0,000	Accepted



H2	Planning product to enhancement income House ladder	5,230	0.101	Accepted
H3	Discovery of new ideas health to creativity	6,542	0.001	Accepted
H4	Planning product to creativity	6,531	0.100	Accepted
H5	Creativity to enhancement income House ladder	4,211	0,000	Accepted
H9	Discovery of new ideas to enhancement income House ladder through creativity as intervening variable	5,330	0,000	Accepted
H10	Planning product to enhancement income House ladder through creativity as intervening variable	3,454	0,000	Accepted

**Source : Data Processing Results with PLS 3.0, 2023**

According to the table above , it can be concluded that partially variable discovery of new ideas and design influential products to enhancement income House ladder and influence to creativity . Simultaneously variable discovery of new ideas and design product influential to enhancement income House ladder through variable creativity public as intervening variable .

**DISCUSSION**

**Discovery of Influential New Ideas To Enhancement Household Income**

Research result states that the discovery of new ideas is influential to increase income House ladder

. This is in accordance with study from (Bergan, Tegan L., Gorman-Murray, Andrew and Power, 2021) which states that the discovery of new ideas in the home MSME industry ladder will tend create something The product is new and meets expectations customers and capable raise income To use increase income for industry House hand .

**Planning Product Influential Against Improvement Household Income**

Research result explains that design product influential to enhancement house income ladder . This is in line with study (Granpayehvaghei, Tahereh, 2019) which states that design Good products can improve good and useful products for society at a time increase income for business and

home ladder .

### **Discovery of Influential New Ideas To Creativity**

According to results existing research variable discovery of influential new ideas to creativity . This is in accordance with study (Silvia Tria, Nawawi, Zuhrial M., Jannah, 2023) which states that the discovery of new ideas from product which I will increase thinking creative and capable launch innovation to create new product .

### **Planning Product Influential To Creativity**

According to results existing research variable planning product influential to creativity . This is in accordance with study (Yetmi, Yosi Safri and Ahdiyatiningsih, 2020) which states that the design process the right product will tend create creative and flexible products , as well create something creative innovation to use product .

### **Creativity Influential To Enhancement Household Income**

Research result states that creativity influential to increase income House ladder . This is in accordance with study (Rahmadana, 2023) which explains that creativity is in every business unit will tend give birth to good and quality product dna useful for users and capable compete to produce and improve income effort and increase income House ladder .

### **Discovery of Influential New Ideas To Enhancement Household Income Through Creativity as Intervening Variables**

Research result describes that variable discovery of influential new ideas to increase income House ladder through creativity as intervening variable . This is in accordance with research (Iek, Mesak and Ratang, 2020) which explains that finding new ideas for small creative industry products (households) will give rise to a spirit of creativity in designing business processes to increase business income and household income.

### **Planning Product Influential To Enhancement Household Income Through Creativity as Intervening Variables**

Research result describes that variable planning

product influential to increase income House ladder through creativity as intervening variable . This is in accordance with research (Purnama, Suryari, Baedowi, Hikmal and Putrasetia, 2023) which states that product design must pay attention to the creative abilities of businesses, where existing businesses can produce not only good products but also increase the economy and household income.

### **IMPLEMENTATION**

The more increase discovery of new ideas, then the design process products for MSME businesses and homes hand become the more increase the ability to create and design new products , where increasing creativity will increase the ability of MSMEs to produce new products that meet expectations and desires consumers in order to boost and increase income No only for MSMEs, but also to increase business House ladder .

### **CONCLUSION**

From the results the research then the existing conclusion , namely partially variable discovery of new ideas and design influential products to enhancement income House ladder and influence to creativity . Simultaneously variable discovery of new ideas and design product influential to enhancement income House ladder through variable creativity public as intervening variable .

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