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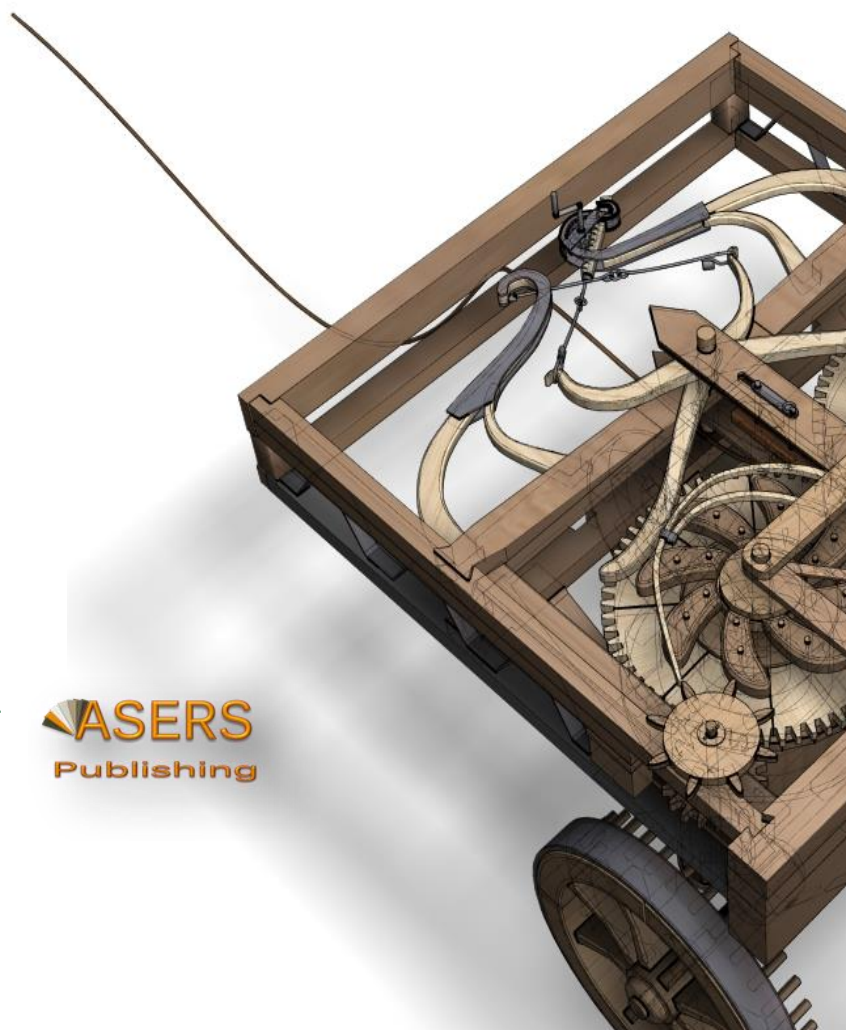
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The Effect of Creativity Skill, Motivation, Locus of Control on Self-Efficiency That Impact on the Success of Culinary Tourism Entrepreneurs in North Sumatra

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Abstract:

The purpose of this study is to obtain an overview of the variables *creativity skills*, motivation, locus of control affects the variables of increasing the success of culinary entrepreneurs in North Sumatra through the moderating variable of self-efficacy. In this study, the existing variables are closely related to things that affect the success of entrepreneurs such as creativity skills, motivation, locus of control and self-efficacy as moderating variables, thus influencing the dependent variable, namely increasing entrepreneurial success in running a culinary business in North Sumatra. The research method used in this research is descriptive quantitative research method using path analysis. In this study, the independent variables are related to factors that affect the success of culinary entrepreneurs such as creativity skills, motivation, locus of control and affect the moderating efficacy variables that connect the dependent and independent variables, while the dependent variable is to increase entrepreneurial success in running a culinary business in North Sumatra. , data analysis using AMOS 18 and data taken from data on the number of culinary entrepreneurs in North Sumatra in 2016-2020. Partially, the productivity skill, motivation and locus of control variables have a significant effect on the self-efficacy variable and have a significant effect on the variable increasing the success of culinary entrepreneurs in North Sumatra, while simultaneously the productivity skill, motivation and locus of control variables have an indirect significant effect on the increasing variable the success of culinary entrepreneurs in North Sumatra through self-efficacy variables. Based on the results of the research analysis, the conclusion that can be drawn is that partially productivity skill, motivation and locus of control variables have a significant effect on self-efficacy variables and have a significant effect on variables increasing the success of culinary entrepreneurs in North Sumatra, while simultaneously the productivity skills, motivation and locus of control indirectly has a significant effect on the variable increasing the success of culinary entrepreneurs in North Sumatra through self-efficacy variables. Through the results of research that has been stated that the Productivity skill variable possessed by an entrepreneur in the culinary field in North Sumatra must be able to increase the creative abilities possessed in increasing the innovation of their culinary products by creating a new product or modifying it will be able to increase the motivation of a person.

Keywords: creativity skills; motivation; locus of control; self-efficacy; success; entrepreneurship; culinary.

JEL Classification: J24; R11; Q50; Z32.

Introduction

Tourism is a promising industry and has bright prospects in the future, the tourism industry is a strong support and foundation for every country in order to increase per capita income or national income, in order to increase the country's foreign exchange to increase the country's economic growth. There are various types of tourism, one of which is culinary tourism, in every place throughout the country there are culinary tourism facilities that provide various types of food that will be brought as provisions or as a service that can satisfy and pamper customers when visiting or traveling to Indonesia. a country. Indonesia is a country that has many tourist attractions. one of the areas that has beautiful and beautiful tourist objects is the province of North Sumatra which has tourist attractions such as Berastagi, Gundaling, Cermin Beach and Lake Toba. Seeing the prospect of culinary tourism that provides a variety of Sumatran cuisine and specialties. In running their business, the owner of culinary tourism in tourist attractions in North Sumatra must have the ability and skills to increase creativity in this culinary business, every time the competitors are creative in their culinary by creating new menus or modifying the menu to make it more delicious and interesting in taste. Besides that, culinary entrepreneurs in tourist areas must have high motivation so that the business they want to develop is successful, with increased motivation, they will be able to increase locus of control, as part of increasing the entrepreneur's self-efficacy, because only the entrepreneur can know and understand the prospects of the culinary business. which he does in his place of business by creating food creations or snacks that can attract customers who are tourists, on average, to visit tourist attractions, as well as visit their place of business. According to expert opinion because only the entrepreneur can know and understand the prospects of the culinary business he is engaged in in his place of business by creating food or snack creations that can attract customers, who are tourists, to visit tourist attractions, as well as visit their place of business. According to expert opinion because only the entrepreneur can know and understand the prospects of the culinary business he is engaged in in his place of business by creating food or snack creations that can attract customers, who are tourists, to visit tourist attractions, as well as visit their place of business. According to expert opinion (Suharyono 2017) Increased creativity skills (Creativity Skills), must be owned by every entrepreneur, with creativity skills owned by entrepreneurs must create creativity and innovation for their business products, so that with innovation from their products the entrepreneur has high motivation that the business will be made successful, so that he can increase his locus of control and self-efficacy, so as to increase the success of the business he is involved in.

The number of entrepreneurs or entrepreneurs in the field of culinary tourism in North Sumatra Province can be seen in Table 1 below:

Table 1 Number of Culinary Entrepreneurs in North Sumatra in 2016-2020

Year	Number of Entrepreneurs in North Sumatra in 2016-2020 (Persons/Souls)	Number of Entrepreneurs in the Culinary Industry (Person/Soul)
2016	12,500	6,500
2017	13,000	6.850
2018	15,500	6.950
2019	16,850	5,400
2020	17,700	4.350

Source: BPS North Sumatra and North Sumatra Cooperatives and SMEs Service

Based on Table 1 above, it can be concluded that the number of entrepreneurs in 2016-2020 is increasing, but the number of entrepreneurs in the culinary field is decreasing, this is because some entrepreneurs in the culinary field still do not have creativity skills, so they cannot have high motivation. His business will be successful, thus affecting his mentality and lowering his locus of control and self-efficacy, thereby reducing his interests and abilities which results in the failure of some entrepreneurs in running their culinary businesses both in tourist attractions and in other places. In this study, the existing variables are closely related to things that affect the success of entrepreneurs such as creativity skills, motivation, locus of control and self-efficacy as moderating variables, thus influencing the dependent variable, namely increasing entrepreneurial success in running a culinary business in North Sumatra. The purpose of this study was to obtain an overview of the variables creativity skill, motivation, locus of control which influenced the variables to increase the success of culinary entrepreneurs in North Sumatra through the moderating variable of self-efficacy. The entrepreneur believes that his business can grow and succeed, so he usually improves his locus of control and self-efficacy so that he is able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. It has been stated that the variables so that he usually increases his locus of control and self-efficacy in order to be able to convince and strive

to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. so that he usually increases his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. so that he usually increases his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. so that he usually increases his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. so that he usually increases his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world. Productivity skills that is owned by an entrepreneur in the culinary field in North Sumatra must be able to increase his creative abilities in increasing his culinary product innovation by creating a new product or modifying it will be able to increase the motivation of an entrepreneur himself, he is confident that his business can develop and be successful, so that he usually improves his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world

1. Literature Review

Creativity Skill

According to expert opinion (Aljuwaiber 2020) creativity skill is the ability possessed by a person in carrying out his imagination to create something creative and needed by others. According to expert opinion (Duarte Alonso *et al.* 2019) creativity skill is the ability possessed by a person or group of people in designing something into a real form and used and adapted to the will of the community. According to expert opinion (Cabrera and Mauricio 2017) *creativity skills* is a creative ability possessed in an effort to create something useful for many people and needed by society. According to expert opinion (Çelik *et al.* 2021) *creativity skills* is an ability that must be possessed by someone or another person in increasing creative power in an effort to create products that are in accordance with the wishes of the community. According to expert opinion (Durmusoglu *et al.* 2018) *creativity skills* arises when a person or group of people has the creative ability to plan, design, and determine the raw materials that will be used in the process of creating products for the benefit of consumers.

Motivation (motivation)

According to expert opinion (Fu *et al.* 2019) *motivation* is a desire to improve one's abilities in order to complete the job well. According to expert opinion (Horng *et al.* 2020) *motivation* is an effort made to be able to increase productivity and increase passion in carrying out their duties and responsibilities properly. According to expert opinion (Hoyte 2019) *motivation* is a systematic effort in order to improve performance by encouraging him to be serious in carrying out his work. According to expert opinion (Kirkley 2016) motivation makes everything possible to succeed by increasing the driving force so that the completion of performance is better. According to expert opinion (Lalicic and Dickinger 2019) a person's motivation can be seen from increasing ability and having a high desire to complete each activity for the better.

Locus of Control

According to expert opinion (Lans *et al.* 2014) *locus of control* allows a person to always measure his ability and motivation in completing his work, so that he is able to complete his work well. According to expert opinion (Liang *et al.* 2017) *locus of control* is something that becomes the level of the extent to which a person is able to complete his work well. According to expert opinion (Mahfud *et al.* 2020) *locus of control* is something that becomes the principal or principle that arises in the individual to measure the extent to which his duties and responsibilities are carried out well. According to expert opinion (Ozdemir *et al.* 2019) *locus of control* is a measure of the ability that a person has in the form of individual feelings about the extent to which the work is done well. According to expert opinion (Kirkley 2016) *locus of control* can be seen from the feeling in the individual about the success of the implementation of the work whether it is in accordance with the established procedures or not.

Self Efficacy

According to expert opinion (Sarwar *et al.* 2021) self-efficacy is a person's confidence in his abilities, so he is able to carry out his duties well (Shamionov *et al.* 2014) self-efficacy is an impulse and desire that arises in someone who believes in their abilities in carrying out the tasks assigned to them. According to expert opinion (Lans *et al.* 2014) self-efficacy is a high belief in the results obtained because their abilities can be used properly in carrying out the tasks assigned to them. According to expert opinion (Sieger *et al.* 2016) self-efficacy is an individual's belief in his ability to carry out all the duties and responsibilities assigned to him. According to expert opinion (Smith *et al.* 2016) self-efficacy can be seen from a person's self-confidence that he is able to carry out his assigned duties and responsibilities as expected by the company.

Increasing Entrepreneurial Success

According to expert opinion (Tripathi *et al.* 2021) increasing entrepreneurial success is an effort to increase the degree and experience it has in order to improve business performance that has been run well. According to expert opinion (After *et al.* 2020) Increasing entrepreneurial success is a challenge in order to improve the capabilities possessed in order to advance their business and improve the brand they have. According to expert thinking (Yazdanshenas 2021) Increasing entrepreneurial success is a condition of being in a good condition to achieve maximum profit in improving its business performance so that it is well known throughout the world. According to expert thinking (D. Di Zhang & Bruning, 2011) Increasing entrepreneurial success can be described as increasing ability and being able to develop their business in various corners of the world, and being able to generate maximum profit. According to expert opinion (T. Zhang *et al.* 2019) the increase in entrepreneurial success can be seen from the increase in turnover, being able to expand its business to several places, as well as being able to control and control expenses and be adjusted to the needs of the products produced.

2. Research Methods

The research method used is descriptive quantitative. According to expert opinion (Mushtaq & Kanth 2015) quantitative descriptive research method describes the situation in accordance with the actual situation, the existing conditions allow a conclusion to be drawn, and analyzed through quantitative data processing. In this study, the independent variables are related to factors that affect the success of culinary entrepreneurs such as creativity skills, motivation, locus of control and affect the moderating efficacy variables that connect the dependent and independent variables, while the dependent variable is to increase entrepreneurial success in running a culinary business in North Sumatra, data analysis using AMOS 18 and data taken from data on the number of culinary entrepreneurs in North Sumatra in 2016-2020.(Dasgupta, 2015)The sampling technique using the accidental sampling method is a sampling technique in which the sample is taken when the party who wants to take the sample is at the research location. In this case the sample taken to represent entrepreneurs in the culinary field in the North Sumatra region as many as 4,350 people as many as 366 people using the slovin formula, questionnaires were distributed via email.

3. Results and Discussion

Regression Weights Analysis

Based on the results of the Composite Model Regression Weights analysis in Tables 2 and 3, it can be concluded that the productivity skill variable has a significant effect on the self-efficacy variable and the variable increases the success of culinary entrepreneurs in North Sumatra, the estimate value of this variable is 0.178 and 0.268 is greater than the significance level of 0.05, besides that the other two variables, namely the motivation variable and the locus of control variable also have a significant effect on the self-efficacy variable and the variable increasing the success of culinary entrepreneurs, for the motivation variable has an estimate value of 0.171 and 0.261 is greater than the significant level of 0, 05, and the locus of control variable has an estimate value of 0, 164 and 0.184 which is greater than the significant level of 0.05.

Table 2. Regression Weights Composite Model

		Estimate	SE	CR	P
<i>Productivity skills</i>	← -- Self efficacy	.178	.266	.452	.325
<i>Motivation</i>	Self efficacy ← --	.171	.253	.678	.457
<i>Locus of control</i>	Self efficacy ← --	.164	.260	.682	.466
<i>Productivity skills</i>	Increase the success of culinary entrepreneurs ← --	.268	.249	.448	.462
<i>Motivation</i>	Increase the success of culinary entrepreneurs ← --	.261	.360	.681	.467
<i>Locus of control</i>	Increase culinary entrepreneurial success ← --	.184	.270	.434	.360

Source: Data processed, 2020

Table 3. Composite Model Regression Weights

	Estimate	SE	CR	P
Self-efficacy Increase culinary entrepreneurial success ← --	.247	.255	.458	.339

Source: Data processed, 2020

Table 4. Standardized Regression Weights Composite Model

		Estimate
<i>Productivity skills</i>	← -- Self efficacy	.178
<i>Motivation</i>	← -- Self efficacy	.171
<i>Locus of control</i>	← -- Self efficacy	.164
<i>Productivity skills</i>	← -- Increase the success of culinary entrepreneurs	.268
<i>Motivation</i>	← -- Increase the success of culinary entrepreneurs	.261
<i>Locus of control</i>	← -- Increase the success of culinary entrepreneurs	.184

Source: Data processed, 2020

Table 5. Standardized Regression Weights Composite Model

	Estimate
Self efficacy ← -- Increase the success of culinary entrepreneurs	.247

Source: Data processed, 2020

To find out the indirect effect can be seen in Table 9 below:

Table 6. Direct Effects

	Self efficacy	Increase the success of culinary entrepreneurs
<i>Productivity skills</i>	.178	.268
<i>Motivation</i>	.171	.261
<i>Locus of control</i>	.164	.184

Source: Data processed, 2020

Table 7. Standardized Total Effect

	Self efficacy	Increase the success of culinary entrepreneurs
<i>Productivity skills</i>	.437	.461
<i>Motivation</i>	.150	.169
<i>Locus of control</i>	.144	.063

Source: Data processed, 2020

Table 8. Direct Effects

	Self efficacy	Increase the success of culinary entrepreneurs
Self efficacy	.000	.247
Increase the success of culinary entrepreneurs	.266	.000

Source: Data processed, 2020

Table 9. Indirect Effect

	Self efficacy	Increase the success of culinary entrepreneurs
<i>Productivity skills</i>	.266	.299
<i>Motivation</i>	.253	.278
<i>Locus of control</i>	.252	.269

Source: Data processed, 2020

Based on Table 8 above, it can be concluded that the Productivity skill variable has an indirect effect on the variable increasing the success of culinary entrepreneurs in North Sumatra through the moderating variable of self-efficacy, from the output, the estimated value of 0.266 is positive. Motivation variable has an indirect effect on the variable increasing the success of culinary entrepreneurs in North Sumatra through moderating variables of self-efficacy, from the output results obtained an estimated value of 0.253 has a positive value, while the Locus of control variable has an indirect effect on the variable increasing the success of culinary entrepreneurs in North Sumatra through self-efficacy moderator variable, from the output results obtained an estimated value of 0.252 is positive.

Conclusion

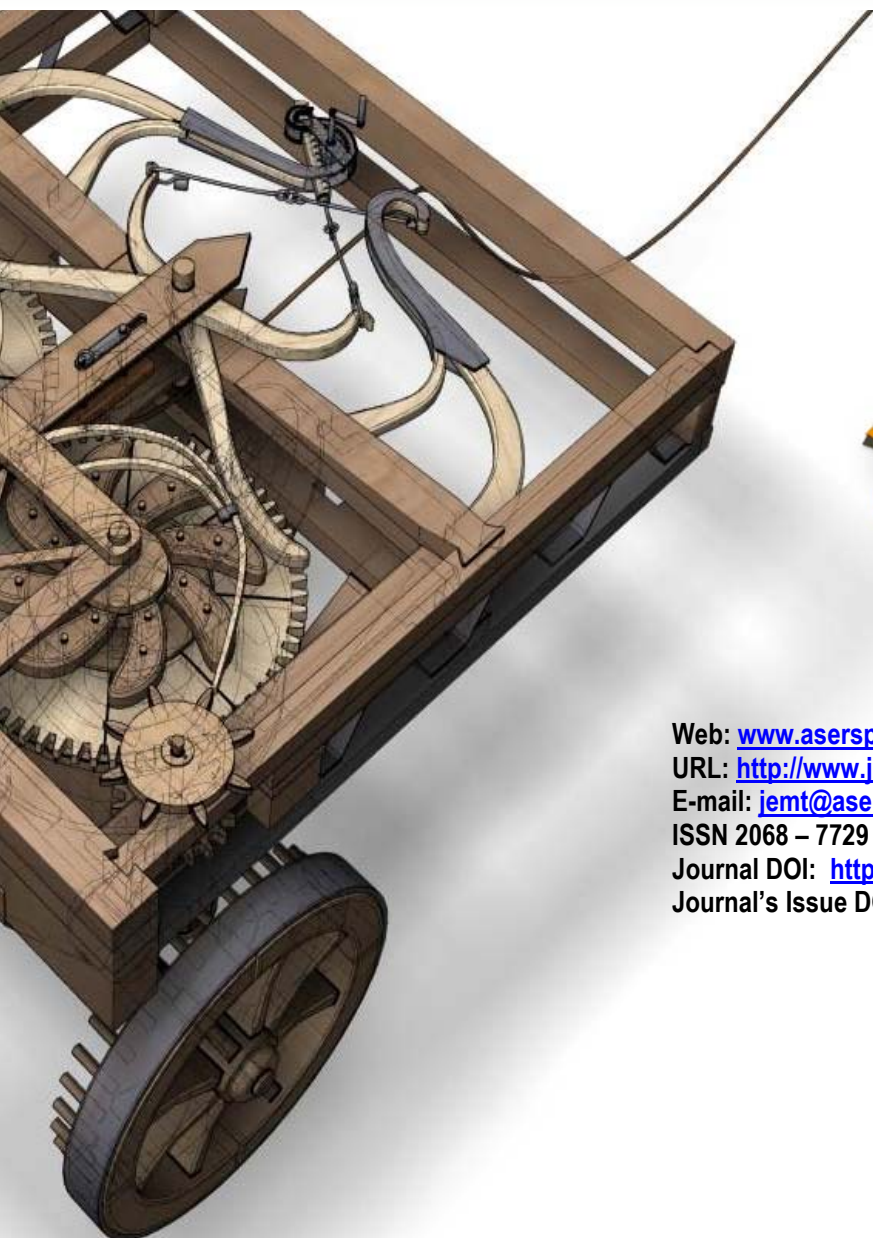
Based on the results of the research analysis, the conclusion that can be drawn is that partially productivity skill, motivation and locus of control variables have a significant effect on self-efficacy variables and have a significant effect on variables increasing the success of culinary entrepreneurs in North Sumatra, while simultaneously the productivity skills, motivation and locus of control indirectly has a significant effect on the variable increasing the success of culinary entrepreneurs in North Sumatra through self-efficacy variables. Through the results of research that has been stated that the variable *Productivity skill* that is owned by an entrepreneur in the culinary field in North Sumatra must be able to increase his creative abilities in increasing his culinary product innovation by creating a new product or modifying it will be able to increase the motivation of an entrepreneur himself, he is confident that his business can develop and be successful, so that he usually improves his locus of control and self-efficacy in order to be able to convince and strive to be able to develop his business so that success for his culinary business can be recognized by visitors or consumers throughout Indonesia and even in the world..

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