

The Influence of Entrepreneurial Behavior, Creativity, and External Environment on the Performance of Micro and Small Businesses During the COVID-19 Pandemic (A Study on Culinary Businesses in Poso Regency)

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Abstract. The aim of this research is to determine the influence of entrepreneurial behavior, creativity, and the external environment on the performance of micro and small culinary sector businesses during the COVID-19 pandemic in Poso Regency, Central Sulawesi. The research problem is addressed using a quantitative method. The research sample, selected using total sampling technique, consists of 62 culinary MSME (Micro, Small, and Medium Enterprises) operators. Observation and questionnaire distribution are used as data collection techniques. Data analysis employs multiple linear regression assisted by SPSS 26 software. The results indicate that entrepreneurial behavior and the external environment partially have a positive and significant influence on the performance of culinary MSMEs in Poso Regency. However, creativity does not significantly affect the performance of culinary MSMEs. Nevertheless, collectively, entrepreneurial behavior, creativity, and the external environment significantly influence the performance of culinary MSMEs.

Keywords: Entrepreneurship, Creativity, External environment, Performance, MSMEs, COVID-19