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INCREASING THE COMPETITIVENESS OF WOMEN'S MSMES (SURVEY ON CAKE INDUSTRY IN PEKANBARU CITY)

Abstract: This study aims to analyze the increase in the competitiveness of women's SMEs (a survey of the cake industry in Pekanbaru City). The analytical method used in this research is a quantitative descriptive analysis method. The analytical tool used is multiple regression analysis using SPSS Version 20.0. The results of this study indicate that simultaneously Learning, Innovation, Motivation, and Creativity affect increased competitiveness. Partially the Learning Variables affect the increase in competitiveness, Innovation influences the increase in competitiveness, Motivation influences the increase in competitiveness, and Creativity influences the increase in competitiveness.

Key words: Learning, Innovation, Motivation and Creativity, and Increased Competitiveness.

Language: English

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Introduction

Background of the study

Small and Medium Industries are considered to have low resilience and a low level of flexibility in dealing with a pandemic situation. SMEs are considered to lack resilience and flexibility in dealing with this pandemic due to several things such as the low level of digitalization, difficulties in accessing technology, and a lack of understanding of strategies to survive in business. Based on these problems, it is important to take various actions in the form of

policies to save the sustainability of IKM amid the Covid 19 pandemic. IKM operations are heavily influenced by, one of them, market conditions. Market conditions have become erratic since the Covid-19 pandemic occurred. The pandemic has hurt various sectors, especially the economic sector. The Organization for Economic Cooperation and Development (OECD) report states that the Covid 19 pandemic can cause an economic crisis that is marked by a halt in economic activity in several countries. In addition, the pandemic has caused a low level of

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public consumption. IKM is one of the businesses that also feel the impact. This happens because SMEs are a business sector that has a strategic position in a country's economy. In ASEAN, SMEs can create jobs with a percentage between 50% and 95%. IKM has also contributed as much as 30% to 50% to the Gross Domestic Product. The pandemic has caused a low level of public consumption. IKM is one of the businesses that also feel the impact. This happens because SMEs are a business sector that has a strategic position in a country's economy. In ASEAN, SMEs can create jobs with a percentage between 50% and 95%. IKM has also contributed as much as 30% to 50% to the Gross Domestic Product. The pandemic has caused a low level of public consumption. IKM is one of the businesses that also feel the impact. This happens because SMEs are a business sector that has a strategic position in a country's economy. In ASEAN, SMEs can create jobs with a percentage between 50% and 95%. IKM has also contributed as much as 30% to 50% to the Gross Domestic Product.

Micro, small and medium enterprises (MSMEs) play a very important role in the economic development of a country, especially in Indonesia. The number of MSMEs in Indonesia has reached 56.2 million units and can absorb 97.2% of the workforce from the total existing workforce. In addition, MSMEs also play a role in economic growth and reduce unemployment and poverty. This shows that the existence of MSMEs will improve people's welfare by increasing income and reducing unemployment. However, this high MSME development is still overshadowed by obstacles, which differ from one area to another, from rural areas to urban areas, or between sectors. MSMEs at this time cannot be run solely based on intuition and foresight but must go through good management and proper marketing techniques. Appropriate marketing techniques cannot work without good communication from MSMEs which will later be conveyed to consumers, because communication and marketing are inseparable. The development of home industries through empowering women in the household economic system is part of the integration of the government's priority agenda in the work cabinet. Through this home industry, women can produce without having to leave their homes, even advanced home industries can absorb labor and create jobs. Coupled with advances in technology, these home industry products can be marketed from home via the internet. Appropriate marketing techniques cannot work without good communication from MSMEs which will later be conveyed to consumers, because communication and marketing are inseparable. The development of home industries through empowering women in the household economic system is part of the integration of the government's priority agenda in the work cabinet. Through this home industry, women can produce without having to leave their homes, even

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Of the number of micro, small and medium enterprises (MSMEs), data from the Ministry of Cooperatives and SMEs noted that there are around 52 million MSME actors throughout Indonesia, and as many as 60 percent of businesses are run by women. Their business development has contributed a lot to their families, environment, and society. Empowering women in the MSME sector is expected to reduce poverty rates, provide better income increases, increase knowledge and quality of human resources and prepare women's communities to become friendly communities.

The city of Pekanbaru is a strategic area where

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the population is increasing and it is a city that has a very high MSME development. sector. One very prominent business is the business in the culinary or food sector. On almost every corner there are culinary businesses available in Pekanbaru City with various culinary choices. This culinary business, not only provides drinks but also provides food such as snacks, and heavy meals and many culinary entrepreneurs have ventured into the cake industry. It can be said that the culinary business in the city of Pekanbaru will never die. Many creative industries have sprung up, especially in modern times like today, this proves that the culinary business in the city of Pekanbaru is growing very rapidly. A large number of culinary businesses in the city of Pekanbaru with different types of food being sold, makes business owners must be observant in defending the sustainability of the culinary business they have. All business sectors have the potential to be further developed, but at this time the very prominent business sector, especially in the city of Pekanbaru, is the culinary business. There are many culinary choices available that are served by culinary business entrepreneurs. Such as culinary food, light snacks, and heavy snacks. A large number of culinary businesses in the city of Pekanbaru with different types of food being sold, makes business owners must be observant in defending the sustainability of the culinary business they have. All business sectors have the potential to be further developed, but at this time the very prominent business sector, especially in the city of Pekanbaru, is the culinary business. There are many culinary choices available that are served by culinary business entrepreneurs. Such as culinary food, light snacks, and heavy snacks. A large number of culinary businesses

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According to data obtained by researchers, the number of MSMEs in the city of Pekanbaru is the highest compared to the number of MSMEs in other districts/cities in Riau. The number of micros, small and medium enterprises (MSMEs) in Indonesia is currently around 55 million, while in the city of Pekanbaru, data recorded at the Riau Province Cooperative and MSME Office states that Pekanbaru City has a total of 68,728 MSMEs and this number is the largest in the province. Riau. With the existence of MSMEs, the economic growth of the people in Pekanbaru City who lives in a culinary business shows that the culinary business is very calculated and certainly tempts the public to try to do this business.

Table 1. Number of Cake Small and Medium Industries (IKM) in Pekanbaru City

No	Subdistrict	Number of Industries
1	Sekaki Umbrella	4
2	Sukajadi	7
3	Marpoyan Peace	2
4	Handsome	8
5	Senapelan	4
6	Raya Hill	3
7	Sail	5
8	Fifty	5
9	Tassel	3
10	Pekanbaru City	2
11	Coastal Fringe	3
12	Tenayan Raya	4
Total		50

Cake is a food that is loved by Indonesian people and will never subside, some people even always provide and consume cake at home. At special

moments, cake is still an important food and cannot be left behind. By looking at this phenomenon, it is very clear that the cake business still promises big profits

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and opportunities. With promising profits and opportunities, it cannot be separated from someone who is able to run the business, if he is able to develop it then from that business it will be the main income for the family. Someone who runs this cake business must have knowledge and skills in making delicious and delicious cakes, have the right marketing strategy so that cake production can sell out quickly, can choose the right cakes to sell if necessary to produce various types of cakes, be able to read market tastes so that the cakes produced can sell well by finding information on the types of cakes that many people enjoy doing. So to be able to increase the competitiveness of SMEs that can be done by cake businessmen, among others, is to take cake-making courses. The cake business is also expected to be able to innovate on the various types of cakes it produces. Motivation in doing business also needs to be improved and always be creative in introducing cake products to consumers. So to be able to increase the competitiveness of SMEs that can be done by cake businessmen, among others, is to take cake-making courses. The cake business is also expected to be able to innovate on the various types of cakes it produces. Motivation in doing business also needs to be improved and always be creative in introducing cake products to consumers.

Based on the description above, the authors conducted a study entitled Increasing the Competitiveness of Women's MSMEs (Survey of the Cake Industry in Pekanbaru City).

Formulation of the problem

Based on the background above, the authors formulate the problem as follows:

1. Do Learning, Innovation, Motivation, and Creativity have a simultaneous effect on increasing the competitiveness of women's SMEs (Survey of the cake industry in Pekanbaru City)?
2. Does learning have a partial effect on increasing the competitiveness of women's SMEs (Survey of the cake industry in Pekanbaru City)?
3. Does innovation have a partial effect on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city)?
4. Does motivation have a partial effect on increasing the competitiveness of women's SMEs (Survey of the cake industry in Pekanbaru City)?
5. Does Creativity have a partial effect on increasing the competitiveness of women's SMEs (Survey of the cake industry in Pekanbaru City)?

Research Purposes and Objectives

Based on the problem formulation above, the writer formulates the objectives as follows:

1. To determine the effect of Learning, Innovation, Motivation, and Creativity simultaneously on increasing the competitiveness of Women's MSMEs (Survey of the cake industry in Pekanbaru City).
2. To find out the effect of partial learning on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).
3. To find out the effect of innovation partially on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).
4. To find out the effect of motivation partially on increasing the competitiveness of women's SMEs (Survey of the cake industry in Pekanbaru City).
5. To find out the effect of creativity partially on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).

Literature Review

The role of women in MSME management

MSME is one sector that contributes to increasing Indonesia's Gross Domestic Product (GDP). As for the role of women in the management of MSMEs either as business actors or workers. MSME ownership data shows in detail that 44.29% of micro-enterprises are managed by women, as well as 10.28% in the small business sector (BPS, 2005, in Jati, 2009). Meanwhile, the report of the State Minister for Women's Empowerment (October, 2007, in Jati, 2009) states that 60% of the 41 million micro and small entrepreneurs in Indonesia are women. (Widowati, 2012). Women have more potential in carrying out many activities to help their family's economy, especially in productive activities to produce goods.

Increasing the competitiveness of SMEs

At this time the main key in competition is the value of customer satisfaction by providing quality products at competitive prices or at prices that match the quality presented. Competitiveness is an effort that must be made by business/economic actors in order to continue to exist in carrying out their activities (Asmara & Rahayu, 2013). With an increasingly competitive environment in the business world, MSMEs need to increase their competitiveness so that they can survive amidst intense competition in the business world. There are four strategies to increase competitiveness, namely individual technical expertise, business strategy, technology and innovation expertise, and marketing expertise (Asmara & Rahayu, 2013).

Learning

Learning according to Law no. 20 of 2003 concerning the National Education System article 1

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paragraph 20 is the process of interaction of students with educators and learning resources in a learning environment. Learning is assistance provided so that the process of acquiring knowledge can occur, learning is also referred to as overall activities designed to gain new knowledge and creativity. Learning is a behavioral process resulting from knowledge and experience that develops and influences changes in achieving goals.

Innovation

Management experts state that innovation is one of the keys to a company or organization to increase competitiveness and is a source of competitiveness for companies competing in the global economy. Companies that innovate will certainly gain advantages as early movers in the market both at the local, national and global environmental levels. Various indicators show that lagging behind in terms of innovation or other related factors can cause a country to lag behind in economic development and the welfare of its people.

Motivation

Motivation according to Jucius in Gustina et al. (2020) stated that motivation is the activity of giving encouragement to someone or oneself to take a desired action. Motivation is a psychological impulse that arises in a person consciously to carry out an action to achieve the desired goal. Encouragement can be in the form of enthusiasm for work. With high morale someone will be able to do a good job. So it can be

concluded that the notion of motivation is a driving force in the form of an impulse that appears in a person where this encouragement causes a person to act or move in achieving organizational goals.

Creativity

Creativity is an initiative that is owned by a product or process that is of value to a task that is a heuristic or something that is an incomplete guide that will lead us to find something new. Various attempts have been made to understand creativity, creative individuals, creative processes, and creative strategies in business. It can be concluded that creativity is a process of creating new and synergistic combinations of seemingly unrelated entities. Creativity is a complex matter in its assessment system, this gives rise to different views on creating value. The different definitions of creativity put forward by many experts are complementary definitions.

Framework

In this study the authors put forward the research variables to be examined as follows:

1. Independent Variable (Independent)
 Learning (X1)
 Innovation (X2) Motivation (X3) Creativity (X4)
2. Dependent Variable Competitiveness (Y)

To make it easier to understand this framework, it can be seen from the following figure:

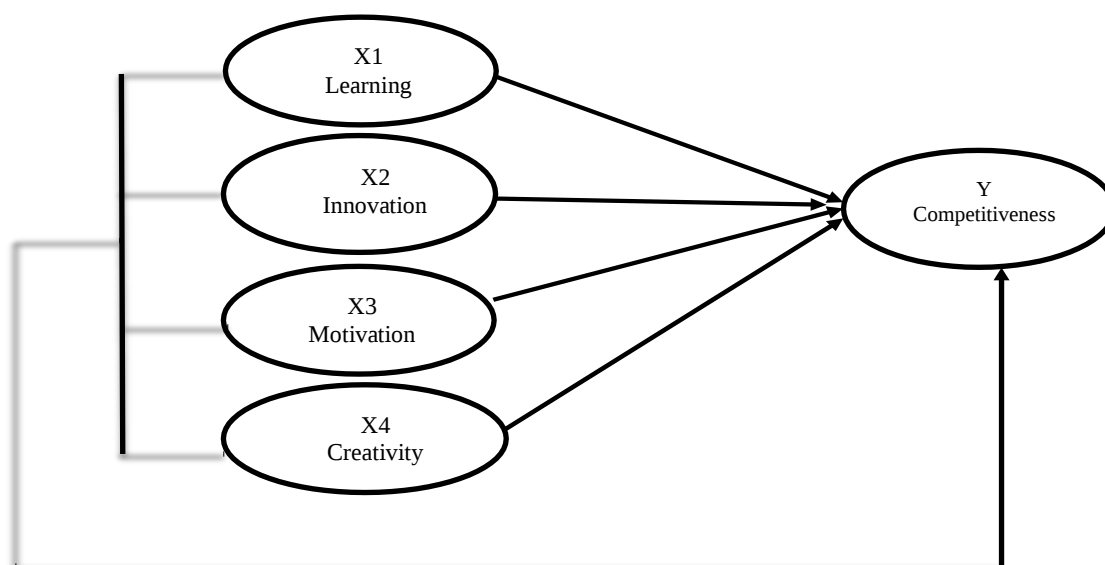


Figure 1 - Thinking Framework

Hypothesis

Based on the framework above, the authors formulate the problem as follows:

1. Allegedly Learning, Innovation, Motivation, and Creativity have a simultaneous effect on increasing the competitiveness of Women's

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- MSMEs (Survey of the cake industry in Pekanbaru City).
- It is suspected that learning has a partial effect on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).
 - It is suspected that innovation has a partial effect on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).
 - It is suspected that motivation has a partial effect on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).
 - It is suspected that creativity has a partial effect on increasing the competitiveness of women's SMEs (survey of the cake industry in Pekanbaru city).

Research Methods

Research sites

This research was conducted in the Cake Food Industry in Pekanbaru City, especially the Women's MSME Industry.

Data Type and Source

According to Umar (2009: 42) there are two types of data used in this study, namely:

- Primary data, namely data obtained directly from the first source either from individuals or individuals such as the results of filling out questionnaires conducted by researchers and interviewing related parties, as well as other data related to research.
- Secondary Data, namely data that has been processed and has been presented and has been documented. Where the data is in the form of other relevant data. (Robbins, 2012).

Population and Sample

The population in this study were Cake Industry Entrepreneurs in Pekanbaru City, totaling 50 people.

Research Instruments Test

- Validity is evidence that the instrument, technique, or process used to measure a concept actually measures the intended concept. The validity test aims to measure the validity of a statement system.
 - If $r_{\text{count}} > r_{\text{table}}$, it means that the question item is valid
 - If $r_{\text{count}} < r_{\text{table}}$, it means that the question item is invalid
- Reliability test

Reliability is an index that shows the extent to which a measuring device can be trusted or relied upon. If a measuring device is used twice or more to measure the same symptoms and the results obtained

are relatively consistent, then the measuring device is reliable. The reliability test aims to measure the consistency of one's answers to the statement items in the questionnaire. Now (2006:248).

Classic Assumption Test

- Multi-correlation Test

The multi-correlation test aims to determine whether the relationship between independent variables has multicorrelation problems (multicollinearity symptoms) or not.

The basics of the decision-making process:

 - If the VIF value < 10 , there are no symptoms of multicollinearity among the independent variables.
 - If the VIF value > 10 , there are symptoms of multicollinearity among the independent variables.
- Normality test

The normality test aims at determining whether a data distribution is normal or not. The test criteria are as follows:

 - Significance figures Kolmogorov-Smirnov test Sig. > 0.05 indicates normally distributed data.
 - Significance figures Kolmogorov-Smirnov test Sig. < 0.05 indicates the data is not normally distributed.
- Auto-correlation Test

According to Wijaya in Sarjono Haryadi (2011: 80), the autocorrelation test aims to test whether in the linear regression model there is a correlation between disturbance terms. In the t period and the confounding errors in the previous period ($t - 1$). If there is a correlation, this indicates an autocorrelation problem. Autocorrelation test can be done with Durbin-Watson test, Langrange Multiplier (LM) test, statistical Q test, and Run Test test.

Decision of the existence of autocorrelation:

- When the DW value is between d_U and $4 - d_U$, the correlation coefficient is zero. It means that there is no autocorrelation.
- If the DW value is less than d_L , the correlation coefficient is greater than zero. It means that there is a positive autocorrelation.
- If the DW value is greater than $4 - d_L$, the correlation coefficient is smaller than zero. It means that there is a negative autocorrelation.
- If the DW value lies between $4 - d_U$ and $4 - d_L$, the results are inconclusive.

Hypothesis Test

Coefficient of Determination (R^2) Test

The amount of the coefficient of determination (R^2) on the independent variable. The coefficient of determination (R^2) is said to be strong or weak, that is, if (R^2) approaches the number 1, it means that the

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effect of the independent variables is simultaneously considered strong, and if (R^2) approaches zero (0), the effect the independent variable on the dependent variable simultaneously is weak.

F-test

To test the significance of the influence of increasing the competitiveness of women's SMEs through product excellence and marketing in Pekanbaru City (Survey of the Baking Industry in Pekanbaru City) the F test was used.

The test criteria are:

- If Fcount is greater than Ftable ($F_{count} > F_{table}$) this shows that the independent variables together have a significant effect on the dependent variable.
- If Fcount is smaller than Ftable ($F_{count} < F_{table}$) these results indicate that the independent variables together have no significant effect on the dependent variable.

t-test

To test the significance of the effect of increasing the competitiveness of female SMEs partially through Product Excellence and Marketing in Pekanbaru City (Survey of the Cake Industry in Pekanbaru City) in Pekanbaru the t test was used.

- If t count is greater than t table ($t_{count} > t_{table}$) this shows that the independent variable has a significant influence on the dependent variable.

- If t count is smaller than t table ($t_{count} < t_{table}$) this shows that the independent variable has no significant effect on the dependent variable.

Furthermore, for data processing results from the questionnaire the author uses the Statistical Product And Service Solution program (SPSS VERSION 17.00), because all the answers given by respondents are qualitative in nature, for this purpose the qualitative answers are given a scale so that they become quantitative data, categories which is based on a Likert scale, where respondents answer statements with an answer value.

Analysis Results And Discussion

Instrument Testing

Validity test

Based on the validity test conducted on the indicators of the research variables, it resulted that all the indicators of the research variables consisting of Learning, Innovation, Motivation and Creativity towards Competitiveness were stated to be valid because $r_{hit} > r_{table}$ and the value of r_{hit} can be seen in the corrected item - total correlation.

If $r_{count} \geq r_{table}$, then the statement items are declared valid. Value of r_{table} for $df_{n-2} = 50-2 = 48 = 0.2787$ (see table r with $df = 48$). And from the table below it is obtained that the value of r_{counts} for all statements > 0.2787 . This means that the measuring instrument used is valid.

Table 2 - Learning Variable Validity Value

Variable	Statement	r count	r table	Decision
Learning (X1)	Learning 1	0.607	0.2787	Valid
	Learning 2	0.638	0.2787	Valid
	Learning 3	0.669	0.2787	Valid
	Learning 4	0.583	0.2787	Valid

Based on the values contained in Table 2, it shows that overall the research indicators on the learning variable (X1) are declared valid, as seen from

the value of r_{count} which is greater than r_{table} , as a condition for an indicator to be declared valid.

Table 3 - Value of Innovation Variable Validity

Variable	Statement	r count	r table	Decision
Innovation (X2)	Innovation 1	0.573	0.2787	Valid
	Innovation 2	0.616	0.2787	Valid
	Innovation 3	0.603	0.2787	Valid

Based on the values contained in Table 3, it shows that overall the research indicators on the

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innovation variable (X2) are declared valid, as seen from the r count value which is greater than r table, as a condition for an indicator to be declared valid.

Table 4 - Value of the Validity of Motivational Variables

Variable	Statement	r count	r table	Decision
Motivation (X3)	Motivation 1	0.855	0.2787	Valid
	Motivation 2	0.855	0.2787	Valid
	Motivation 3	0.577	0.2787	Valid

Based on the values contained in Table 4, it shows that overall the research indicators on the variable Motivation (X3) are declared valid, as seen

from the value of r count which is greater than r table, as a condition for an indicator to be declared valid.

Table 5 - Value of Creativity Variable Validity

Variable	Statement	r count	r table	Decision
Creativity (X4)	Creativity 1	0.457	0.2787	Valid
	Creativity 2	0.548	0.2787	Valid
	Creativity 3	0.618	0.2787	Valid

Based on the values contained in Table 5, it shows that overall the research indicators on the creativity variable (X4) are declared valid, as seen

from the value of r count which is greater than r table, as a condition for an indicator to be declared valid.

Table 6 - Value of the Validity of Competitiveness Variables

Variable	Statement	r count	r table	Decision
Competitiveness (Y)	Competitiveness 1	0.426	0.2787	Valid
	Competitiveness 2	0.586	0.2787	Valid
	Competitiveness 3	0.364	0.2787	Valid
	Competitiveness 4	0.601	0.2787	Valid
	Competitiveness 5	0.538	0.2787	Valid

Based on the values contained in Table 6, it shows that overall the research indicators on the competitiveness variable (Y) are declared valid, as seen from the value of r count which is greater than r table, as a condition for an indicator to be declared valid.

Reliability Test

The results of reliability testing on the indicators of this research variable namely Learning, Innovation, Motivation and Creativity towards Competitiveness show that the indicators are reliable where cronbach's alpha ≥ 0.6 .

Table 7 – Reliability

Variable	Cronbach's Alpha	Critical Value	Conclusion
Learning (X1)	0.798	0.6	Reliable
Innovation (X2)	0.759	0.6	Reliable
Motivation (X3)	0.863	0.6	Reliable
Creativity (X4)	0.707	0.6	Reliable
Competitiveness (Y)	0.735	0.6	Reliable

If the reliability value is less than 0.6 then the measuring instrument used is unreliable. From the table above, the Cronbach's Alpha values for all variables > 0.6 are obtained. This means that the

measuring instrument used is reliable / can be trusted.

Testing Assumptions Classic Normality Testing

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	PIIHQ (Russia)	= 3.939	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Table 8 - Kolmogorof Smirnov table

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		50
Normal	Means	,0000000
Parameters, b	std. Deviation	,22123857
Most Extreme	absolute	,064
Differences	Positive	.058
	Negative	-.064
Test Statistics		,064
asympt. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, it can be concluded that all data is normally distributed. This is shown by the results of the Kolmogorov-Smirnov test which shows the Asymp Sig (2-tailed) value > 0.05, which is 0.200. So that the model meets the assumptions to be used as a multiple linear regression equation.

Heteroscedasticity Testing.

The impact that will occur if there is a heteroscedasticity condition is that it is difficult to measure the actual standard deviation, it can produce a standard deviation that is too wide or too narrow. If the error rate of the variance continues to increase, then the level of confidence will be narrower, to

detect heteroscedasticity or not, one of which is by looking at *scatterplot*. The basis for decision making according to Ghozali (2005: 107) is:

1. If there is a regular pattern on the chart, such as the dots that form above the regular ones (wavy, widens and then narrows) then it indicates that heteroscedasticity has occurred.
2. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

The following is a scatterplot image of the structural model to determine whether or not heteroscedasticity occurs in this study:

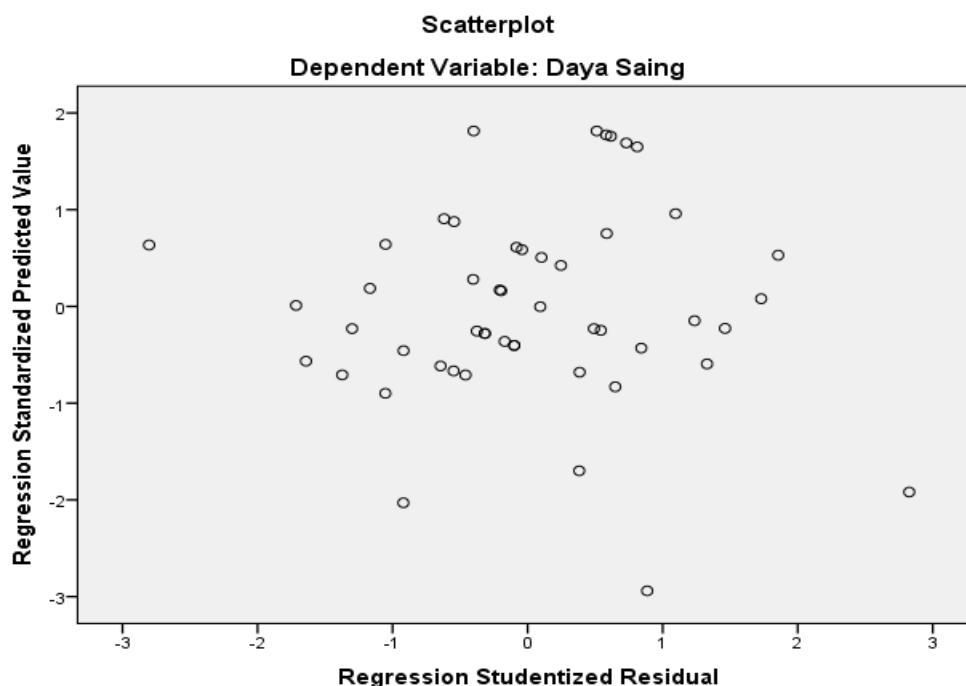


Figure 2 - Scatterplots

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

From the Scatterplot image above, it can be seen that the dots do not form a particular pattern and spread randomly above and below the number 0 on the Y axis. Thus it can be interpreted that there is no

heteroscedasticity in the regression model of this study.

Multicollinearity Testing

Table 9 – Multicollinearity

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Learning	,720	1,389
Innovation	,627	1,594
Motivation	,170	5,891
Creativity	,167	5,990

a. Dependent Variable: Competitiveness

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The results of the study show that there is no correlation between the independent variables, this can be seen from the VIF

< 10. This means that the regression model is free from correlations between variables.

Multiple Linear Regression Equations

Table 10 - Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	,803	,334		2,403	,020
Learning	-.064	,063	-.088	-1.020	,313
Innovation	,522	,076	,641	6,906	,000
Motivation	,327	,136	,431	2,414	,020
Creativity	,016	,149	,019	,106	,916

a. Dependent Variable: Competitiveness

Based on the table above, the regression equation can be described as follows:

$$Y = 0 + 1X_1 + 2X_2 + 3X_3 + e$$

$$Y = 0.803 - 0.064X_1 + 0.522X_2 + 0.327X_3 + 0.016X_4 + e$$

The meaning of the numbers in the regression equation above is as follows:

a. The constant value (a) is 0.803. This means that if the variables of Learning, Innovation, Motivation and Creativity are assumed to be zero

(0), then Competitiveness will increase by 0.803.

b. The learning variable regression coefficient value is -0.064. This means that if learning is increased by 1 unit, it will reduce competitiveness by -0.064 assuming other variables are constant.

c. The value of the innovation variable regression coefficient is 0.522. This means that if Innovation is increased by 1 unit it will increase Competitiveness by 0.522 assuming other

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

- variables are constant.
- d. The regression coefficient value of the motivation variable is 0.327. This means that if motivation is increased by 1 unit, it will be able to increase competitiveness by 0.327 assuming other variables are constant.
- e. The regression coefficient value of the Creativity

variable is 0.016. This means that if Creativity is increased by 1 unit it will be able to increase Competitiveness by 0.016 assuming other variables are constant.

Coefficient of Determination Test (R²)

Table 11. - Determination Coefficient Test

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.870a	.757	.735	.23086	1.951

a. Predictors: (Constant), Creativity, Learning, Innovation, Motivation

b. Dependent Variable: Competitiveness

The test results of the coefficient of determination in this study with a value of 0.735 which means the Variables Learning, Innovation, Motivation and Creativity together can influence the Competitiveness variable by 73.50% and the

remaining 26.5% is influenced by other factors not examined in this study. this research.

F test

Table 12 – ANOVA

ANOVAa

Model	Sum Squares	df	MeanSquare	F	Sig.
1 Regression	7,462	4	1,865	35,000	.000b
residual	2,398	45	.053		
Total	9,860	49			

a. Dependent Variable: Competitiveness

b. Predictors: (Constant), Creativity, Learning, Innovation, Motivation

The processing results show that Fcount is 35.000 with a significance of 0.000. Ftable at a significant level of 5% can be obtained by the equation $n - k - 1$; $k = 50 - 4 - 1$; $5 = 45$; $5 = 2.425$ where n is the number of samples, k is the number of independent variables and 1 is the constant. Thus it is known that Fcount (35,000) > Ftable (2,425) with Sig.

(0.000) < 0.05. This means that the Variables Learning, Innovation, Motivation and Creativity together/simultaneously have a significant effect on Competitiveness.

Partial Regression Coefficient Test (T Test)

Table 13 - T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	.803	.334		2,403	.020

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Learning	-.064	,063	-.088	-1.020	, 313
Innovation	,522	,076	,641	6,906	,000
Motivation	,327	,136	,431	2,414	,020
Creativity	,016	,149	,019	,106	,916

a. Dependent Variable: Competitiveness

It is known that the t table value is at a significance level of 5% (2-tailed) with the following equation:

$$\begin{aligned}
 t \text{ table} &= n - k - 1: \alpha/2 \\
 &= 50 - 4 - 1: 0.05/2 \\
 &= 45 : 0.025 \\
 &= 2.012
 \end{aligned}$$

description: n : number of samples

k : number of independent variables

1 : constant

Results and Discussion

Learning, innovation, motivation and creativity simultaneously have a significant effect on increasing the competitiveness of women's SMEs.

Based on simultaneous testing of the four independent variables in this study, namely learning, innovation, motivation and creativity have a significant effect on increasing the competitiveness of women's SMEs. The results of the recapitulation of respondents' answers can be seen in Table 4.3. On average, the competitiveness of women's MSMEs in Pekanbaru City is high, but it cannot be said that they have very high competitiveness. There are still many things that must be considered to be improved to lead to MSMEs that have very high competitiveness.

Looking at the responses given by women business actors who do the cake business in Pekanbaru City, it is identified that the prices set are not the same as those of competitors. Business actors instead price the cakes produced below competitors, they assume that setting lower prices than competitors will be an attraction for consumers. It turns out that the business actor's suspicion is wrong that the consumer actually thinks that the cake offered is not as good as the one whose price is above that (more expensive).

The response given to the statement that food security was made could still be consumed within three days, it turned out that there were still those who answered no and were unsure. Although these answers varied, they clearly showed that they had not received a very good response from all respondents who were women entrepreneurs who run cake businesses in Pekanbaru City. From the answers given, it is analyzed that this business does not yet have high competitiveness in terms of the consumption period of the cakes produced. There are only 14 business actors who dare to admit that the cakes they produce last up to three days. The short consumption period of cakes

makes consumers think long and hard about buying in large quantities. Business actors should be more innovative about the products they are doing business,

Environmentally friendly packaging is also a consideration for most consumers in buying food, because consumers are certainly more health oriented than foodjust taste. Based on the respondents' answers, only 12 business actors confirmed that the cakes they produced were wrapped in environmentally friendly packaging. It turned out that there were still business actors who had not thought at all towards using environmentally friendly packaging because it was expensive and they were afraid the cakes they produced would not sell, because the selling price which will certainly take into account the price of packaging.

When asked about the variety of food produced by business actors, there were still those who answered not much, and some even only focused on one type of cake. The decision to produce only one type of cake actually has pluses and minuses in business. The added value is that business actors can be more focused and continue to be able to convince consumers that the cakes they produce taste better than competitors. A minus value will be received when the business actor is inconsistent in taste, so that consumers will turn to competitors. This is when business actors will be confused because consumers have turned away from their business, while there is no other type of cake business that will be offered. If business actors quickly think strategically, their business will be helped, but if not, it will take a long time for business actors to convince consumers.

Respondents answered with the highest average score on statements related to the food produced in accordance with the trend of consumer tastes. These answers indicate that business actors are always consumer-oriented and follow current trends, such as the use of various toppings on cakes sold, attractive garnishes, dough made softer with flavors that are attractive to consumers.

Looking at the validity value of the competitiveness variable, the highest value is in the amount of food produced. The assumption is that more and more variations of food are produced, of course, it will increasingly encourage high competitiveness. The descriptive results show that the highest value is in fact the trend of consumer tastes. For the variety of food produced in the descriptive analysis is only in the second rank. The difference in the highest scores in

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the descriptive analysis and the results of the validity test, the researcher concluded that the results of the validity test should have been guided by business actors in order to make various variations for the cakes they produce, so that consumers have choices about the food business in the form of cakes offered.

Learning has a significant effect on increasing the competitiveness of women's SMEs.

The results of the statistical test explained that one of the ways to increase the competitiveness of SMEs was supported by learning. For business actors, learning is very important, because learning is basically not only oriented towards increasing abilities but includes broader aspects related to values and behavior in facing business challenges to obtain opportunities with various risks faced. The learning carried out can develop the business acumen of business actors.

Based on the results of the recapitulation of respondents' answers, on average the learning variable has a value of 3.7, which means that there are business actors who are oriented towards learning in business, but some are still not so they do not understand the importance of learning better. Their unwillingness to learn will clearly make the business they are engaged in far behind their competitors. The hope of being able to seize competitive advantage by being able to compete with other businesses is very doubtful.

The value with the highest response for the learning variable is in the statement "followed learning has added value for improving existing products". This means that the business actor really understands the benefits of the learning involved, but it is regrettable that only 8 respondents really feel the high benefit of learning followed. The rest are mediocre and some even hesitate to say that there is added value from the learning.

On the results of the validity test the highest value is also on the same indicator as the descriptive analysis. The synchronization of the highest score obtained between the descriptive analysis and the validity test indicates the importance of learning for business actors. However, not all respondents followed it, even if there were those who did they did not look serious. There are still respondents giving responses that do not agree that learning can add new knowledge, learning is able to provide added value and discover new ways of learning that are followed. Drucker (2014) said that entrepreneurship is a work practice that is based on concepts and theories, not intuition. Entrepreneurship can be studied and mastered in a systematic and planned manner. So if business actors do learning seriously, it is impossible not to acquire the knowledge needed in business. Zimmerer (2018) interpret entrepreneurship as a process of applying creativity and innovation in solving problems and determining opportunities to improve business life.

Innovation has a significant effect on increasing the competitiveness of women's SMEs.

The test results show that innovation has a significant effect on the competitiveness of SMEs. One of the keys to increasing competitiveness is by encouraging the pace of innovation. This theoretical statement is not easy to implement, because innovation is not something simple. Innovating is important but not easy, especially for organizations that have a disease with the same symptoms, namely low competitiveness. Several factors need to be addressed to increase the competitiveness of MSMEs such as; increasing productivity and innovation, ease of doing business, access to capital, market access, infrastructure support, business cycle. Because innovation is one of the factors in increasing competitiveness, it should be noted that internally innovation is influenced by factors originating from individuals, such as control centers, tolerance, values (values), education and experience. Factors originating from the environment include role models, activities and opportunities. Thus it can be said that innovation develops into entrepreneurship through a process that is influenced by the organizational and family environment. In order for MSMEs to be competitive, entrepreneurial values such as; creativity, innovation, courage to take risks, enthusiasm and never give up as well as optimism and responsibility need to be instilled in business actors. The key to success in innovation is having a clear concept, integration of various learning innovations, openness, synergy between all elements. Thus it can be said that innovation develops into entrepreneurship through a process that is influenced by the organizational and family environment. In order for MSMEs to be competitive, entrepreneurial values such as; creativity, innovation, courage to take risks, enthusiasm and never give up as well as optimism and responsibility need to be instilled in business actors. The key to success in innovation is having a clear concept, integration of various learning innovations, openness, synergy between all elements. Thus it can be said that innovation develops into entrepreneurship through a process that is influenced by the organizational and family environment. In order for MSMEs to be competitive, entrepreneurial values such as; creativity, innovation, courage to take risks, enthusiasm and never give up as well as optimism and responsibility need to be instilled in business actors. The key to success in innovation is having a clear concept, integration of various learning innovations, openness, synergy between all elements. Enthusiasm and never giving up as well as optimism and responsibility need to be instilled in business actors. The key to success in innovation is having a clear concept, integration of various learning innovations, openness, synergy between all elements. Enthusiasm and never giving up as well as optimism and responsibility need to be instilled in business actors.

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The key to success in innovation is having a clear concept, integration of various learning innovations, openness, synergy between all elements.

Based on the descriptive analysis of the respondents' answers to the indicators asked, on average, it illustrates that the business actors who were sampled in this study seemed to have been innovative in running a business, such as the existence of creations in the cake toppings that were produced, even with various flavors and shapes. . Innovation in packaging and how to market products. However, not all who implement it and those who have tried to innovate turn out to be many who are desperate and start not thinking towards innovation anymore with various obstacles.

Judging from the acquisition of scores per indicator for the innovation variable, the highest score is on the product development indicator with the statement "I always implement ideas for product development". This statement received the highest response from other indicators with a value of 4.2. However, it has not yet reached the highest score in the standard, which is a value of 5. Here it is indicated that there are still respondents who are doubtful about the innovations made because they have not felt significant added value for business actors. In contrast to the validity value, the indicator with the highest score is in the production process with the statement "I often create better existing production processes. This difference is huge interesting to analyze, because in the descriptive results the highest value on the validity value is actually the lowest value in the recapitulation of the respondents' answers descriptively. Observing these differences in results, so that innovation can continue to be implemented, business actors are asked to be more creative in production and doing business.

Motivation has a significant effect on increasing the competitiveness of women's SMEs.

Statistical test results prove that motivation has a significant effect on increasing the competitiveness of SMEs. Descriptively based on the recapitulation of respondents' answers, the average respondent's response to the motivational variable is very high with a value of 4.2. The highest first indicator is answered in the statement "the desire to enter the business world arises from high self-motivation" in line with the highest value of validity also being in the first indicator. Synchronizing the highest score in the descriptive analysis and validity test indicates that the business actor does have motivation that comes from within himself to become a business actor. The main motive is clear economic motive, but based on research by Hendriani et al (2017) explains that motivation alone is not enough to improve business performance, without being strengthened by the entrepreneurial spirit within the business actor.

Analyzing the results of this study, high motivation has not been able to increase competitiveness.

The second highest indicator with the same average acquisition of 0.855 is in the value of the value in the second statement "Being a business actor is my goal" for this statement even though it is on average the highest validity value, but in descriptive analysis it is actually a value Lowest. From the distribution of answers, there were those who responded that they disagreed and doubted the statement. Based on the descriptive value obtained, it can be concluded that being a business actor is not the goal of all business actors who are respondents in this study. In contrast to the results of the validity value which demands that in order to become a business actor one must aspire, to be more motivated and able to face challenges and be able to see business opportunities well.

Creativity has a significant effect on increasing the competitiveness of women's SMEs.

Based on the results of statistical tests, creativity has a significant effect on increasing the competitiveness of SMEs. On average, the respondents' responses were very high with a value of 4.3 but had not yet reached the highest standard value, namely 5. This was of course due to the fact that there were still respondents who doubted their own creativity and some even answered disagree when asked about creative ideas arising from their own thoughts. This means that the business actor admits that he is not creative and gets creative ideas from other people.

The highest indicator in the recapitulation of respondents' answers with a value of 4.5 is in the statement "I always strive for high achievements" but contrary to the acquisition of a validity value, the results look low on this indicator. In the validity test, the highest score is indicator X4.3, where the statement "creative ideas come from the minds of business actors themselves". This difference certainly directs that if business actors want to increase their competitive advantage, they must be creative in doing business.

To be a creative person is actually not difficult. Business actors are not only advised to fantasize, but must be able to find ways to make it happen. When imagining snacks with unique flavors, you should immediately try to make them. There is no need to think about failing, the important thing is there is a will to try. Apart from that, to be creative, business actors can try something ordinary in a way different. Creative people usually like to discuss, exchange opinions or thoughts with others. Besides that, he reads a lot both from books, print and online media. The key is to be creative, business actors must add a lot of knowledge about the business they are engaged in in order to find creative ideas.

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Conclusions And Suggestion

Conclusion

1. Learning, innovation, motivation and creativity simultaneously have a significant effect on increasing the competitiveness of women cake business SMEs in Pekanbaru City. On average, the competitiveness of the cake business in the city of Pekanbaru is still low. Business actors still do not understand pricing and how to make food more durable, besides that the variety of types of food that they do business is still limited.
2. Partially learning has a significant effect on increasing the competitiveness of women's SMEs. Based on the recapitulation of the respondents' answers, it can be concluded that only a few business actors have attended lessons related to their business.
3. Partially, innovation has a significant effect on increasing the competitiveness of women's SMEs. Regarding the indicators asked, the average business actor has tried to innovate, but has not been able to drive an increase in competitiveness.
4. Partially, motivation has a significant effect on increasing the competitiveness of women's SMEs. Looking at the answers given by respondents in Table 4.6, the average motivation to do business is high among business actors. However, it has not been able to increase its business competitiveness.
5. Partially, creativity has a significant effect on increasing the competitiveness of women's SMEs. Creativity is also on average high among these business actors, but sometimes their creative ideas come from other people's thoughts which are difficult to implement.

Suggestion

1. The competitiveness of the cake businessmen can be increased by learning. Especially regarding product pricing according to quality and other supporting elements attached to the product. Learning how to make food more resistant, for example storing it in the right way, paying attention to the types of ingredients used, the correct mixing technique, cleanliness of equipment, the right cooking process. In addition to that, the variety of types of food that are in business must also be considered so that consumers shop loyally and are satisfied because there is a choice of various types of cakes from one manufacturer. The diversity of types of cakes produced by a producer is very helpful for consumers in fulfilling the needs of each important agenda and this is an opportunity for producers.

2. To make it easier for us to learn how to make cakes, we can use YouTube, take classes on managing a cake business which are often made by many businessmen of raw materials and cake equipment, attend special training for cake businesses held by national level cake business experts. You can also learn on your own. by buying cake recipe books. Apart from that, it is also necessary to learn to manage business finances, usually academics often share knowledge of managing business finances in community service programs.
3. To innovate, business actors must know customer needs, conduct tests on new products, develop products according to market desires, implement appropriate marketing strategies and conduct evaluations whose purpose is to find out the advantages and disadvantages of sales that have been made. If there are advantages, then it is necessary to maintain the advantages. the. But if you feel there are still deficiencies, immediately to fix it. Thus the business will continue to run even though business competition is getting tougher, especially in the culinary business of food products such as cakes.
4. Motivation in running a business will come back to the business actors themselves, because no matter how many people from outside ourselves provide motivation so that we are active in doing business, it will still not succeed in making us successful. For this reason, business actors must have high confidence, because belief is the basis of our motivation in starting a strong business. Learn success from inspirational stories, don't procrastinate, focus and be consistent, if business people focus on planned goals and achievements and do business consistently, you can be sure that the business will go according to plan. The success obtained will motivate us to achieve higher results.
5. Entrepreneurs need to have creative ideas, creativity will emerge in a person when the body and mind are relaxed and relaxed, then explore what we think and start imagining, the next step is to start learning and looking for references. This will support creativity. forget to communicate your ideas to other parties, in essence, you have to socialize with lots of people. From the socialization that is carried out, it will inspire us to do something that can be done. When the idea comes, write it down properly and then improvise. There are many examples of creative ideas in the cake business that have brought successful business actors such as; dessert boxes, cinnamon rolls, bitterballen, noodle balls, brownies with various toppings, silky pudding and many other examples.

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