

The influence of creativity, entrepreneurial orientation, and product innovation on the success of MSME business reviewed from Sharia Marketing Management (Study on MSMEs in Way Tenong Village, West Lampung)

Miftahul Hasanah

State Islamic University Of Raden Intan Lampung

miftahulhasanah2612@gmail.com

Bahrudin

State Islamic University Of Raden Intan Lampung

mohbahrudin@radenintan.ac.id

Sania Nurazizah

State Islamic University Of Raden Intan Lampung

sania.nurazizah@radenintan.ac.id

Abstract

This study aims to analyze the extent to which creativity, entrepreneurial orientation, and product innovation affect the success of MSME businesses, with a review from the perspective of Sharia marketing management. Through this study, it is expected to obtain a more comprehensive picture of the main factors that drive the success of MSMEs based on Islamic values in marketing and business management activities. Sampling techniques using saturated sampling techniques (full population). Data collection techniques using questionnaires and data analysis using prerequisite test in the form of normality test, multicollinearity test, autocorrelation test, classical assumption test and hypothesis test in the form of f Test, T test, coefficient of determination test, heteroscedasticity test. Based on the results of the study, it can be concluded that creativity, entrepreneurial orientation, and product innovation have a positive and significant effect on the success of MSME businesses in terms of Sharia marketing management. The value of correlation coefficient (R) of 0.768 indicates a strong relationship between the three independent variables with the success of the business, while the value of R² of 0.589 indicates that 58.9% variation in business success can be explained by the research model.

Keywords: *influence, creativity, entrepreneurial orientation, product innovation, business success*

1. Introduction

The development of the business world today shows a very rapid increase. Various economic sectors, both small, medium, and large, are competing to create innovations and strategies to survive in the midst of increasingly fierce competition. This condition is also experienced by Micro, Small and Medium Enterprises (MSMEs) which are an important part of Indonesia's economic structure. MSMEs have a strategic role in creating jobs, reducing unemployment, and increasing community income.(Nurudin, 2024). Therefore, this sector is often referred to as the backbone of the national economy. One of the main factors that determine the success of MSMEs is the ability of business actors to develop creativity, apply entrepreneurial spirit, and create product innovations that are relevant to market needs. developing creative ideas in product design, expanding customer networks, and implementing Sharia marketing management values such as honesty, responsibility, and fairness in every transaction is not only a means of modern business, but also as a form of implementation of Sharia business ethics in improving the success of MSME businesses.(Zulfa et al., 2024) the rapid

development of technology, many MSMEs face challenges in maintaining sustainability and increasing the success of their businesses. One of the main factors that determine the success of MSMEs is the ability of business actors to develop creativity, apply entrepreneurial spirit, and create product innovations that are relevant to market needs. developing creative ideas in product design, expanding customer networks, and implementing Sharia marketing management values such as honesty, responsibility, and fairness in every transaction is not only a means of modern business, but also as a form of implementation of Sharia business ethics in improving the success of MSME businesses, especially in rural areas such as Way Tenong Village, West Lampung. (Jannah et al., 2017)

Creativity is the main capital for businesses in creating new ideas that are able to attract consumers. Meanwhile, entrepreneurial orientation encourages MSMEs to take risks, think visionarily, and be proactive in facing market opportunities and challenges. Meanwhile, product innovation plays an important role in improving the competitiveness and selling value of products so that they can survive in the midst of dynamic changes in consumer tastes. In addition to these factors, business success is also inseparable from the implementation of Sharia Marketing Management, which emphasizes the principles of honesty, fairness, responsibility, and the Prohibition of practices that harm other parties such as fraud or usury. This approach provides ethical and spiritual value in business activities, so it is oriented not only to material benefits, but also to the blessing and sustainability of the business. (Jannah et al., 2017) In Way Tenong Village, West Lampung Regency, MSMEs have an important role in supporting the local community's economy. However, in the face of market developments and technological advances, many MSMEs still face obstacles in terms of creativity, entrepreneurial orientation, and product innovation. Therefore, this study is important to determine the extent to which creativity, entrepreneurial orientation, and product innovation affect the success of MSME businesses, with Sharia marketing management as the cornerstone of ethical and sustainable business management, in addition, market conditions are undergoing various changes where these changes cause various marketing dynamics that can have an impact on changing tastes and preferences of customers. And these changes require innovation that can improve and develop a product in order to maintain the survival and profitability of the company. So in addition to market orientation, product innovation can also affect marketing performance. Innovation is used as one of the strategies in achieving marketing performance because the product displayed by the business owner must have innovation. The main purpose of innovation is to meet market demand so that the innovation product becomes one that can be used as a marketing performance for a business. The success of a business to maintain the continuity of sales of its products lies in its ability to innovate. In fact, the innovation created by the company is the key to competitive advantage that determines the economic success of an organization.

Innovation created by a company will be able to improve the performance of the company, therefore the ability to innovate is needed to maintain their edge over the competition. The company certainly wants to excel in the competition that occurs today. A competitive advantage can be satisfied if the customer or consumer obtains consistent attribute differences in the products he produces with those of his competitors. (Inovasi UMKM - Google Books, n.d.) By having a competitive advantage, a business will be able to survive so that in measuring its success, the competitiveness of existing businesses supports business performance, including the marketing performance of a business. Competitive advantage can be achieved if each business is able to provide more value to customers than its competitors provide. This study aims to contribute to the development of more marketing strategies effective for MSMEs who apply Sharia Marketing Management principles in West Lampung Regency, by identifying the important role of entrepreneurial orientation, creativity, and product innovation. These three aspects are believed to have a major influence on the success of a business in the face of competitive and evolving market dynamics.

Entrepreneurial orientation plays an important role in improving marketing performance. A leader with an entrepreneurial spirit generally has a clear vision, is brave enough to take risks, and is able to manage opportunities strategically. This makes the business more adaptive to changes in the

business environment and allows optimal performance to be achieved. In addition to entrepreneurial orientation, product innovation is also a key factor in achieving competitive advantage. (Suryaningsih, 2021) For MSMEs, innovation not only means creating new products, but also making continuous improvements to existing products to be able to meet changing consumer needs and preferences. Thus, innovation plays an important role in differentiating the business from its competitors and maintaining the sustainability of competitiveness in the market. Meanwhile, creativity is the main basis in giving birth to innovative ideas and unique marketing strategies. The combination of creativity, entrepreneurial orientation and product innovation will strengthen the position of MSMEs in the market and support the creation of sustainable competitive advantages. Several previous studies have shown that the relationship between creativity, innovation, and marketing performance has resulted in mixed findings. (Jannah et al., 2017) Differences in results indicate that the influence of these variables on business success still needs to be studied further, especially in the context of MSMEs based on Sharia Marketing Management. Therefore, this study seeks to fill this gap by examining more deeply how creativity, entrepreneurial orientation, and product innovation affect the success of MSME businesses in Way Tenong Village, West Lampung Regency. in Sahid Empowerment Journal, MSME actors often face great challenges in maintaining the sustainability and improving their business performance in the midst of increasingly fierce competition. This context is particularly relevant in Way Tenong Village, West Lampung Regency, where the existence of MSMEs is the main driver of the local community's economy. Business actors in this area are faced with the need to continue to develop creativity in creating new interesting ideas, improving entrepreneurial orientation to take risks and respond to opportunities, and innovate products to adapt to changing consumer tastes and market trends, thus, the ability to integrate these three aspects under the auspices of Sharia marketing management is believed to have a significant effect on the success of MSME businesses. Therefore, this study has the urgency to empirically examine how creativity, entrepreneurial orientation, and product innovation contribute to the success of MSMEs in Way Tenong village, with Sharia marketing management as an ethical foundation that guides the strategy and business behavior of business actors. This approach is expected to not only improve the competitiveness of MSMEs economically, but also foster more equitable, civilized, and sustainable business practices in accordance with Islamic values. as illustrated in the research model in the figure1



Figure 1 Chart Decline Of Market Traders

Based on Figure 1, it can be seen that in 2025 there will be a more significant decrease in the number of market traders compared to previous years. This condition shows that there are serious challenges for businesses in traditional markets, where some traders have decreased turnover and even closed their businesses. One of the main factors affecting this phenomenon is the decline in people's interest in making direct transactions in the market. The development of information and communication

technology is also an important determinant in changing consumer behavior, as more and more people are switching to using digital platforms as online transaction media. This change also has an impact on the payment system, which was initially dominated by the use of cash, is now switching to electronic payment systems that are considered more practical and efficient. Based on the results of observations in the field, the decline in the number of market traders is also seen from the reduced activity of some business actors in the Way Tenong market. Some traders who are still active include Mr. Nur Yasin, Mr. Kirno, Mr. Bambang, Haji Darwan, Mr. Andri, Mbah Min, Mbak Minul, Mbah Sariem, Mbak Lika, and Mr. Imam. Meanwhile, some other traders experienced a decline in turnover to choose to stop their business. This Data is a real picture that MSMEs in traditional markets need to increase creativity, entrepreneurial orientation, and product innovation in order to survive and adapt to changes in consumer behavior in the digital era. The phenomenon of decreasing number of traders shows the importance of increasing the ability of business actors to adapt to changes in an increasingly dynamic business environment. In the context of Sharia Marketing Management, the success of a business is not only determined by the ability to sell products, but also by how business actors are able to present value-added innovations and in accordance with Sharia principles. According to Firdaus and Cahyono, product innovation or product novelty plays an important role in creating competitive advantages, both through cost advantages and unique Islamic value products (Islamic differentiation advantage).

By increasing innovation in products and services, traditional market players can adapt to the needs of modern consumers without abandoning Islamic values. The excellence of Islamic differentiation reflected in halal products, and honest and transparent service, will strengthen the positive image of the business and increase customer confidence. In addition, efficiency in managing production and distribution costs is an important strategy to maintain business sustainability in the midst of increasingly competitive market competition. From the perspective of Sharia Marketing Management, the success of a business is not only measured by the amount of profits obtained, but also by the blessing of the results obtained through halal and ethical means. The main principles in Sharia marketing emphasize the importance of honesty (shidq), trust, and responsibility in carrying out economic activities. These values should be reflected in every stage of business activities, from the production process, distribution, to service to consumers. Thus, the success of a business in the Islamic view is not only measured from the material aspect, but also from the extent to which the business provides social and spiritual benefits to society. (Mamengko et al., 2023)

For traders in Way Tenong traditional markets, the application of Sharia marketing principles is important amid the challenges of modernization and changes in consumer behavior. Long business experience can be a valuable asset in understanding the needs of the market, while the ability to take risks and skills in innovation are key factors to maintain business existence in the midst of competition with modern markets and digital platforms. This is in line with the word of Allah SWT in Surah An-Nahl verse 97:

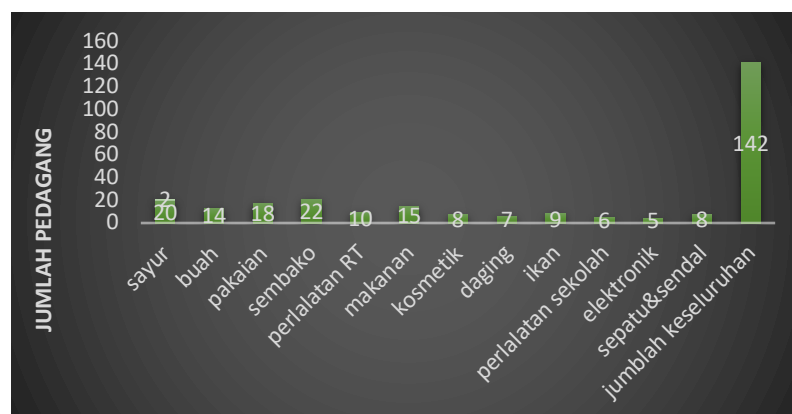
مَنْ عَمِلْ صَالِحًا مِّنْ ذَكَرٍ أَوْ أَنْتَىٰ وَهُوَ مُؤْمِنٌ فَلَنُحْيِيَنَّهٗ حَيٰوةً طَيِّبَةً وَلَنَجْزِيَنَّهُمْ أَجْرَهُم بِأَحْسَنِ مَا كَانُوا يَعْمَلُونَ

And whosoever doeth good, whether male or female, and is a believer, we shall surely give him a good life, and we shall surely recompense him with the best of what he did. (Surah An-Nahl ayat 97)

It is emphasized in this verse that men and women in Islam receive the same reward and that righteous deeds must be accompanied by faith. This verse emphasizes that every effort made with good intentions, full of honesty, and based on faith will be rewarded in the form of a good life and blessings. Thus, business success in the Islamic view is not only measured through increased profits, but also from blessings of results, business sustainability, and positive contributions to the surrounding community. The importance of avoiding behavior that is not in accordance with Sharia principles in managing assets and conducting economic activities. Islam forbids its people from acquiring wealth by unlawful means, including through the practice of usury, fraud, and dishonesty in trading activities. The values of honesty (shidq), fairness ('adl), and responsibility (amanah) are the main cornerstones in Sharia marketing management. These principles direct business actors, both in modern and traditional markets, to set prices and conduct transactions fairly in accordance with the provisions of Islamic

teachings. Price flexibility and emotional closeness between merchants and consumers provide added value that is not always found in large retailers such as supermarkets or hypermarkets. However, the increasingly fierce competition in the modern era requires traders to continuously improve their business experience, risk-taking skills, and skills in innovating and marketing products in order to survive and thrive. In line with the views of Firdaus and Cahyono, the advantages of Islamic differentiation and product innovation based on Sharia values can be a key strategy in improving marketing performance and business success.(Ardy et al., 2023) In the context of Sharia marketing management, marketing performance is an important indicator used to assess the extent to which the business strategy implemented is able to provide optimal results. Performance marketing can be defined as the process of providing satisfaction to consumers through a deep understanding of their needs, then creating, communicating, and providing values in accordance with the principles of honesty and responsibility as taught in Sharia values. The implementation of innovative marketing strategies is an important factor in increasing competitiveness and expanding the market reach of MSME products. In this context, business actors apply a sharia-based marketing management approach that combines creativity and product innovation with the principles of honesty and blessing and increasing aesthetic value, but also reflects the Social Responsibility and concern of MSMEs for sustainability in accordance with the principles in Sharia marketing.(Aris Ariyanto, Rejeki Bangun et al., 2023)

Sharia digital marketing strategy offers a holistic and sustainable approach to expanding the reach and increasing the attractiveness of MSMEs the underlying sharia principles, such as fairness, sustainability, and blessing, provide a solid foundation to guide ethical and responsible business practices. By implementing a sharia-based digital marketing strategy, MSMEs can optimize the potential of digital technology to reach a wider market, while maintaining the integrity of Sharia values in every aspect of business operations and interactions. A holistic approach is needed to build a better understanding of the importance of Sharia values in the modern business context (Rozi & Aldianza, 2025) The disadvantages of Sharia marketing include limited market segmentation that only attracts certain segments, especially muslim consumers and less demand in markets unfamiliar with Sharia principles. Therefore, the data on the number of traders became the basis for the preparation of Chart 2, which shows a picture of the growth of MSMEs in the field of research.



Pictures 2 Chart Of number of traders in Pasar Way Tenong Lampung Barat

Source: Kepala pengelola Way Tenong Lampung Barat, 28 October 2025

In the business world, consumers always want something new and interesting so as not to feel bored with the products offered. Therefore, businesses need to implement product innovation on an ongoing basis as an effort to maintain the attractiveness and competitiveness of businesses. Product innovation can be defined as the process of development, refinement, and technology used. Through innovation, MSMEs can meet the needs and desires of consumers who continue to change with the

Times and market trends. The implementation of effective product innovation provides a competitive advantage for business actors. By continuing to innovate, MSMEs are able to expand market share, increase customer loyalty, and increase opportunities to generate sustainable profits. This shows that innovation is an important factor in achieving business success, especially for MSMEs operating in a dynamic business environment such as in Way Tenong Village, West Lampung Regency. The values of Sharia Marketing Management also emphasize the importance of work ethic, creativity, and responsibility in doing business. This is in line with the word of Allah SWT in QS. Al-Jumu'ah verse 10:

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ

When the prayer has been answered, disperse in the land and seek the bounty of Allah and remember Allah much that you may prosper. (QS. Al-Jumu'ah ayat 10)

This verse gives a deep moral message so that people always have the spirit of work, creativity, and innovation in developing their business as a form of business in seeking halal sustenance and benefit for others. From the perspective of Sharia marketing management, every business activity and product development is not only profit-oriented, but also based on spiritual values, honesty, and social responsibility. By applying sharia principles in business activities, MSMEs can gain blessings in their business, maintain consumer trust, and create sustainable business success both economically and morally.

Market orientation is one of the important factors in running a business because it has a big influence on business success, including for MSMEs. Market orientation can be defined as the process of collecting, processing, and utilizing information about the needs and desires of consumers to create superior value that is able to provide long-term satisfaction and loyalty. With a good market orientation, businesses can better understand market dynamics, consumer behavior, and emerging trends so that they can adjust their business strategy appropriately. (Nuvriasari et al., 2018) In the context of Sharia marketing management, market orientation not only focuses on achieving profits, but also emphasizes the importance of ethics, honesty, and responsibility in every marketing activity. This principle teaches that consumer satisfaction must be achieved through lawful, fair, and non-harmful means. Marketing based on Sharia values encourages businesses to always be gentle, polite, and honest in communicating and promoting their products. Thus, market orientation from a Sharia perspective is not only a business strategy oriented to consumer needs, but also a form of applying spiritual values that support the creation of sustainable MSME business success and blessings, especially for MSME actors in Way Tenong Village, West Lampung Regency. (Aris Ariyanto, Rejeki Bangun et al., 2023)

Differences in the results of previous research on the factors that influence business success indicate the need for further research to gain a deeper understanding. Therefore, this study was conducted with a more specific scope, namely on MSME actors in Way Tenong Village, West Lampung. This location was chosen because business actors have creative characteristics, entrepreneurship-oriented, and continue to innovate products to adapt to market developments and consumer needs, this study aims to analyze the extent to which creativity, entrepreneurial orientation, and product innovation affect the success of MSME businesses, with a review from the perspective of Sharia marketing management. Through this study, it is expected to obtain a more comprehensive picture of the main factors that drive the success of MSMEs based on Islamic values in marketing and business management activities. Therefore, researchers are interested in conducting research with the title: "the effect of creativity, entrepreneurial orientation, and product innovation on the success of MSME business in the review of Sharia Marketing Management (Study on MSMEs in Way Tenong Village, West Lampung)".

2. Literature Review

Marketing Management

Understanding Marketing Management is one of the areas of Management Science that is indispensable in all business line activities. Marketing management is the most important factor for the survival of a company or business in order to achieve its desired goals. Management becomes the most important factor because, where marketing is often referred to as the vanguard of the company. Not

infrequently companies make marketing as the heart of the company, where the good and bad of the company's survival depends on how to market the business being run. Proper marketing management will make the company successful, because it is more appropriate to step up and run its business, so that the benefits can be felt in the long run. Marketing is a managerial process that results in individuals or groups who want to get what they need or want, namely by creating, offering and exchanging products that have value to other parties. Marketing management involves a product that is goods and services to be better known by the wider community. Marketing management has the goal that companies can generate as much profit, namely by meeting or serving consumers by providing products (goods and services) that they need and want. (Rifqy Thantawi et al., 2022)

Creativity

Creativity is a new idea or a new idea that arises from the thinking of a person who can improve the product or service offered by the manufacturer. While creativity according to Sukirman is an initiative to find something new in the form of products or services by adding value to the product or service. Another sense of creativity according to Stoner, et.al is a new method used by the company to produce something new for example products, services, new companies, new processes, new systems, new techniques. It can be concluded that creativity is an idea, idea, initiative used by companies to create something new. Therefore, this high creativity will spur entrepreneurs to develop businesses. Where the development of the business will foster a high sense of entrepreneurship. For a wirausahaan creative thinking is a very important asset. In this world, changes are constantly taking place, including in the field of entrepreneurship. Rapidly emerging new products, coupled with the presence of new entrepreneurship, will increase competition. The pressures and challenges of these new products and competitors can have a significant impact on the viability of existing businesses. Therefore, creativity is indispensable in business in order to survive and thrive in the corporate world. According to Elliyana & Sulistiyono, creativity is the ability to create new things, be a pioneer and first mover, find innovative solutions, prevent losses, and connect isolated elements to produce products or ideas that have never existed before. (Wuryanto et al., 2023)

There are five indicators of creativity according to Made Dharmawati and Maulana, namely;

1. Fluency in thinking is the ability to generate many ideas
2. Flexibility is the ability to find different solutions or approaches to a problem.
3. Originality is the ability to spark unique ideas
4. Parsing is the ability to explain something in detail.
5. Reformulation is the ability to assess the problem from a different point of view.

Entrepreneurial Orientation

Entrepreneurship is not only in charge of building new ventures, but also serves as an agent of change capable of seeing opportunities, managing risks and generating added value in the economy. In the midst of rapid technological development, globalization, and rapid market changes, businesses are required to have high adaptability in order to survive. In the context of Sustainable Development, Entrepreneurship is not only seen as an economic activity, but also as a long-term strategy to strengthen the resilience of the national economy. The success of entrepreneurship is consistently influenced by two main factors, namely creativity and innovation. (Kepatuhan & Literatur, 2025)

Orientation is to show the underlying view of a person's mind, attention or inclination in determining the right and correct attitude. Entrepreneurship is a creative business that is built on innovation to produce something new, have added value, provide benefits, create jobs and the results are useful for others Soegoto while entrepreneurial orientation reflects a person's tendency to engage in innovative behavior, dare to take risks and be proactive in defeating competitors Sujana, an entrepreneur who has an entrepreneurial orientation, is believed to be able. (Suhartini, 2021) To measure the entrepreneurial orientation used indicators developed by Lee and Tsang consisting of:

1. Need for achievement
2. Internal locus of control
3. Self reliance
4. extroversion

Product Innovation

Innovation is the ability to apply creativity in solving problems and opportunities to improve lives. Product offerings by companies today are diverse, of course there are advantages of each product as needed. As consumers, they will prefer to be selective in the products they are interested in. Then entrepreneurs will compete to innovate the products produced so that consumers are interested in their products, and product innovation is done to maintain consumers as regular customers. (Suryaningsih, 2021)

It can be concluded that an innovation is necessary because every day is not the same, there are times when there are changes that require us to follow those changes. Likewise with product innovation, a product must have innovations made by an entrepreneur because consumer tastes for a product will always change over time. Product innovation is done to maintain the continuity of a company in line with increasingly fierce competition. (Cynthia, 2025) there are several indicators of product innovation, namely:

1. Product expansion, products that are familiar to the company but new to the market.
2. Imitation products, products that are considered new by the business but familiar to the market.
3. New products, products that are considered New both by the company and the market.

Sharia Marketing Management

Sharia marketing management is a business activity in the form of activities that are based on the nature of honest, fair, and open in accordance with the principles based on the concept of Islamic commerce or business transaction agreement in Sharia. Meanwhile, according to Abdullah Amrin, dalamdi defines that marketing management according to the Sharia perspective is a business activity that can bring value or value that everyone can do, and apply the benefits based on Islamic Business Principles. (Nabila Veren Estefany et al., 2022)

As explained in surah An-Nisa verse 29 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

"O you who believe! Do not eat each other's property in the wrong way, except in trades that take place on the basis of mutual agreement between you. And don't kill yourself. Indeed, Allah Is Merciful To You." (Q.S. An Nisa verse 29)

From the translation of the above verse, it shows that all economic activities can be carried out with the marketing efforts of trade or rights and that is far from the element of falsehood. Compliance with ethics will improve the standards of marketing and consumer behavior in a balanced and mutually beneficial manner so as to create a value framework that is beneficial to the company, able to foster harmony and cooperation between marketers and target markets. So it can be concluded that Sharia marketing refers to aspects oriented to the pursuit of the benefit of the world by always referring to divine references, namely the Qur'an and sunnah and reinforced by ijma and qiya to achieve true happiness (falah). Abuznaid formulated the definition of Sharia as follows wise decisions in order to meet the needs of customers through good behavior, providing healthy products or services (halalan toyyibah) with the consent of both parties (seller and buyer) in order to achieve material and spiritual well-being, this world and the hereafter through ethical media Sharia marketing has the characteristics. (Hidayati et al., 2023) yang terdiri dari beberapa elemen, yaitu:

1. Theistic (Rabbaniyyah) – all marketing activities are based on divine values, with the belief that Sharia law is the most just and perfect guideline.

2. Ethics (Akhlaqiyyah) – any marketing activity should uphold morality and ethics as universal values taught by religion.
3. Realistic (Al – Waqi'iyah)-Sharia marketing is flexible and contextual, adapted to the times without leaving the principles of Islam.
4. Humanistic (Al – Insaniyyah) - humanity-oriented, upholding respect and justice among others, and placing customers as partners in the good.

Effective marketing management and Sharia values to drive the growth and success of its business. Marketing is an important activity carried out by business actors to meet consumer needs, expand market reach, and increase revenue and business blessings. In the context of Sharia business, marketing strategies not only focus on profit, but also emphasize the value of honesty, fairness, and trust in every process of offering products to the public. Through the implementation of creative and innovative marketing strategies, MSMEs can improve competitiveness and ensure that the products produced are in accordance with the needs and desires of consumers. Thus, marketing management plays an important role as a means to establish ethical and sustainable relationships between business actors and the market, as well as creating business success in accordance with Sharia.(Gita Diana Putri et al., 2024)

Table 1 Operational Definition Of Variables

No	Variables	Definition	Indicators	Journal Sources
1	Creativity(X1)	The ability of MSME actors in generating new ideas and original that can applied to create added value on products or services.	1.Creating new ideas. 2.Have uniqueness in the product. 3. Can adapt ideas to market needs.	Suryana, 2022, <i>"Pengaruh Kreativitas dan Inovasi Produk terhadap Kinerja Pemasaran UMKM"</i> , Jurnal GemaRipah , Vol. 8 No. 2. https://aksiologi.org/index.php/gemahripah/article/view/245
2	Entrepreneurial Orientation(X2)	Attitudes, values, and behaviors of MSME actors who show a tendency to innovate, dare to take risks, and be proactive in finding business opportunities.	1. Innovative in the effort. 2. Be proactive in the face of change. 3. Dare to take risks.	Indra Yanti Sari, 2020, <i>"Pengaruh Orientasi Kewirausahaan dan Inovasi Produk terhadap Kinerja UKM Kota Makassar"</i> , Repositori UIN Alauddin . https://repositori.uin-alauddin.ac.id/5034/
3	Product Innovation(X3)	Efforts of MSME actors in developing or introducing new products, improving product design, packaging, or function to increase competitiveness.	1.Develop new products. 2.Perform design or packaging	Faidah, A. N. (2023), <i>"Pengaruh Inovasi Produk, Kreativitas, dan Kompetensi terhadap Keberhasilan Usaha UMKM"</i> ,

			updates. 3.adjust the product to the needs of consumers.	Jurnal JEBd , Vol. 8 No. 1. https://jurnal.ittc.web.id/index.php/jebd/article/view/1999
4	MSME business success(Y)	MSME business success is the level of achievement of business results that can be measured quantitatively and qualitatively through sales growth, increased profits, customer satisfaction, market expansion, and business continuity.	1.Sales Growth Increased Profit / Turnover 2. Market Share Increases 3. Customer Satisfaction 4.Business Sustainabilit y	Ulhusna, T. (2024). <i>Faktor-Faktor yang Mempengaruhi Keberhasilan Usaha Kecil Menengah di Aceh</i> . Jurnal AMAS. https://jamas.triatma.mulya.ac.id/index.php/AMAS/article/view/57

3. Research Methods

The research method used in this study is a quantitative method. Quantitative approach is a research approach that emphasizes the processing of data in the form of numbers that are analyzed using statistical techniques to test hypotheses that have been formulated. This approach aims to explain the relationship between variables objectively and measurably through a systematic data collection process. According to Sugiyono, quantitative research method is a research method based on the philosophy of positivism that is used to examine a particular population or sample, data collection is carried out using research instruments, as well as quantitative or statistical data analysis with the aim of testing the hypothesis that has been established. (Syafii et al., 2025) This study uses quantitative data obtained through the distribution of questionnaires to Micro, Small and Medium Enterprises (MSMEs) in Way Tenong Village, West Lampung. The Data obtained were then analyzed to determine the effect of creativity, entrepreneurial orientation, and product innovation on the success of MSME businesses viewed from the perspective of Sharia marketing management.(Jannah et al., 2017) This research was conducted at MSMEs in Way Tenong Village, West Lampung. The population in the study amounted to 30 SMEs. Given the relatively small number of populations, this study uses a saturated sampling technique, which is a sampling technique by making all members of the population as respondents. Thus, the number of samples used in this study as many as 30 respondents. The method used in this study is a quantitative method. The Data was collected through the distribution of questionnaires to all MSME actors who became Research Respondents.

The data collection process was carried out in stages, starting from the application for permission to related parties in Way Tenong village, then continued with observation and initial interviews with several MSME actors to obtain an overview of business conditions and determine the appropriate questionnaire distribution mechanism. Furthermore, the data obtained were analyzed using multiple linear regression analysis with the help of IBM SPSS Statistics program to determine the effect of creativity, entrepreneurial orientation, and product innovation on the success of MSME businesses.(Sheila and Bambang, 2024).

The criteria used in this study respondents include:

1. MSMEs that have been operating for at least 1 year.

2. MSMEs are still actively running their business activities.
3. Respondents are owners or managers of MSMEs.
4. Respondents willing to participate in research.

By using the saturated sample technique, all members of the population who meet these criteria are used as research respondents so that the data obtained is expected to be able to represent the condition of the population more comprehensively and provide a more accurate picture of the phenomenon under study.

Data analysis was done using Spss. Data analysis was done using Spss because the SPSS method is able to process data with a small sample size, abnormal distribution, and analyze the relationship between latent variables. In addition, SPSS allows testing measurement models and structural models simultaneously so that the results of the study are more comprehensive. This method was chosen to answer the formulation of the problem and test hypotheses about the effect of business experience, creativity, entrepreneurial orientation, product innovation on business success. Before the researchers conducted the study, the researchers developed two instruments in the form of questionnaires. Each questionnaire consists of 15 statements designed to measure creativity, entrepreneurial orientation, product innovation and the success of MSME businesses. The measurement scale used is likert scale. Researchers used 4 (four) alternative answer choices provided in the questionnaire that have been modified from the likert scale, namely strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS). Observations were used to obtain empirical data on the application of marketing strategies based on Sharia marketing management principles by MSMEs in the field. Through observation, researchers can see firsthand how marketing strategies are implemented, the form of creativity and product innovation developed, as well as the challenges faced in maintaining business success. In addition, in-depth semi-structured interviews were conducted with MSME owners and marketing teams to obtain more comprehensive information about the process of planning, implementing, and evaluating marketing strategies carried out in accordance with Sharia values.

4. Result and Discussion

Table 2. Evaluated Measurement Models

Variables	Item (Declaration)	Payload(Loadings)	Description
Creativity(X1)	X 1.1	0,017	<i>Valid</i>
	X 1.2	0,001	<i>Valid</i>
	X 1.3	0,000	<i>Valid</i>
	X 1.4	0,073	<i>Valid</i>
	X 1.5	0,003	<i>Valid</i>
	X 1.6	0,001	<i>Valid</i>
	X 1.7	0,000	<i>Valid</i>
	X 1.8	0,000	<i>Valid</i>
	X 1.9	0,001	<i>Valid</i>
	X 1.10	0,001	<i>Valid</i>
	X 1.11	0,012	<i>Valid</i>
	X 1.12	0,000	<i>Valid</i>
	X 1.13	0,004	<i>Valid</i>
	X 1.14	0,000	<i>Valid</i>
	X 1.15	0,001	<i>Valid</i>
	X 2.1	0,335	<i>Valid</i>
	X 2.2	0,193	<i>Valid</i>
	X 2.3	0,000	<i>Valid</i>
	X 2.4	0,339	<i>Valid</i>

Entrepreneurial OrientationX.2	X 2.5	0,473	Valid
	X 2.6	0,000	Valid
	X 2.7	0,150	Valid
	X 2.8	0,10	Valid
	X 2.9	0,03	Valid
	X 2.10	0,337	Valid
	X 2.11	0,102	Valid
	X 2.12	0,000	Valid
	X 2.13	0,17	Valid
	X 2.14	0,18	Valid
	X2.15	0,000	Valid
Product Innovation X.3	X 3.1	0,003	Valid
	X 3.2	0,000	Valid
	X 3.3	0,000	Valid
	X 3.4	0,001	Valid
	X 3.5	0,020	Valid
	X 3.6	0,001	Valid
	X 3.7	0,001	Valid
	X 3.8	0,000	Valid
	X 3.9	0,000	Valid
	X 3.10	0,001	Valid
	X 3.11	0,002	Valid
	X 3.12	0,001	Valid
	X 3.13	0,007	Valid
	X 3.14	0,032	Valid
	X 3.15	0,002	Valid
MSME business success Y	X 4.1	0,007	Valid
	X 4.2	0,0011	Valid
	X 4.3	0,000	Valid
	X 4.4	0,001	Valid
	X 4.5	0,007	Valid
	X 4.6	0,005	Valid
	X 4.7	0,0019	Valid
	X 4.8	0,005	Valid
	X 4.9	0,001	Valid
	X 4.10	0,001	Valid
	X 4.11	0,000	Valid
	X 4.12	0,014	Valid
	X 4.13	0,0147	Valid
	X 4.14	0,001	Valid
	X 4.15	0,059	Valid

Table 3 Normality Test
Tests of Normality

Kolomogorov -smirnov ^a						
Shapiro-Wilk	Statistik	df	Sig	Statistik	df	Sig
X1	,127	30	,200	,886	30	,001
X2	,184	30	,011	,904	30	,011
X3	,213	30	,001	,784	30	,000
Y	,181	30	,14	,898	30	,008

*This is a lower bound of the true significance

Liliefors significance Correction

Based on the results of the normality test data in the tests of Normality table using the Kolmogorov-Smirnov and Shapiro-Wilk methods, it can be seen that the significance of each variable is as follows: creativity variable of 0.200 (Kolmogorov-Smirnov) and 0.001 (Shapiro-Wilk), entrepreneurship orientation variable of 0.011 and 0.011, product innovation variable of 0.001 and 0.000, and 0.014 and 0.008. Due to the number of research samples as many as 30 respondents (<50), the more appropriate reference is the Shapiro-Wilk value.

Table 4. Multicollonarity test
Coefficients^a
collinearity Statistik

Model	Tolerance	Vif
X1	,322	3,104
X2	,871	1,148
X3	,305	3,283

a. Devenden variabel Y

Based on the multicollinearity test results presented in the Coefficients table, it is known that the value of Tolerance and Variance Inflation Factor (VIF) for each independent variable are as follows: creativity variable has a Tolerance value of 0.322 and VIF of 3.104; entrepreneurship orientation variable has a Tolerance value of 0.871 and VIF of 1.148; and product innovation variable has a Tolerance value of 0.305 and VIF of 3.283. A regression model is stated not to experience multicollinearity if the Tolerance value > 0.10 and the value of VIF < 10. Based on these results, all independent variables have Tolerance values greater than 0.10 and VIF values smaller than 10. Thus, it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model, so that the model is feasible to use for further regression analysis.

Table 5 Coefficients^a
Unstaandardized Coefficients

Model	B	std. Error	Beta	t	Sig
(Constant)	3,725	5,502		0,677	0,504
X1	-,189	,123	-,508	-1,542	,135
X2	-,21	,119	-,036	-,180	,859
X3	,180	,123	,497	1,469	,154

b. Dependent Variable:ABS_RES

Based on the results of the heteroscedasticity test using the glacier method presented in the table of Coefficients, it is known that the significance value (Sig.) each independent variable is as follows: creativity variable of 0.135, entrepreneurship orientation variable of 0.859, and product innovation variable of 0.154. All significant values are greater than 0.05. The test criteria stated that if the

significance value > 0.05 , then there is no heteroscedasticity symptoms in the regression model. Thus, it can be concluded that the regression model does not undergo heteroscedasticity, so that the classical assumption related to the similarity of residual variance has been fulfilled and the regression model is worthy of being used for subsequent analysis.

Table 6 F Test

ANOVA^a

Model	Sum of Squares	of	Mean Squares	f	sig
Regression	381,984	3	127,328	12,437	,000 ^b
Residual	266,182	26	10,238		
Total	648,167	29			

a. Dependent Variabel Y

b. Predictores (Constant ,X3 X2,X1

Based on the results of the simultaneous Test (Test F) presented in the Anova table, obtained Fhitung value of 12.437 with a significance level of 0.000. The value of such significance is less than 0.05, so that H_0 is rejected and H_1 is accepted. This shows that the independent variables of creativity, entrepreneurial orientation, and product innovation simultaneously have a significant effect on the success of MSME businesses. Thus, the regression model used in this study is considered feasible and can be used to explain the effect of the independent variable on the dependent variable.

Table 7 T Test

ANOVA^a

Model	Ustandardized Coefficients				standardized Coefficients	
	B	std. Error	beta	t	sig	
(costanta)	11,544	9,160			1,260	,219
X1	,189	,204	,205		,924	,364
X2	,006	,198	,004		,029	,977
X3	,532	,204	,592		2,601	,015

a. Depend on VariabelY

Based on the results of the Partial Test (t test) presented in the Coefficients table, it is known that the Krativity variable has a significance value of 0.364 (> 0.05), entrepreneurship orientation variable has a significance value of 0.977 (> 0.05), and product innovation variable has a significance value of 0.015 (> 0.05). The results showed that the variable creativity and product innovation significantly affect the dependent variable of MSME business success, and variable product innovation significantly affect the variable of MSME business success. Thus

Creativity variable (X1) has a regression coefficient of 0.189 with a significance value of 0.364 (> 0.05). This shows that creativity has a positive but not significant effect on business success. That is, every increase in one unit of creativity will increase the success of the effort by 0.189, but the effect is not statistically significant.

Entrepreneurship orientation variable (X2) has a regression coefficient of 0.006 with a significance value of 0.977 (> 0.05). This shows that entrepreneurial orientation has a positive but not significant effect on business success. Thus, the increase in entrepreneurial orientation does not have a statistically significant effect on the success of the business.

Product innovation variable (X3) has a regression coefficient of 0.532 with a significance value of 0.015 (< 0.05). This shows that product innovation has a positive and significant effect on business success. That is, every increase in one unit of product innovation will increase business success by 0.532, and the effect is statistically significant. Judging from the value of Standardized Coefficients (Beta), the

most dominant variable affecting business success is product innovation with a Beta value of 0.592, compared to creativity (0.205) and entrepreneurial orientation (0.004).

Table 8. Coefficient of determination test

Model Summary				
Model R	R square	Adjusted R Square	std.	Error of the Estimate
1	,768 ^a	,589	,542	3,200

a. Predictors : (Constata), X3, X2, X1

Based on the results of regression analysis presented in the table model Summary, obtained the value of the correlation coefficient (R) of 0.768. This value shows that there is a strong relationship between the independent variables of creativity, entrepreneurial orientation, and product innovation with the dependent variable of MSME business success. Furthermore, the value of R Square (R²) of 0.589 indicates that 58.9% of the variation in the dependent variable of MSME business success can be explained by the independent variable of creativity, entrepreneurial orientation, and product innovation, while the remaining 41.1% is explained by other variables outside this research model. In the meantime, the Adjusted R Square value of 0.542 indicates that after adjusting for the number of independent variables and sample size, the contribution of creativity, entrepreneurship orientation, and product innovation variables in explaining the variation of MSME business success variables is 54.2%. Thus, the regression model used has a fairly good explanation capabilities.

Table 9. Autocorrelation test

Model summary ^b					
Model RR square	Adjusted R Squere	std.	Error of the durbin watson	Estimate	
1	,768 ^a	,589	,542	3,200	1,440

a. predeictores (constant), X3, X2, X1

b. Dependen Variabel Y

Based on the results of regression analysis presented in the model Summary table, Durbin–Watson obtained a value of 1.440. Durbin-Watson test is used to determine the presence or absence of autocorrelation in the residual regression model. In general, a regression model is not autocorrelated if the Durbin-Watson value is between -2 to +2, or more specifically around the value of 2. Durbin-Watson value of 1.440 is within the acceptable range, so it can be concluded that there is no autocorrelation symptoms in the regression model. Thus, the classical assumption related to autocorrelation has been fulfilled and the regression model is worthy of being used for subsequent analysis.

Table 10. Class assumption test

One -sample kolomogorof -smirnov test

Unstandardiz ed Resudual		
N		30
Normal Parametris ^{a,b}	mean	,0000000
Most Exterme Differances	Std. Deviation	3,02963696
	Absolute	,114
	Positive	,064
	Negative	-,114
Teset Tatistic		,114
Asymp.sig (2 teled)		,200 ^{c,d}

a. teset distribution is Normal

b. Calculated from data

c. Lilliefors significance correction

d. This is lower bound of the true significance

Based on the results of the normality test with one-Sample Kolmogorov-Smirnov method against unstandardized residual, it is known that the number of samples (N) of 30 with the value of Asymp. Sig. (2-tailed) of 0.200. The value of significance is greater than the significance level of 0.05, so that H_0 is accepted. This shows that the residuals in the regression model are normally distributed. Thus, the classical assumption of normality has been fulfilled, so that the regression model is feasible to be used for further linear regression analysis.

DISCUSSION

Creativity affects business success

The results showed that creativity has a significant effect on business success. This is shown by the results of regression tests at the output of SPSS where the value of the regression coefficient (B) for the creativity variable is 0.532 with a significance value (p-value) of 0.015, which means smaller than 0.05. Thus, it can be concluded that creativity has a positive and significant influence on the success of the business. The positive coefficient value indicates that the higher the level of creativity possessed by business actors, the higher the level of business success that can be achieved. Creativity in business activities reflects the ability of business actors to create new ideas, innovate products, and find new ways to market and manage their businesses. In the context of small businesses and businesses in traditional markets, creativity is an important factor in facing increasingly fierce business competition. In practical terms, businesses that have a high level of creativity will be easier to adjust products to consumer needs, create interesting product variations, and develop more effective marketing strategies. Creativity also allows businesses to take better advantage of market opportunities and overcome various challenges that arise in running a business.

Theoretically, the results of this study are in line with the theory of entrepreneurship which states that creativity is one of the important factors in creating a competitive advantage in business. Creativity allows businesses to generate added value to the products or services offered so as to attract consumer interest and increase business success. In addition, in the perspective of Resource-Based View (RBV), creativity can be viewed as an intangible resource owned by business actors that can provide a competitive advantage for the business being run. The results of this study are also in line with some previous research which states that creativity has a positive influence on Business Success, where businesses that are able to think creatively tend to be better able to develop their business and survive in market competition.

Entrepreneurial Orientation Towards Business Success

The results showed that entrepreneurial orientation has no significant effect on business success. This is indicated by the results of regression tests obtained from data processing using IBM SPSS Statistics, where the value of the regression coefficient (B) for the entrepreneurship orientation variable is 0.189 with a significance value (p-value) of 0.364. The significance value is greater than 0.05, so it can be concluded that entrepreneurial orientation does not have a significant influence on the success of the business.

This shows that the high or low level of entrepreneurial orientation owned by business actors does not necessarily directly increase the success of the business. In practice, entrepreneurial orientation such as the courage to take risks, proactive attitude, and the ability to see business opportunities is important for business actors, but these factors are not always the main determinants of business success, especially in small businesses or businesses in traditional markets that are often more influenced by other factors such as business experience, creativity, market conditions, and the ability to manage business.

Able to achieve business success if not balanced with good business management skills, effective marketing strategies, and understanding of consumer needs. In some conditions, business actors may have the courage to take risks or try new opportunities, but limited capital, business competition, and

market conditions can affect the success of a theoretically run business, according to Thomas W. Lumpkin and Gregory G. Dess is the tendency of individuals or organizations to be innovative, proactive, and dare to take risks in running a business. Entrepreneurial orientation is considered as one of the factors that can promote business growth and success, but its influence can vary depending on the environmental conditions of the business and the characteristics of business actors.

In addition, in the perspective of entrepreneurship proposed by Joseph A. Schumpeter, the success of the business is not only influenced by the entrepreneurial orientation, but also by the ability of business actors in creating innovation and utilizing existing opportunities in the market. Therefore, entrepreneurial orientation needs to be supported by other factors such as creativity, business experience, and managerial skills in order to make a greater contribution to the success of the business. Thus, it can be concluded that the entrepreneurial orientation in this study has not been able to provide a significant influence on the success of the business, so business actors need to pay attention to other factors that can also support the success of the business being run.

Product innovation to business success

The results showed that product innovation has no significant effect on business success. This is shown by the results of regression tests obtained from data processing using IBM SPSS Statistics, where the regression coefficient (B) for product innovation variable is 0.006 with a significance value (p-value) of 0.977. The significance value is greater than 0.05, so it can be concluded that product innovation does not have a significant influence on the success of the business. This shows that the increase in product innovation carried out by business actors does not necessarily directly increase the success of the business. In practice, product innovation is important in business activities because it can provide product variety, increase consumer appeal, and create added value to the products offered. However, in small businesses or businesses in traditional markets, business success is often not only determined by product innovation alone, but also influenced by other factors such as business experience, creativity, marketing strategies, and relationships with customers.

In practical terms, business actors may have made innovations in the products sold, such as adding product variations or making changes to the appearance of the product. But if the innovation is not in accordance with the needs and tastes of consumers, then the innovation is not necessarily able to increase sales or business success. In addition, limited capital, production capabilities, and competitive business conditions can also affect the success of product innovation in improving business performance. Theoretically, product innovation according to Joseph A. Schumpeter is one of the important factors in entrepreneurship related to the creation of new products, improving the quality of products, as well as the development of new ways of production processes. Innovation is considered as the main force that can drive the growth and development of enterprises. In addition, Peter F. Drucker also stated that innovation is a special tool for entrepreneurs to take advantage of change as an opportunity in creating a business or service that is different from competitors.

However, the results of this study indicate that product innovation has not had a significant effect on business success. This can happen if the innovations made have not been able to provide significant added value for consumers or have not been optimally applied by business actors. Therefore, product innovation needs to be supported by the right marketing strategy, understanding of consumer needs, and business management capabilities in order to have a greater impact on business success. Thus, it can be concluded that the product innovation in this study has not been able to provide a significant influence on business success, so businesses need to combine product innovation with other factors such as creativity, business experience, and the right business strategy to achieve better business success.

The influence of creativity, entrepreneurial orientation, product innovation, on the success of MSME businesses

The results showed that creativity, entrepreneurial orientation, and product innovation simultaneously significantly affect the success of the business. This is shown by the results of the F test on the output processed using IBM SPSS Statistics, which obtained a calculated F value of 12.437 with a significance value (p-value) of 0.000. The significance value is less than 0.05, so it can be concluded that the variables of creativity, entrepreneurial orientation, and product innovation together have a significant influence on the success of the business. In addition, the results of the summary model obtained R Square value of 0.589. This shows that 58.9% of business success can be explained by the variables of creativity, entrepreneurial orientation, and product innovation, while the remaining 41.1% is influenced by other factors outside the variables studied in this study, such as business experience, business capital, marketing strategies, and competitive conditions.

In practical terms, the results of this study indicate that the success of the business is not only influenced by one factor, but is the result of a combination of various abilities possessed by business actors. Creativity allows entrepreneurs to create new ideas and find more effective ways to run a business. Entrepreneurial orientation encourages business actors to be proactive, dare to take risks, and be able to see business opportunities in the market. Meanwhile, product innovation helps businesses in developing products that are more attractive and in accordance with consumer needs. In the context of small businesses and businesses in traditional markets, these three factors can complement each other in increasing business success. Creative business actors tend to be able to create interesting product variations, entrepreneurial orientation encourages them to continue to look for new opportunities, while product innovation helps improve business competitiveness amid increasingly fierce market competition.

Theoretically, the results of this study are in line with the theory of entrepreneurship which states that business success is influenced by the ability of business actors in developing creativity, innovation, and entrepreneurial orientation in running business activities. According To Joseph A. Schumpeter, innovation is an important factor that drives economic growth and business development through the creation of new products and ways of doing business. In addition, Peter F. Drucker also stated that innovation and creativity are the main tools for entrepreneurs to take advantage of existing business opportunities. Furthermore, the concept of entrepreneurial orientation proposed by Thomas W. Lumpkin and Gregory G. Dess emphasizes that innovative, proactive attitude, and courage in taking risks are important characteristics that can support the growth and success of the business. Thus, the combination of creativity, entrepreneurial orientation, and product innovation is an important factor that can increase the success of businesses run by business actors.

Based on the results of the study, it can be concluded that the better the level of creativity, entrepreneurial orientation, and product innovation owned by business actors, the greater the chance of achieving business success.

Perspektif Sharia Marketing Management in the use of creativity, entrepreneurial orientation, product innovation, to the success of the business

In the perspective of Sharia Marketing Management, business activities not only aim to obtain economic benefits, but also must be carried out in accordance with Islamic values such as honesty, justice, responsibility, and provide benefits to the community. Therefore, the use of creativity, entrepreneurial orientation, and product innovation in running a business must be done halal and in accordance with Sharia principles so that the success of the business achieved is not only material but also brings blessings.

1. Reactivity In Sharia Perspective

Creativity in business is the ability of business actors to create new ideas, develop products, and find better ways to serve consumers. In Islam, creativity is allowed as long as it does not violate the principle of honesty and does not harm others.

Allah SWT says in the Qur'an Surah Al Jumu'ah verse 10.

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ

When the prayer has been answered, disperse in the land and seek the bounty of Allah and remember Allah much that you may prosper."

Explanation of the arguments: this verse explains that after performing worship, humans are encouraged to try and find sustenance on Earth. Sustenance-seeking activities can be done through a variety of creative and productive ways as long as they do not violate Sharia provisions. Therefore, creativity in developing business is one form of human endeavor in obtaining the gift of Allah SWT.

In addition, the principle of honesty in business activities is affirmed in the Qur'an Surah An Nisa verse 29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

"O you who believe! Do not devour one another's wealth unjustly, except by trade of mutual agreement."

Explanation of the proposition: this paragraph confirms that trading activities must be carried out honestly and do not contain elements of fraud. Therefore, creativity in marketing and product development must still be done ethically and not mislead consumers.

2. Entrepreneurship orientation in Sharia perspective

Entrepreneurship orientation is related to proactive attitude, courage to take opportunities, and the ability to develop businesses. In Islam, the spirit of entrepreneurship is highly encouraged as long as it is done in a halal and responsible manner. This is in line with the words of the Prophet Muhammad

"The honest and trustworthy merchant will be with the prophets, the righteous, and the parashuhada." (HR. Tirmidhi)

Explanation of Hadith

This hadith shows that in Islam trading activities have a noble position if done with honesty and trustworthiness. This shows that the entrepreneurial orientation of business actors must be accompanied by moral values such as honesty, responsibility, and trust so that the business carried out can bring success and blessings. In addition, the example of entrepreneurship can also be seen from the trading practices carried out by the Prophet Muhammad saw before he was appointed an apostle. Prophet Muhammad was known as an honest trader, trustworthy, and had a good reputation so that it was trusted by many people. This shows that the success of the business is closely related to the attitude and ethics of business actors in running their business.

3. Product innovation in the perspective of Sharia

Product innovation is an effort by business actors to create new products or improve product quality to better suit consumer needs. In Islam, innovation is allowed as long as it does not contradict the principles of Sharia and provides benefits to society.

Allah SWT says in the Qur'an Surah Al Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O people! Eat of what is lawful and good on Earth, and do not follow the footsteps of Satan."

Explanation of the proposition: this verse confirms that every product consumed must meet the criteria of halal and good (thayyib). Therefore, product innovation carried out by business actors must still pay attention to aspects of halal, quality, and benefits for consumers. Good innovation not only increases the competitiveness of businesses but also provides added value to society.

Summary Of Perspektif Syariah

Based on this explanation, it can be concluded that in the perspective of Sharia Marketing Management, creativity, entrepreneurial orientation, and product innovation are important factors that can drive business success. However, its application must be based on Islamic values such as honesty, trustworthiness, justice, and responsibility. If these three factors are applied in accordance with Sharia

principles, then the success of the business achieved is not only in the form of economic benefits but also brings blessings and benefits to the community.

5. Conclusion

Creativity has a positive and significant effect on business success.

The results showed that creativity has a significant influence on the success of the business. This shows that the higher the creativity possessed by business actors, the greater the chances of the business to develop and achieve success. Creativity allows businesses to create new ideas, interesting marketing strategies, and product variations that can increase consumer appeal.

Entrepreneurial orientation has no significant effect on business success.

The results showed that entrepreneurial orientation does not have a significant influence on business success. This shows that a proactive attitude, the courage to take risks, and the ability to see opportunities does not necessarily directly increase business success if it is not supported by other factors such as creativity, business experience, and ability to manage business.

Product innovation has no significant effect on business success.

The results showed that product innovation does not have a significant effect on business success. This shows that product innovation carried out by business actors is not necessarily able to increase business success if the innovation is not in accordance with market needs, consumer tastes, or is not supported by the right marketing strategy.

Creativity, entrepreneurial orientation, and product innovation simultaneously have a significant effect on business success.

Together, these three variables have a significant influence on the success of the business. This shows that the success of the business is not only influenced by one factor, but is the result of a combination of various factors that support each other in carrying out business activities.

6. Bibliography

- Ardy, M., Games, D., & Sari, D. K. (2023). Inovasi Produk, Kreativitas, Orientasi Berwirausaha, Orientasi Pasar, Lokasi Dan Keberhasilan Usaha. *Journal Publicuho*, 6(3), 908–915. <https://doi.org/10.35817/publicuho.v6i3.216>
- Aris Ariyanto, Rejeki Bangun, M. R. M. I., Arlin Ferlina Mochamad Trenggana, Dienni Ruhjatini Sholihah, M. A., Euis Widiati, Purna Irawan, Susiana Dewi Ratih, R. Suryanti Ismail, D. S. P., & Amrin Mulia Utama, Syahputra, J. B. B. (2023). Manajemen Pemasaran. In *Widina Bhakti Persada Bandung*.
- Gita Diana Putri, Husna, T. A., & Lilis Renfiana. (2024). Analisis Strategi Pemasaran Syariah pada UMKM. *Al Rikaz: Jurnal Ekonomi Syariah*, 2(1), 48–57. <https://doi.org/10.35905/rikaz.v2i2.7747>
- Hidayati, R., Syu'aibi, M., Maghfur, I., & Dayat, M. (2023). Efektivitas Strategi Pemasaran Syariah Pada UMKM Pasca Pandemi. *ADILLA: Jurnal Ilmiah Ekonomi Syaria'ah*, 6(2), 15–29. <https://doi.org/10.52166/adilla.v6i2.4600>
- Inovasi UMKM - Google Books*. (n.d.).
- Jannah, K. A. M., Aiman, U., Hasda, S., Fadilla, Z., Ardiawan, T. M. K. N., & Sari, M. E. (2017). Metodologi Penelitian Kuantitatif Metodologi Penelitian Kuantitatif. In *Metodologi Penelitian Kuantitatif* (Issue May).
- Kepatuhan, D., & Literatur, S. (2025). *Balance : Jurnal Akuntansi dan Manajemen*. 4(1), 223–236.
- Mamengko, D. G., Tawas, H. N., & Raintug, M. C. (2023). Pengaruh Orientasi Pasar dan Inovasi Produk terhadap Kinerja Pemasaran dengan Keunggulan Bersaing sebagai Variabel Intervening (Studi Kasus Pada Usaha Mikro Kecil dan Menengah di Kecamatan Kawangkoan). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(1), 486–499. <https://doi.org/10.35794/emba.v11i1.45937>

- Nabila Veren Estefany, Masruchin, & Fitri Nur Latifah. (2022). Penerapan Strategi Pemasaran Syariah UMKM Kampung Pia Untuk Meningkatkan Pendapatan Masyarakat. *Syarikat: Jurnal Rumpun Ekonomi Syariah*, 5(1), 181–195. [https://doi.org/10.25299/syarikat.2022.vol5\(1\).9358](https://doi.org/10.25299/syarikat.2022.vol5(1).9358)
- Nurudin, N., Fataron, Z. A., & Asyifa, L. N. (2022). Pengaruh Islamic Market Orientation Dan Inovasi Produk Terhadap Kinerja Pemasaran. *Jurnal Ilmiah Ekonomi Islam*, 8(3), 2405. <https://doi.org/10.29040/jiei.v8i3.6474>
- Nuvriasari, A., Wicaksono, G., & Sumiyarsih, S. (2018). Peran Orientasi Pasar, Orientasi Kewirausahaan Dan Strategi Bersaing Terhadap Peningkatan Kinerja Ukm. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 19(2), 241–259. <https://doi.org/10.24034/j25485024.y2015.v19.i2.88>
- Rifqy Thantawi, T., Kharis Mubarak, M., & Yogi Adrian, M. (2022). Sahid Empowerment Journal Volume I Nomor 2 (Mei 2022) <https://jurnal.febi-inais.ac.id/index.php/SahidEmpowermentJ> Manajemen Pemasaran Bisnis Syariah Bagi Usaha Mikro Kecil Dan Menengah Desa Cinangneng, Kecamatan Tenjolaya, Kabupaten Bogor. *Sahid Empowerment Journal*, 1–2(Mei).
- Sheila, P., & Bambang, S. (2024). Pengaruh Rekrutmen dan Seleksi Terhadap Kinerja Karyawan PT Gajah Rizqi Kabupaten Tangerang. *Jurnal Manajemen & Pendidikan [JUMANDIK]*, 2(2)(2), 68–73.
- Suhartini, Y. (2021). Pengaruh Karakteristik Wirausaha Dan Orientasi Kewirausahaan Terhadap Keberhasilan Usaha Pada Warung Kelontong Di Kasihan Bantul Yogyakarta. *Jurnal Akmenika*, Vol 18(2), hlm 1-9.
- Suryaningsih. (2021). Kinerja UMKM Ditinjau Dari Orientasi apsar, Orientasi Kewirausahaan dan Inovasi. *Eco-Entrepreneurship*, 15(01), 33–48.
- Syafii, R., Parulian, T., & Wijaya, M. (2025). Pengaruh Kreativitas Dan Kemampuan Kewirausahaan Terhadap Keberhasila Usaha (Studi Pada UMKM DI Medan Tuntungan). *Journal of Social Science Research*, 5(1), 1–7.
- Wuryanto, N. H., Putri, P. L., & Slamet, S. (2023). Pengaruh Orientasi Kewirausahaan, Kreativitas Produk, dan Inovasi Produk Pada Kinerja Pemasaran UMKM Kuliner di Kabupaten Cilacap. *J-LEE-Journal of Law, English, and Economics*, 5(2), 137–151.
- Zulfa, C., Sya, N., & Fauziah, N. R. (2024). Keberhasilan Usaha Berdasarkan Digital Marketing , Kreativitas , dan Inovasi pada UMKM Konveksi di Kabupaten Bogor. 4, 7813–7830.