



Please cite this article as: Putri, A. C. D., Indrawijaya, S., & Masriani, I. (2025). The influence of creativity and innovation in encouraging business success at Car Free Day Jambi City with the moderation of business motivation. Volume 6 Edition 1, UPTM Malaysia. Paper ID AJPB6.1-16-403

THE INFLUENCE OF CREATIVITY AND INNOVATION IN ENCOURAGING BUSINESS SUCCESS AT CAR FREE DAY JAMBI CITY WITH MODERATION OF BUSINESS MOTIVATION

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DOI:

Received 29 April 2025, Accepted 1 June 2025, Available online 30 June 2025 |

ABSTRACT

[This study aims to analyze the influence of creativity on business success in car free day in Jambi City. To analyze the influence of innovation on business success in car free day Jambi City. To analyze the influence of business motivation on business success on car free day in Jambi City. To analyze business motivation to moderate the influence of creativity on business success on car free day in Jambi City. To analyze business motivation to moderate the influence of innovation on business success on car free day in Jambi City. The research method uses primary data types, with quantitative descriptive analysis. The number of research objects is MSMEs at Car Free Day Jambi City with a population of 495 MSME business behaviors, sample extraction techniques with a proportion of 96 respondents. The analysis tool uses the SEM PLS method. The results of the study show that creativity has a significant effect on the success of the business at the Jambi City car free day. Innovation has a significant effect on the success of the business in the Jambi City car free day. Business motivation has a significant effect on the success of the business at the Jambi City car free day. Business motivation weakens the influence of creativity on business success on car free day in Jambi City. Business motivation strengthens the influence of innovation on business success on the Jambi City car free day.]

ARTICLE INFO

[*Keywords:*

creativity,
innovation,
business motivation,
and business succes]

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1.0 INTRODUCTION

Business is an activity that cannot be separated from humans, with a global orientation in industrial development, especially in the processing industry sector, which is found in small industries to ensure the sustainability of purchasing power and be able to continue the industrialization process. So that it is in line with the goal of industrial development, which is to improve the quality of the nation's life, through increasing the independence of industrial development, which is implemented based on objective potentials that include natural resources and human resources. In the role of business activities in each region, small industries can go through periods of economic crisis that have been proven to save the regional economy (Yunus, 2019).

Efforts to increase business competition remain competitive, so an entrepreneur must have creativity to have high abilities as well because it greatly affects the success of the business that will be run. When running a business, entrepreneurs must have new ideas and be creative. by having creativity, entrepreneurs can turn existing ideas into new ones (Innovation), issuing new ones that competitors do not have yet, so that customers are satisfied (Drucker, 2016).

Creativity is a person's ability to create something new, as the ability to provide new ideas that can be applied in solving problems, or as the ability to see new relationships between pre-existing elements. Creativity, according to Munandar, quoted by Ika Lestari and Linda Zakiah (2019), is the ability to think that has fluency, flexibility, detail, and authenticity in finding new ideas while applying them in problem solving. Meanwhile, innovation, according to Ibnu Hajar (2019) can be said to be the creation of new ideas or raising something new to benefit the products and services expected by customers, so that innovation is a step to create new products or processes. Innovation is the skill to apply creativity in problem solving and finding opportunities to develop products (Ernani, 2017). Something new and this difference can be in the form of results, such as goods/services, and can also be in shaping processes such as new and varied ideas, methods, and ways of something new and varied that are created through creative thinking processes and innovative acts such as added value and valuable profits.

This research is in line with that conducted by Adin Kusumo Putro and Yoshi Takahashi (2024) This research provides important insights on how creativity can contribute to the adoption of information technology among entrepreneurs, as well as highlighting the importance of perceived usefulness and perceived ease of use in the process. These findings as a whole explain how creativity affects the willingness of entrepreneurs to adopt and continue to use new technologies. This supports the results of research from Purnama (2020) which said that there are various advantages in small businesses, for example: more efficient, flexible and innovative, making small types of businesses can outperform large businesses, this is because there is business motivation that encourages small businesses to be able to carry out the modernization process on their results and small businesses do not have to conflict with large industries. This supports research from Hidayati (2021) who explains that the attributes of people are said to be creative, one of which is the existence of motivation because motivation is the encouragement that a person wants to do an action, in this case the action in question can be in the form of the creation of new ideas (creative thinking). This supports the results of research from Agustina (2023) who states that creativity is able to explain one of the indicators of business success, namely the application of ideas (creative thinking). The creativity referred to in this phenomenon is in the form of activities carried out by entrepreneurs, namely modifying ideas that have been implemented and creating new ideas for the development of their business,

Based on the above phenomenon, it can be known that entrepreneurship is an attitude, soul, and noble spirit in a person who is innovative, creative, and striving for personal and societal progress. Therefore, the research was carried out in this regard because it is interesting to test the influence of creativity and innovative behavior on the success of small industrial businesses through business motivation, which is known that overall several entrepreneurs experience obstacles in terms of capital to declining business motivation due to abnormal market share. Therefore, the object of the small business is considered interesting to research because the object has continued to improve so that by creating the product requires a high level of creativity and innovation for business development and business motivation that arises to be able to achieve the goal, namely a business success.

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Enthusiasm can be generated by instilling awareness in Entrepreneurship. Independence can also be fostered by instilling skills and knowledge. To continue to develop the business that is run, it is necessary to develop creativity and innovation so that consumers do not feel bored, as well as business motivation to increase the enthusiasm of business actors. Especially for Car Free Day traders in Jambi City, entrepreneurs must continue to do croscek and updates both in terms of variety and taste. If entrepreneurs continue to make the same variety, it will have an impact on high competition. From the observations made, it can be seen that the average trader who sells still makes products with the same variants, varieties, and flavors as other traders. There has been no change or creativity and innovation that follows developments, this must be a good effort to compete by increasing excellence by doing creativity and innovation in the products sold.

Siti and Ma'rifah (2017) innovation does not affect success, so motivation does not mediate the relationship between innovation and business success. Nurjanah, et al (2023) innovation has no direct effect on business success. Motivation does not affect success mediated by business ability. Holilurrohman et al (2023) motivation does not have a significant effect on business success. Fitri et al (2023) Motivation does not moderate the influence of creativity on MSME performance. 5) Motivation does not moderate the influence of innovation on the performance of MSMEs. Senen (2017) The results of the study show that entrepreneurial motivation does not moderate the innovation process to the success of business performance. So that the research gap obtained has inconsistencies in several research references. This shows that despite many studies, the results are not always consistent. Differences in the methodology, research context, and variables analyzed can lead to such inconsistencies, so it is important to conduct further research to identify the factors that contribute to the success of the venture.

This research is expected to contribute to the development of entrepreneurship theory, as well as provide practical insights for business actors in utilizing public events such as CFD to increase the competitiveness and success of their businesses. The results of this study will provide useful recommendations for the development of more effective business strategies in the context of community events. Therefore, the object is considered interesting to research because the object continues to grow and develop and is visited by many visitors so that the business actor requires a high level of creativity and innovative behavior for business development and business motivation that arises to be able to achieve the goal, namely a business success.

2.0 LITERATURE REVIEW

Knowledge Based View Theory

The theory that underlies this research is the Knowledge Based View theory according to Curado & Bontis in Ermawati & Arumsari (2021), which is a theory that states that a successful business starts from how high the knowledge possessed by entrepreneurs or companies in the continuity of running their business.

Business Success

Business success is the achievement of the Company's goals, business success aims to explain the improvement of the situation over time (Miftah & Pangiuk, 2020). Entrepreneurial success is not similar to a person's ability to accumulate money or wealth and be self-sufficient, as it can be generated in several ways that provide added value. To be measured by a person's ability to develop, build, and operate a venture from something that was previously broken, dysfunctional, or may not exist (Miftah & Pangiuk, 2020). Indicators of business success are Profitability/Profit, Effectiveness and Productivity, Competitiveness, Competence, and When to build a positive company image.

Business Motivation

Entrepreneurial motivation is an impulse that arises from within and outside a person to carry out business activities (Alfiyanti and Ardianti, 2016). With this emerging impulse, the individual will be able to determine what business he will engage in as well as be able to determine future goals and expectations. High entrepreneurial motivation must be possessed by everyone who wants to become a successful entrepreneur, because high entrepreneurial motivation will be

able to shape their mindset and mentality to always strive to be superior in every business. The indicators of business motivation are Need of achievement, Risk taking, Tolerance for ambiguity, and Passion |

Creativity

[Creativity has various meanings, some mention creativity as an attitude or behavior or action, but there are also those who define creativity as a way of thinking alone. Mc. Pherson in Suryana (2015) states that creativity is connecting and reassembling knowledge in the human mind that allows itself to think more freely in generating new things, or producing ideas that surprise others in producing useful things. Another meaning is that creativity is the unification of knowledge from various different fields of experience to produce better ideas. Indicators of creativity are Opportunity Creators, Inventors, and Calculated Risk Takers |

Innovation

[In producing products, the company should be in accordance with the needs and desires of consumers. Some marketing experts express their opinions on the meaning of products. According to Kotler and Armstrong (2019) products are all things that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or need. Indicators of innovation are Product quality, Product variants, Product style and design. |

3.0 METHODOLOGY

[Data analysis was carried out using the Partial Least Square (PLS) method. PLS is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regressions when specific problems occur in the data, such as small research sample sizes, missing data, and multicollinearity (Ghozali, 2016). The selection of the PLS method is based on the consideration that in this study there are three latent variables that are formed with formative indicators and form a moderating effect. The formative model assumes that a latent construct or variable affects the indicator, where the direction of the causality relationship from the construct to the indicator or manifest (Ghozali, 2016). Furthermore, Ghozali states that the formative model assumes that indicators affect the construct, where the direction of the causal relationship from the indicator to the construct (Ghozali, 2016). The PLS approach to the shift from measurement analysis of model parameter estimation to relevant prediction measurement. So the focus of analysis shifts from just estimating and interpreting the significance of parameters to the validity and accuracy of predictions.

Partial Least Square (PLS) Method Measurement

The estimation of parameters in PLS includes 3 things, namely (Ghozali, 2016): 1). Weight estimate is used to create a latent variable score. 2). Path estimation that connects latent variables and load estimation between latent variables and indicators. 3). Means and location parameters (regression constant values, intercepts) for indicators and latent variables. Obtaining these three estimates, PLS uses a three-stage iterative process and each iteration stage produces an estimate. The first stage produces a weight estimate, the second stage produces an estimate for the inner model and the outer model, and the third stage produces an estimate of means and location (constant). In the first two stages, the iteration process is carried out with a deviation approach (deviation) from the mean value (average). In the third stage, the estimation can be based on the original data matrix and/or the results of estimating the weight and coefficient of the path in the second stage, the purpose is to calculate and locate the parameters (Ghozali, 2016).

Analytical Techniques

In this study, the analysis technique used is Partial Least Square (PLS). This PLS is a Structural Equation Modeling (SEM) equation model with an approach based on variance. According to (Ghozali, 2016) PLS is an alternative approach that changes from a covariance-based SEM approach to a variance-based approach. PLS is a powerful method of analysis that does not rely on many assumptions. This approach to Partial Least Square does not assume specific data. It can be nominal, category, sequential number, interval, and ratio. This data analysis uses Smart PLS software which uses a

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bootstrapping or random duplication method. This PLS technique is divided into two stages, namely: 1). Test the measurement model, to test the validity and reliability of the design of each indicator. 2). Structural model test, to find out if there is an influence between variables between constructs. |

4.0 FINDINGS AND DISCUSSION

The design of the PLS measurement model is important because it is related to indicators that are reflective or formative. The reflective model mathematically places indicators as sub-variables that are influenced by latent variables, so that these indicators are said to be influenced by the same factors, namely the latent variables. The model used in this study is a reflective model. This study uses SmartPLS software version 3.00 to perform inputs and calculations for each indicator. In the study, all latent variables had indicators that were reflective.

Convergent Validity Testing

Convergent validity aims to determine the validity of each relationship between an indicator and its latent construct or variable. There are two types of validity in PLS SEM, namely convergent validity and discriminant validity. Convergent validity means that a set of indicators represents a single latent variable and that underlying the latent variable.

Loading Factor

Outer loading testing is carried out to prove that an indicator in a construct has the largest loading factor in the construct it forms than the loading factor with other constructs. The results of the initial model calculation of the research can be seen in the following figure:

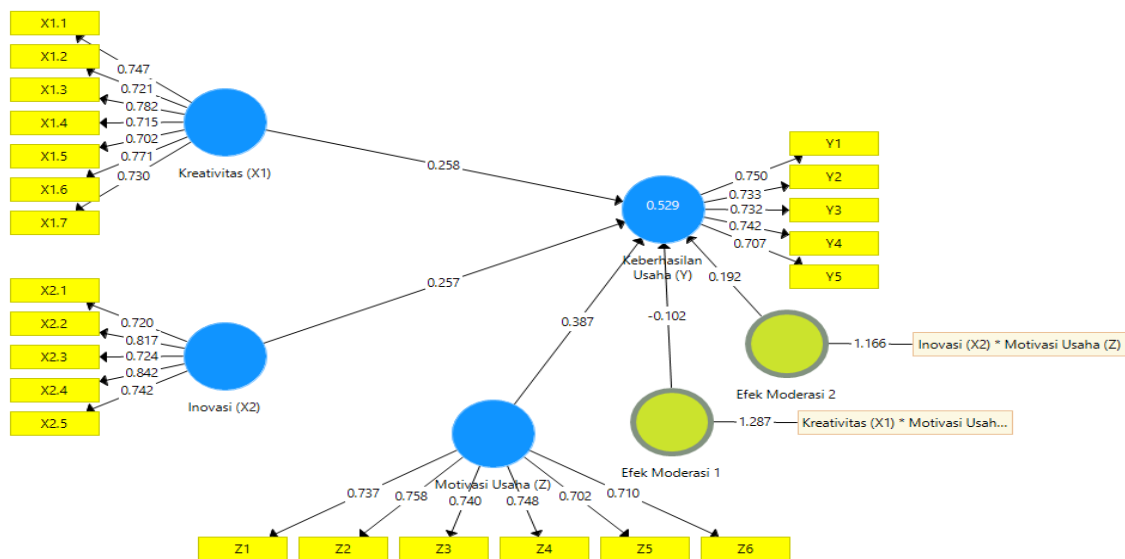


Figure 1.
Results of the Initial Research Model Calculation

Information
X1 = Creativity
X2 = Innovation
Z = Business Motivation
Y = Business Success

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Source: Smart PLS 3 Processed Data (2025)

The figure above shows that the results of the calculation of the initial research model obtained an outer loading value variable above 0.70 for all loading factors to pass the outer loading test. For more details, please see the following table:

Table 1
Outer Loading

Matriks	Moderation Effect 1	Moderation Effect 2	X1	X2	Y	Z
X1 * Z	1.287					
X2 * Z		1.166				
X1.1			0.747			
X1.2			0.721			
X1.3			0.782			
X1.4			0.715			
X1.5			0.702			
X1.6			0.771			
X1.7			0.730			
X2.1				0.720		
X2.2				0.817		
X2.3				0.724		
X2.4				0.842		
X2.5				0.742		
Y1					0.750	
Y2					0.733	
Y3					0.732	
Y4					0.742	
Y5					0.707	
Z1						0.737
Z2						0.758
Z3						0.740
Z4						0.748
Z5						0.702
Z6						0.710

Source: Smart PLS 3 Processed Data (2025)

Based on figure 1 and table 1, the calculation of the initial research model shows that several indicator values are greater than 0.70 of the loading factor value limit used, in the creativity variable (X1) there are 7 statements categorized as passing because the loading factor value is > 0.70 , for the innovation variable (X2) there are 5 statements that are categorized as passing because the loading factor value is > 0.70 . In the business success variable (Y), there are 5 statements categorized as passing because the loading factor value is > 0.70 . In the business motivation variable (Z), there are 6 statements categorized as passing because the loading factor value is > 0.70 , while for the moderation effect 1, namely creativity * business motivation (X1*Z) was categorized as passing because the loading factor value was $1,287 > 0.70$. And for the moderation effect 2, namely innovation * business motivation (X2*Z) was categorized as passing because the loading factor value was $1,166 > 0.70$. so that the loading factor value for each indicator in the variables of creativity (X1), innovation (X2), business success (Y) and business motivation (Z) of the above model is categorized as valid.

Average Variance Extracted (AVE)

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Next, we move on to another measure to determine the convergent validity at the construct level, which is the average variance extracted (AVE). The provision in the outer measurement model that AVE is considered to have met the validity of the convergence if the AVE value is greater than the average of the extract variant with a value of 0.50. AVE value results are as follows:

Table 2
Average Variance Extracted Value

Variable	Average Variance Extracted (AVE)
Moderation Effect 1	1.000
Moderation Effect 2	1.000
creativity (X1)	0.546
innovation (X2)	0.594
business success (Y)	0.537
business motivation (Z)	0.537

Source: Smart PLS 3 Processed Data (2025)

Table 2 bahwa nilai AVE setiap konstruk lebih besar dari 0.50. Sehingga, tidak ada masalah pada convergent validity dengan model yang diuji, dan model penelitian ini memiliki discriminant validity yang baik. Berdasarkan hal tersebut maka dapat disimpulkan bahwa *konstruk* telah memenuhi uji validitas pada tahapan *konvergen*. Tahapan selanjutnya adalah melakukan uji *diskriminan validity*. Dalam pengujian PLS bahwa uji *diskriminan validity* menggunakan *Cross-loadings*. *Cross-loadings* adalah pendekatan yang dilakukan diawal dalam menilai *validitas diskriminan indicator* dan di lanjutkan dengan *Cronbah'c Alpha*. Uji *discriminant validity* menggunakan nilai *cross loading* dan dilakukan untuk memastikan bahwa setiap konsep dari masing variable laten berbeda dengan variable lainnya. Indikator dinyatakan memenuhi *discriminant validity* jika nilai *cross loading* lebih besar dari 0,70. Hasil pengujian *discriminant validity* sebagai berikut:

Table 3
Cross Loading

Matriks	Moderation Effect 1	Moderation Effect 2	X1	X2	Y	Z
X1 * Z	0.764	1.000	-0.274	-0.227	-0.084	-0.200
X2 * Z	1.000	0.764	-0.369	-0.248	-0.262	-0.367
X1.1	-0.264	-0.256	0.747	0.287	0.433	0.341
X1.2	-0.224	-0.112	0.721	0.324	0.380	0.244
X1.3	-0.394	-0.272	0.782	0.368	0.387	0.405
X1.4	-0.188	-0.184	0.715	0.360	0.297	0.175
X1.5	-0.190	-0.167	0.702	0.338	0.267	0.169
X1.6	-0.296	-0.157	0.771	0.411	0.470	0.403
X1.7	-0.306	-0.256	0.730	0.342	0.424	0.336
X2.1	-0.034	-0.028	0.226	0.720	0.393	0.314
X2.2	-0.268	-0.272	0.399	0.817	0.428	0.330
X2.3	-0.282	-0.197	0.396	0.724	0.338	0.310
X2.4	-0.240	-0.209	0.459	0.842	0.507	0.455
X2.5	-0.127	-0.157	0.309	0.742	0.374	0.321
Y1	-0.115	-0.021	0.392	0.411	0.750	0.410
Y2	-0.156	-0.099	0.482	0.367	0.733	0.437
Y3	-0.256	-0.192	0.345	0.375	0.732	0.410
Y4	-0.237	-0.003	0.397	0.499	0.742	0.446
Y5	-0.198	-0.003	0.313	0.303	0.707	0.551
Z1	-0.260	-0.075	0.312	0.207	0.523	0.737
Z2	-0.305	-0.121	0.301	0.251	0.482	0.758
Z3	-0.292	-0.163	0.262	0.321	0.439	0.740
Z4	-0.217	-0.121	0.378	0.402	0.421	0.748
Z5	-0.340	-0.298	0.300	0.430	0.382	0.702
Z6	-0.208	-0.139	0.294	0.442	0.439	0.710

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Source: Smart PLS 3 Processed Data (2025)

Based on table 3 of the cross loading results, it can be concluded that the loading value of each indicator is greater than the cross loading value. Based on the table above, it can be seen that the cross loading value of each indicator for the variable is greater than the other variables so that it can be concluded that the discriminant validity is well stated.

Reliability Test

The composite reliability test is carried out to find out the value that shows the extent to which a measuring instrument can be trusted to be used. (Ghozali, 2016) All variables are declared reliable if the loading factor value is above 0.70. The value of composite reliability and Cronbach Alpha for each variable can be seen in table 4 as follows:

Table 4
Composite Reliability dan Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Moderation Effect 1	1.000	1.000
Moderation Effect 2	1.000	1.000
creativity (X1)	0.894	0.870
innovation (X2)	0.879	0.828
business success (Y)	0.853	0.785
business motivation (Z)	0.874	0.828

Source: Smart PLS 3 Processed Data (2025)

Based on table 5, a composite reliability value greater than 0.7 was obtained, meaning that the reliability in this study was met or declared reliable. Cronbach's alpha value for each latent variable where all values are greater than 0.70. The construct is declared reliable if Cronbach's alpha value is greater than 0.60. This shows that all constructs have good reliability according to the minimum value limit required.

R Square

The value of R² is used to see how much influence the variability of dependent variables is able to be explained by independent variables.

Table 5
R-Square Value

	R Square	R Square Adjusted
Y	0.529	0.503

Source: Smart PLS 3 Processed Data (2025)

Table 5 explains that the variables of creativity (X1) and innovation (X2) have an influence of 0.529 or 52.90% on the variable of business success (Y). While the remaining 47.10% was influenced by variables that were not included in this study. Based on this, the calculation results for R² show that R² is a strong.

Model Structural Testing

The next step is to estimate the path coefficient, which is the estimated value for the path relationship in the structural model obtained by the bootstrapping method. This test aims to minimize problems with the research data. If the P-values are smaller than the predetermined significance ($P < 0.05$), the relationship between the variables can be considered significant. The test results using the bootstrap method from the PLS SEM analysis are as follows:

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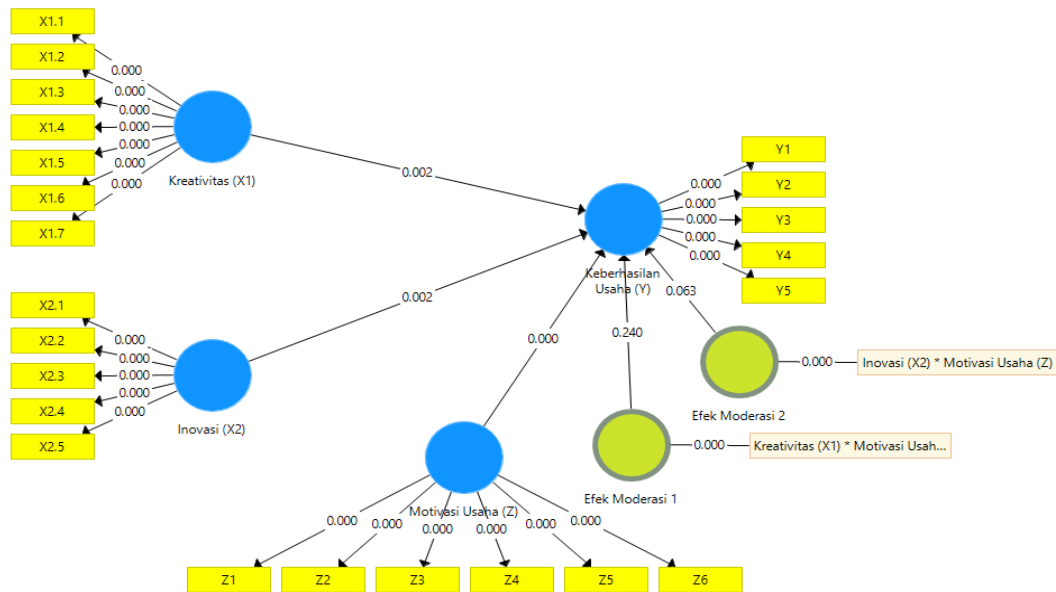


Figure 2
Bootstrapping

Information

X1 = Creativity

X2 = Innovation

Z = Business Motivation

Y = Business Success

Source: Smart PLS 3 Processed Data (2025)

To find out the structural model in this study, you can see the following table:

Table 6
Path Coefficients

Variable	T Statistics	P Values
Moderation Effect 1 -> Business Success (Y)	1.150	0.251
Moderation Effect 2 -> Business Success (Y)	1.838	0.067
Creativity (X1) -> Business Success (Y)	3.092	0.002
Innovation (X2) -> Business Success (Y)	3.041	0.002
Business Motivation (Z) -> Business Success (Y)	4.334	0.000

Source: Smart PLS 3 Processed Data (2025)

Based on the results of the patch coefficient analysis in table 6 above, the moderation effect 1 is the business motivation variable which as a moderation variable is not significant to the creativity variable to the business success variable with a p-value of $0.251 > 0.05$. The moderation effect 2 is the business motivation variable which as a moderation variable is not significant to the innovation variable to the business success variable with a p-value of $0.067 > 0.05$. The creativity variable is significant to the business success variable with a p-value of $0.002 < 0.05$. The innovation variable is significant to the business success variable with a p-value of $0.002 < 0.05$. The business motivation variable is significant to the business success variable with a p-value of $0.000 < 0.05$.

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Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between the study variables. The basis used in testing the hypothesis is the value found in the output result for inner weight. Table 9 provides the estimated output for the structural model test.

Table 7
Path Coefficients

	Original Sample	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
Moderation Effect 1 -> Business Success (Y)	-0.102	-0.087	0.089	1.150	0.251
Moderation Effect 2 -> Business Success (Y)	0.192	0.178	0.104	1.838	0.067
Creativity (X1) -> Business Success (Y)	0.258	0.256	0.083	3.092	0.002
Innovation (X2) -> Business Success (Y)	0.257	0.260	0.085	3.041	0.002
Business Motivation (Z) -> Business Success (Y)	0.387	0.397	0.089	4.334	0.000

Source: Smart PLS 3 Processed Data (2025)

Based on table 7, creativity has a significant effect on the success of business in car free day activities in Jambi City, because t-statistic has a higher value of $3,092 > 1,661$ and a p-value of $0.002 < 0.05$. Therefore, creativity has a significant effect on the success of the business in car free day activities in Jambi City.

Innovation has a significant effect on the success of the business in car free day activities in Jambi City, because the t-statistic has a higher value of $3,041 > 1,661$ and a p-value of $0.002 < 0.05$. Therefore, innovation has a significant effect on the success of the business in car free day activities in Jambi City.

Business motivation has a significant effect on the success of the business in car free day activities in Jambi City, because obtained t-statistic has a higher value of $4,334 > 1,661$ and a p-value of $0.000 < 0.05$. Therefore, business motivation has a significant effect on the success of the business in car free day activities in Jambi City.

Business motivation is able to strengthen or weaken the influence of creativity on business success in car free day activities in Jambi City, because t-statistic has a lower value of $1,150 < 1,661$ and a p-value of $0.251 > 0.05$. Therefore, business motivation weakens the influence of creativity on the success of business in car free day activities in Jambi City.

Business motivation is able to strengthen or weaken the influence of innovation on business success in car free day activities in Jambi City, because t-statistic has a higher value of $1,838 > 1,661$ and a p-value of $0.067 > 0.05$. Therefore, business motivation strengthens the influence of innovation on business success in car free day activities in Jambi City.

5.0 CONCLUSION

Creativity has a significant effect on the success of the business at the Jambi City car free day. It can be concluded that the better a person's creativity in developing their business, the better the success of the business. Innovation has a significant effect on the success of the business in the Jambi City car free day. It can be concluded that the better the innovation in managing the business, the better the success of the business. Business motivation has a significant effect on the success of the business at the Jambi City car free day. It can be concluded that the better a person's business motivation in carrying out his business, the better the success of the business will be. Business motivation weakens the

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influence of creativity on business success on car free day in Jambi City. Business motivation is seen from creativity in managing their business which aims to increase the success of their business, but the results of this study do not make business motivation a reason for business actors to strengthen their business success. Business motivation strengthens the influence of innovation on business success on the Jambi City car free day. Business motivation is seen from innovation in managing their business which aims to increase business success, the results of this research make business motivation a reason for business actors to strengthen their business success. |

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