



Investigation of the Role of Entrepreneurship Characteristics in Moderating Creativity and the Business Environment towards Business Sustainability

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Abstract. It is undeniable that the existence of SMEs in developing countries can be said to be the backbone of a country's economy. SMEs are proven to have been able to move the wheels of the nation's economy and reduce existing unemployment. This study aims to analyze the factors that influence Business Continuity in SMEs in Magelang Regency using the variables of Creativity, Business resilience, and Entrepreneurial Characteristics as moderating variables. This research uses purposive sampling techniques and data analysis techniques using SmartPLS 3.0 software. Respondents in this study amounted to 344, with data collection techniques using questionnaires. The results of this study are that creativity has a negative but significant effect on business sustainability, business resilience has a significant positive effect on business sustainability, creativity has a significant positive effect on entrepreneurial characteristics, business resilience has a significant positive effect on entrepreneurial characteristics, entrepreneurial characteristics are able to moderate relationships between creativity and business continuity, and entrepreneurial characteristics are able to moderate the relationship between business resilience and business sustainability. Furthermore, studies have shown that entrepreneurial characteristics play a crucial role in enhancing the relationship between creativity and business continuity. Additionally, it has been found that entrepreneurial characteristics also have the ability to strengthen the link between business resilience and business sustainability.

Keywords: SMEs, Creativity, Resilience, Entrepreneur Characteristics, Sustainability Business.

1 Introduction

In this very sophisticated era, technology and science that are useful in advancing human civilization are familiar. With advanced technology, it can encourage business actors to build their businesses not in conventional ways but in modern ways. Nowadays, many small businesses have sprung up. In this day and age, many small businesses that are often referred to as middle-class microenterprises (SME's) have sprung up. In difficult times such as the COVID-19 pandemic, which has caused the wheels of the econ-

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omy to go down and even stop, SME's players are able to survive despite various limitations. This shows what the strength of SME'Ss itself is. Microbusinesses, which are the smallest businesses in SME's, are likened to sleeping giants. SME's are one of the main bases in the country's economy because they have a large role in developing the potential of business actors[1].

In ASEAN, SME's manifest employment as much as 50% to 95% and a share in GDP between 30% and 50% [2]. The increase in the number of SME's is also experienced by one of the countries in ASEAN, namely Indonesia. The increasing number of SME actors in Indonesia also affects several regions in Indonesia, one of which is in the Central Java region, precisely Magelang City and Regency. According to the Deputy Regent of Magelang, Edi Cahyana, based on data recorded in 2021, there are 1,971 units in Magelang City and 106,000 units in Magelang Regency. These SME's cover various sectors, which include culinary, handicrafts, and others [3].

For a country, especially a developing country like Indonesia, SME's are considered to play a leading role in economic sustainability. The existence of Micro, small, and Medium Enterprises (SME) is a component of the nation's economic activities that are currently being developed. This is because the existence of SME's is very profitable in terms of distributing community income [4]. In building a business, entrepreneurs have goals, one of which is the success of their business, and they strive for the business they are pursuing to continue.

Business continuity is a condition where business actors are able and try to maintain their business for a long period of time. An established business definitely wants its business to continue for a long time. Business sustainability itself is a vulnerable factor for SME's because usually SME's players who have sprung up only follow the trend so that when the trend has expired, they can replace it with a new type of product or stop doing the business, and rarely anyone inherits it to the next few generations.

Sustainable growth is the main achievement of a business. Businesses that have been built by entrepreneurs definitely want sustainable growth in the long term [5]. In business continuity, there are several things that influence it, such as entrepreneurial characteristics, which are useful to see whether a business actor has the characteristics of an entrepreneur or not. It is important for an entrepreneur to understand how entrepreneurs are able to withstand uncertainty, what drives them during difficult periods of time, and how to regulate personal emotions so as not to affect their work.

In addition to entrepreneurial characteristics, of course, a business actor must have creativity in themselves to help them channel the ideas in their heads. Creativity is a path used by entrepreneurs in order to be able to produce new products, services, or systems. A high level of creativity is also able to create high-value products [6].

In 2020, the number of SME's in Magelang City decreased by 12%. While in Magelang Regency Broadly speaking, the number of businesses that experienced a decrease in production in Magelang Regency was 55.5%. Meanwhile, the number of businesses that stopped production was 23.1% [2]. According to the Department of Industry and Trade, this is due to the death of SME business actors, double data collection, changing professions or changing addresses, bankrupt businesses, and the COVID-19 pandemic, which is the most impactful on the decline and forced cessation of production activities [8].

The Need for Achievement can be a motivating factor for someone to excel in real-life situations, have opportunities to obtain them, and cause a sense of creativity in an individual. A great desire for success and a fear of failure will be a great combination to achieve good results in the Need for Achievement [9]. McClelland stated that each human being has their own wants and needs according to their nature, behavior, and pattern of thinking. They also have a strong drive or motivation to achieve success. The need for achievement relates to the difficulty of a person choosing the task to be performed. If a person has a high level of need for achievement, it can be identified as having a desire to perform more difficult tasks with a high level of difficulty. People with a low level of need for achievement will choose lighter tasks with a lower level of challenge so that if they experience failure, they will not feel ashamed [10].

Sustainability is about something that takes place or something that lasts. Business is an activity that requires the exertion of energy and mind, both physically and non-physically, in order to achieve predetermined goals [11]. Business continuity is a condition where business actors are able and try to maintain their business for a long period of time. Where an entrepreneur wants his business to continue for a long period of time. Business continuity can be related to how an entrepreneur is able to develop his business. Business development is usually carried out in order to increase the amount of production, so it requires replacement, increasing the number of resources owned, and other factors with the aim of structuring the management of a business [11].

According to Dwitya, to maintain sustainability, strategies are needed that can improve performance [12]. SME sustainability can be seen through the company's success in innovating, the ability to manage employees and customers, and the return on capital [13]. Business sustainability itself is a vulnerable factor in MSMEs because usually MSME players who have sprung up only follow the trend so that when the trend has expired, they can replace it with a new type of product or stop doing the business, and rarely anyone passes it on to the next few generations.

Broadly speaking, a characteristic is something related to a person's nature so that differences can be identified with others. Entrepreneurs are people who lead activities and have great motivation to take risks to achieve their goals [14]. Bustan [30] identifies that an entrepreneur feels responsible in terms of business and social, is able to be committed, always chooses high risks, is able to see opportunities quickly, always looks ahead and remembers past achievements as motivation to always move forward, always wants to make money, has skills in managing organizations, and is always ambitious.

Internal factors in the characteristics of an entrepreneur are able to determine the success of his business. These characters have a high fighting spirit, have the desire to innovate, are responsible in everything, have the desire to achieve very high standards, and have the courage to take risks [15]. The influence of the owner's personal characteristics such as age, gender, education, previous experience, family background, and knowledge on the growth of SMEs in addition to presenting an overview of the factors that help the company [16]. Entrepreneurial characteristics are defined as qualities or traits that remain and continuously exist and can be used as characteristics of a person or object. According to Abdullah and Mansor, entrepreneurial characteristics are an important factor in the success of an MSME [15].

Creativity is defined as the process and ability of an individual to think and create new ideas, new things, or new concepts in an original and different way from what has existed before [17]. Creativity involves critical thinking and storytelling [17]. When someone thinks he will make a story in his brain, it will be rethought critically. The method used by an entrepreneur in producing a new product, service, or system is creativity; if creativity is high, the inventiveness and value of the product or service are also high [6]. According to Sukirman, Creativity is an idea used to express new things both in products and services with value addition in the product or service [6]. The function of creativity in entrepreneurs is to provide a basis for the growth of their businesses and their ability to see opportunities. In other words, mentally, an entrepreneur who has a spirit of creativity in himself is able to think fluently and in detail about new ideas in his brain [18].

Resilience itself is needed by entrepreneurs to maintain their businesses even in extreme circumstances. He is required to see the various possible opportunities that arise in order to remain consistent in the market. This survivability is considered important for the sustainability of its business in the long term. Resistance itself describes the resistance of the material to strong shocks and its ability to absorb shocks without breaking [19]. Winnard have stated that an entrepreneur will always form and have strategies that they can use to survive in times of unfavorable conditions or uncertainty, as well as in a competitive market environment with a long period of time where an entrepreneur must also have the ability to survive and continue [20]. Characteristics are one of the factors that affect the resilience of a business, and the entrepreneurial spirit in entrepreneurs is a reflection of the characteristics of the individual [21]. Entrepreneurial resilience can be described as the ability of an entrepreneur to outsmart a personal condition and an unstable market while always being oriented towards the future.

2 Method

The population is a group in an area that has subjects or objects in it and has certain criteria according to the provisions set by researchers studying the object or subject which will then be drawn into a conclusion [22]. This difference is due to the different characteristics or specific values. The population in this study are SME'S actors spread across Magelang Regency. Winarno [31] states the definition of a purposive sampling technique is a technique used using certain considerations or criteria so that the samples taken can be used according to their purpose. The criteria or benchmarks used for determining the sample in this study are:

1. The types of SMEs taken were Culinary SMEs in the City and Regency of Magelang
2. The number of workers is more than 5 people and the business age is more than 2 years

This research is a quantitative study with a population of 2425 SME'Ss in the culinary field with a sample of 344 SME'Ss taken using the slovin formula with a leeway percentage of 20%. This study uses the SEM analysis technique with Partial Least Square (PLS), which is one of the analytical techniques by combining factor analysis

and regression analysis (correlation) with the aim of examining the relationship between variables in a model [23]. This study tested the 7 hypotheses proposed in this study. The hypothesis will be analyzed using SmartPLS 3.0 software to test the relationship between variables.

3 Results

Characteristics of respondents based on gender, age, education level, length of business, turnover are presented in Table 1.

Table 1. Respondent Identity

Characteristics of Respondents	Criteria	Amount	Percentage (%)
Gender	Man	156	45%
	Woman	188	55%
	Amount	344	100%
Age	< 20 years	5	2%
	20 - 30 years	57	16%
	31 - 40 years	73	21%
	41 - 50 years	95	28%
	> 50 years	114	33%
	Amount	344	100%
Level of education	No school	4	1%
	Elementary school	49	14%
	Junior High School	79	23%
	Senior Highschool	147	43%
	D1	1	0.50%
	D2	1	0.50%
	D3	10	3%
	S1	53	15%
	Amount	344	100%
Length of Business	< 3 years	40	12%
	35 years old	84	24%
	6 - 10 years	85	25%
	> 10 years	135	39%
	Amount	344	100%
Turnover	< 15 million	282	82%
	15 - 30 million	36	10%
	31 - 50 million	17	5%
	51 - 70 million	4	1%
	71 - 90 million	1	0.30%
	> 90 million	4	1%
	Amount	344	100%

Source: Processed data (2022)

3.1 R-Square

The R2 test is a test used to measure how far the model's ability to explain variations in the dependent variable [24]. The criterion for R-square is that if the R-square value is 0.75 it is included in the strong category, the R-square value is 0.50 which is in the moderate category and the R-square value is 0.25 which is in the weak category [28] (Table 2).

Table 2. R-square table

Variable	R-square	R-square Adjusted
Y	0.555	0.548
Z	0.532	0.530

Source: SmartPLS Output Data (2022)

Based on the R-square test table above, it can be concluded that the R-square Adjusted Model is 0.548 for the variable Y and 0.530 for the variable Z. That is, the ability of Variables X1 (Creativity) and X2 (Resilience) in explaining Variables Y (business continuity) and Z (Entrepreneurial characteristics) of 54.8% and 53% thus the model is classified as moderate (good enough).

3.2 Moderation Effect (Moderating Effect)

Analysis of the moderation effect model uses 3 tests, namely; direct effect, indirect effect and total effect (Fig. 1).

Direct Effect (Direct Effect). Direct effect analysis uses path analysis where if the path coefficient value is positive then the direction of the variable is in the same direction but if the path coefficient value is negative then the direction of the variable is opposite. After that, look at the value of the P-Value if it is <0.005 then it is said to be significant but if the P-Value is > 0.005 it is said to be not significant (Table 3).

Table 3. Direct Effects

Track	Original Sample	P-Value
X1 → Y	-0.124	0.023
X1 → Z	0.146	0.000
X2 → Y	0.224	0.001
X2 → Z	0.677	0.000
Z → Y	0.481	0.000

Source: Data Output SmartPLS 3.0 (2022)

Based on table 4.8 shows that the path coefficient values exist in each variable. X1 to Y has a value of -0.124 with a P-Value of 0.023 which means the direction of the path, which means the path taken by Variable X1 to Y is in the opposite direction but significant. Whereas X1 to Z has a value of 0.146 with a P-Value of 0.000 which means the direction from the path traversed by variable X1 to variable Z is unidirectional and

significant. The path coefficient value of the variable X2 to Y is 0.224 with a P-Value of 0.001 which means the direction of the path that passed by variable X2 to variable Y in the same direction and significant while the path coefficient value for variable X2 to variable Z is 0.677 with a P-Value of 0.000 which means the direction of the path used by the variable is unidirectional and significant.

Indirect Effect (Indirect Effect). The purpose of the indirect effect analysis is to determine the indirect effect of an independent variable on the dependent variable which is influenced by a moderating variable. The criteria in this analysis are the same as in the analysis of direct effects where if the coefficient value is positive then it is in the same direction and if it is negative then it is opposite. If the P-Value is <0.05 , it is significant, but if it is >0.05 , it is not significant (Table 4).

Table 4. Indirect Effects

Track	Original Sample	P-Value
Z → X1 → Y	0.070	0.000
Z → X2 → Y	0.326	0.000

Source: SmartPLS Output Data (2022)

The path coefficient value of variable Z in moderating variable X1 to variable Y has a coefficient value of 0.070 with a P-Value of 0.000 which means, the direction of the path traversed is unidirectional and significant. The coefficient value for variable Z in moderating variable X2 towards variable Y is 0.326 with a P-Value of 0.000 which means the direction of the path is unidirectional and significant. In other words, variable Z is able to moderate variables X1 and X2.

Total Effect (Total Effect). The total effect is the total of direct and indirect effects. The results of the total effect can be seen from the following table (Table 5).

Table 5. Total Effects

Track	Original Sample	P-Value
X1 → Y	-0.054	0.363
X1 → Z	0.146	0.000
X2 → Y	0.549	0.000
X2 → Z	0.677	0.000
Z → Y	0.481	0.000
Z → X1 → Y	0.055	0.495
Z → X2 → Y	-0.172	0.020

Source: SmartPLS Output Data (2022)

Based on the Total Effect results in table 5, the total effect value on the relationship X1 (Creativity) and Y (Business continuity) is -0.054 with a P-Value of 0.363 which means the direction of the path is opposite and not significant. The total effect value on the relationship X1 (Creativity) and Z (Entrepreneurial Characteristics) is 0.146 with a P-Value of 0.000 which means that the path is unidirectional and significant. The total

effect value on the relationship X2 (business continuity) with Y (business continuity) is 0.549 with a P-Value of 0.000 which means that the direction of the path is unidirectional and significant. The total effect value on the relationship X2 (business continuity) with Y (business continuity) is 0.677 with a P-Value of 0.000 which means the direction of the relationship is unidirectional and significant. The total effect value on the relationship Z (entrepreneurial characteristics) and Y (business continuity) is 0.481 with a P-Value of 0.000 which means the direction of the relationship is unidirectional and significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X1 (Creativity) towards Y (Business continuity) is 0.055 with a P-Value of 0.495 which means the direction of the path of the relationship is unidirectional but not significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X2 (Resilience) to Y (Business continuity) is -0.172 with a P-Value of 0.020 which means the direction of the path of the relationship is opposite but significant. 000 which means the direction of the relationship is unidirectional and significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X1 (Creativity) towards Y (Business continuity) is 0.055 with a P-Value of 0.495 which means the direction of the path of the relationship is unidirectional but not significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X2 (Resilience) to Y (Business continuity) is -0.172 with a P-Value of 0.020 which means the direction of the path of the relationship is opposite but significant. 000 which means the direction of the relationship is unidirectional and significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X1 (Creativity) towards Y (Business continuity) is 0.055 with a P-Value of 0.495 which means the direction of the path of the relationship is unidirectional but not significant. The total effect value on the moderating relationship between Z (Entrepreneurial Characteristics) and X2 (Resilience) to Y (Business continuity) is -0.172 with a P-Value of 0.020 which means the direction of the path of the relationship is opposite but significant.

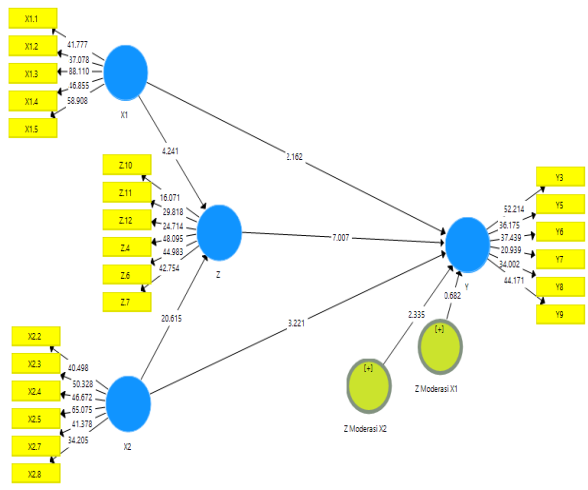


Fig. 1. Moderation Effect (Moderating Effect) (Source: SmartPLS 3.0)

3.3 Discussion

Creativity Has a Positive Effect on Business Sustainability. The results of testing Hypothesis 1 show that variable X1 has a significant negative effect on variable Y with a value of -0.124. Based on these results, it can be seen that the relationship between creativity and business continuity is negative or the opposite. Based on these results, it can be seen that the higher the creativity, the lower the business continuity. Based on the results of the questionnaire, many respondents have the number 3, which means neutral, so this causes the value of X1 to Y to be negative because it is hindered by knowledge between different respondents, so there is a large bias that causes the value of creativity to be negative for business continuity.

The role of creativity in the sustainability of one's own business is based on McClelland's Need for Achievement Theory. The theory suggests that a person has a need to achieve achievements in life, especially in his job, where everyone has the desire to succeed and sets it as the greatest achievement in his life. So creativity is considered a tool that can help a person achieve the main goals in his life. Creativity itself must exist in an entrepreneur, and this ability can help an entrepreneur express new ideas for the sustainability of their business.

The results of this study are in line with research conducted by Srikalimah [7] with negative results, but contrary to the research of Nuriyanti [29], which found positive correlations between creativity and entrepreneurial success. These differing findings suggest that the relationship between creativity and entrepreneurship may be complex and influenced by various factors such as individual traits, industry context, and environmental conditions. Further research is needed to fully understand the role of creativity in entrepreneurial success and its implications for business sustainability [15], [17] with positive results. This means that the creativity ability of an entrepreneur is not able to determine the sustainability of his own business and must be accompanied by other factors for its sustainability.

Business Resilience Has a Positive Effect on Business sustainability. The results of testing hypothesis 2 show that variable X2 has a significant positive effect on variable Y with a value of 0.224. Based on these results, it can be seen that business resilience has a significant positive effect on business sustainability. Where the higher the resilience of a business, the higher the sustainability of the business.

The role of resilience in business continuity itself is based on McClelland's Need for Achievement Theory. The theory posits that a person has a need to achieve things in life, and money is not the main achievement in his life. The role of resilience in the sustainability of one's own business is that resilience is considered to be an entrepreneur's desire to maintain the continuity of his business, where the relationship with the theory of the need for achievement itself is that the achievement desired by an entrepreneur is a business that is able to run for a long time and be passed on to the next generation.

The results of this study are in line with research conducted by Fatoki [19] and Prastian [13] regarding resilience, with positive results. It can be concluded that business

resilience is directly related to the sustainability of a business, and an entrepreneur must have this ability for the continuity of his business.

Creativity Positively Affects Entrepreneurial Characteristics. The results of hypothesis 3 testing show that variable X1 has a significant positive effect on variable Z with a value of 0.146. Based on these results, it can be concluded that creativity has a significant positive relationship with entrepreneurial characteristics, where the higher a person's creativity, the higher the characteristics of the entrepreneur.

The role of creativity in entrepreneurial characteristics itself is based on McClelland's Need for Achievement Theory. The theory posits that a person has a need to achieve in life. Creativity is an ability that must exist in every entrepreneur and must be one of his main abilities in running and developing his business. The characteristics of an entrepreneur are able to support entrepreneurs in running their business, where their own characteristics identify a person through the characteristics of entrepreneurship. If someone wants to run their business well, they must be able to process emotions and not panic when they get problems. This is related to the theory of the need for achievement, where creativity and entrepreneurial characteristics are useful for achieving the main goals in their lives.

The results of this study are in line with research conducted by Nuriyanti [29] with positive results and contrary to research conducted by Bustan [30], Diabate [16], and Srikalimah [7] with negative results. Based on the positive results between creativity and entrepreneurial characteristics, it can be concluded that an entrepreneur must have creativity and entrepreneurial spirit in running his business in order to maintain it in the long term.

Business Resilience Positively Affects Entrepreneurial characteristics.. The results of testing hypothesis 4 show that variable X2 has a significant positive effect on variable Z with a value of 0.677. Based on these results, it can be seen that the relationship between business resilience has a significant positive effect on entrepreneurial characteristics where the higher a person's desire to maintain his business, the higher the person's entrepreneurial characteristics.

The role of resilience in entrepreneurial characteristics itself is based on McClelland's Need for Achievement Theory. The theory posits that a person has a need to achieve in life. The role of business resilience in this theory is that if someone wants to achieve their main goal and continue to maintain it, then he must have the character to be able to survive. In terms of maintaining a business, an entrepreneur must have entrepreneurial characteristics that allow them to survive when critical and never give up. This unyielding nature is relevant to the theory of need for achievement, where if a person wants to achieve a goal, he must never give up until the goal is achieved.

The results of this study are in line with research conducted by Fatoki [19] and Prasitian [13] with positive results. Based on the results that have been obtained, it can be concluded that the characteristics of entrepreneurship can be influenced by business resilience, so that the higher a person's desire to maintain his business, the stronger the characteristics of the entrepreneur.

Entrepreneurial characteristics do not affect business continuity. The results of testing hypothesis 5 show that variable Z has a significant positive effect on variable Y with a value of 0.481. Based on these results, there is a significant positive relationship between entrepreneurial characteristics and business sustainability. The higher the entrepreneurial characteristics, the higher the business continuity.

The role of resilience in business continuity itself is based on McClelland's Need for Achievement Theory. The theory posits that a person has a need to achieve in life. One of the goals of entrepreneurs is a long-lived business. Where entrepreneurial characteristics play a role in it. The characteristics of entrepreneurship itself are in an entrepreneur, and this is useful for entrepreneurs to run their businesses. So in terms of achieving these goals, an entrepreneur must have entrepreneurial characteristics in him.

The results of this study contradict the research that has been conducted by Bustan [30] and Diabate [16], which has no effect and linearly related results. The hypothesis that has been proposed in this study is rejected or not supported because the results of the test show that there is a positive influence in the relationship between entrepreneurial characteristics and business sustainability, so it can be concluded that entrepreneurial characteristics can affect the sustainability of a business.

Entrepreneurial Characteristics Moderate Creativity and Business Continuity.

The results of the sobel test show that entrepreneurial characteristics are able to moderate creativity towards business sustainability. Where in the first hypothesis creativity does not have a direct effect on business sustainability so that with the entrepreneurial characteristic variable as a moderation variable, the creativity variable is able to strengthen the relationship with the business continuity variable.

The role of entrepreneurial characteristics in business sustainability itself is based on the Need for Achievement Theory by McClelland. The theory suggests that a person has a need to achieve achievements in life, especially in his job, where everyone has the desire to succeed and sets it as the greatest achievement in his life. So that when a person has a high business spirit, he will continue to dedicate his life to trying so that the business he pursues continues in the long term.

The results of this study contradict the research that has been conducted by Bustan [30], Diabate [16], and Srikalimah [7] with negative results. Research that has been conducted by [23] shows that entrepreneurial characteristics are able to moderate the variable of self-efficacy towards entrepreneurial interest. This hypothesis is rejected because the results of the Sobel test with previous research are different, and it can be concluded that entrepreneurial characteristics are able to strengthen the relationship between creativity and business continuity, or creativity can be directly related to business continuity through entrepreneurial characteristics.

Entrepreneurial characteristics moderate business resilience and business continuity. The results of the sobel test, show that entrepreneurial characteristics are able to moderate business resilience to business sustainability. Where in the hypothesis test shows a negative relationship but through the results of the sobel test the relationship shown to be positive so that it can be concluded that entrepreneurial characteristics are

able to strengthen the relationship between business resilience to business sustainability.

The role of entrepreneurial characteristics in business sustainability itself is based on the Need for Achievement Theory by McClelland. The theory makes a person feel motivated to be recognized through his achievements, not just through money and praise. This need for achievement is related to the difficulty of a person choosing a task to do. People with high N-ACh are characterized by a tendency to seek challenge and a high degree of freedom. While people with low N-ACH levels prefer easy tasks so that failure will not be embarrassing for them, [15]. For the above reasons, entrepreneurial characteristics are able to become moderation variables because entrepreneurial characteristics can make an entrepreneur able to maintain his business, and besides that, an entrepreneur will be motivated to achieve various achievements in running his business.

The results of this study are in line with research conducted by Fatoki [19] and Prasitian [13] with positive results. Research that has been conducted by [23] shows that entrepreneurial characteristics are able to moderate the variable of self-efficacy towards entrepreneurial interest. So it can be concluded that the relationship between resilience and business continuity can be strengthened by the characteristics of entrepreneurship.

4 Conclusion

The results of testing hypothesis show that the creativity variable does not affect the business continuity variable but affects other variables. The business resilience is directly related to the sustainability of a business, and an entrepreneur must have this ability for the continuity of his business. The entrepreneurial characteristics, where the higher a person's creativity, the higher the characteristics of the entrepreneur. The relationship between concluded that entrepreneurial characteristics can be influenced by business resilience, so that the higher a person's desire to maintain his business, the stronger the characteristics of the entrepreneur. It can be seen that the relationship between business resilience and entrepreneurial characteristics has a significant positive effect.

The results of testing hypothesis 6 using the Sobel test show that entrepreneurial characteristics are able to moderate creativity towards business sustainability. The Sobel test show that entrepreneurial characteristics are able to moderate business resilience and sustainability.

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