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Research Article

The Influence of Interest, Motivation, and Creativity on Household Industry Income in Bireuen

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ABSTRACT

This study aims to analyze the influence of interest, motivation, and creativity on the income of household industries in Bireuen Regency. Household industries play a strategic role in supporting the regional economy; however, they still face various challenges that affect the income levels of business owners. This research employs a quantitative approach using multiple linear regression analysis to examine the relationships between these variables. Data were collected through questionnaires distributed to household industry entrepreneurs in Bireuen Regency and analyzed using classical assumption tests and hypothesis testing. The findings reveal that entrepreneurial interest does not significantly impact household industry income, indicating that a strong desire to run a business does not necessarily translate into higher earnings without the support of other factors such as access to capital and effective business strategies. Similarly, motivation does not make a significant contribution to income growth, even though it may enhance productivity. Additionally, creativity in running a business does not have a notable effect on income, possibly due to the lack of effective marketing strategies or limited market access. On the other hand, external factors such as government policies, infrastructure support, and access to financial resources play a more dominant role in determining household industry income levels.

Keywords: Interest; Motivation; Creativity; Income; Household Industry

1. INTRODUCTION

The household industry is a vital economic sector that plays a strategic role in supporting local economies, particularly in rural areas (Mubaroq & Dzulkarnain, 2023; Anti et al., 2018; Bedaso, 2019). As part of the Usaha Mikro, Kecil, dan Menengah (UMKM) sector, household industries contribute to job creation, enhance local economic resilience, and promote financial independence within communities (Wati et al., 2024). Bireuen Regency, located in Aceh Province, is one of the regions with substantial potential for household industry development. According to data from the Badan Pusat Statistik (BPS) of Bireuen (BPS Bireuen, 2021) , this sector encompasses a wide range of industries, including processed food production (such as chips and salt businesses), handicrafts (household furniture and tin containers), and agricultural products (bean sprout baskets). In total, more than 1,735 workers are employed in this sector, with investments reaching IDR 6.7 billion and total production exceeding IDR 25 billion in 2023. These figures highlight the significant role of household industries in driving local economic growth.

However, despite their considerable potential, many entrepreneurs in Bireuen Regency continue to face challenges that hinder business growth and sustainability (Kania et al., 2021). One of the key issues is the income disparity among business owners—while some businesses experience steady growth and stable income, others struggle with stagnation or even decline (Fitri, 2024). According to Biraglia & Kadile (2017) and Setiawan & Saputra (2020), several factors influence the success of household businesses, including entrepreneurs' interest, motivation, and creativity in managing their ventures. Interest is a psychological factor that shapes an individual's passion and commitment to running a business. Entrepreneurs with a strong interest in their field tend to be more resilient in overcoming challenges and are highly motivated to expand their enterprises (Nuraisyah et al., 2023). Conversely, individuals with low interest often struggle with innovation and are more likely to abandon their businesses when faced with obstacles (Sukarno & Rasmini, 2024; Novitasari, 2022).

Beyond interest, motivation is also a critical factor influencing the success of household businesses. Motivation can arise from internal factors, such as financial needs within the family, and external factors, including government support and business community initiatives (Putri & Isnani, 2015). A study by Ikhtiagung & Soedihono (2018) found that highly motivated entrepreneurs are more likely to take the initiative in developing new products, improving service quality, and expanding their market reach. Additionally, motivation plays a crucial role in encouraging business owners to seize available opportunities, such as government-funded capital assistance programs or entrepreneurship training (Suryaningrum & Prasetijowati, 2024). In Bireuen Regency, various SME empowerment programs have been established to enhance the capabilities of household entrepreneurs. However, the effectiveness of these programs largely depends on the motivation and preparedness of business owners to leverage these opportunities (Carina et al., 2022; Devi et al., 2024; Madriz et al., 2018).

Creativity is another key factor that determines the competitiveness of household industries. It extends beyond product innovation to include marketing strategies, resource management, and adaptation to market dynamics (Sulaeman, 2018). According to research by Putri (2020) and Satria et al. (2024) , small businesses that offer high-value-added products tend to be more competitive and have a greater potential to increase their revenue. In the context of Bireuen Regency, creativity is reflected in how entrepreneurs utilize local resources to produce unique, high-value products. For example, some artisans have successfully developed products made from natural raw materials such as rattan and bamboo, which have significant market potential both nationally and internationally.

While numerous studies have examined factors influencing the success of UMKM, research specifically analyzing the impact of interest, motivation, and creativity on household industry income in Bireuen Regency remains scarce. Most previous studies have primarily focused on capital availability and government policy interventions, without thoroughly exploring how individual internal factors affect income levels (Mishra et al., 2024; Devi et al., 2024; Matondang, 2022). For instance, Novitasari et al. (2022) found that external factors such as limited access to capital and inadequate infrastructure often serve as major barriers to the growth of household industries. However, their study did not fully address how entrepreneurs' personal characteristics such as their level of interest and creativity contribute to business success.

Given this gap, this study aims to address the following key questions: (1) How does interest influence household industry income in Bireuen Regency? (2) To what extent does motivation contribute to increasing household industry entrepreneurs' income? (3) How does creativity impact income levels in the household industry sector? To answer these questions, this study adopts a quantitative approach using multiple linear regression analysis and path analysis. Data were collected from 19 household industry entrepreneurs in Bireuen Regency through surveys and in-depth interviews. The findings are expected to provide a more comprehensive understanding of the factors contributing to the success of household industries and offer effective policy recommendations to support the development of this sector.

Based on the practical perspective, this study aims to serve as a valuable resource for household industry entrepreneurs in improving their competitiveness. By understanding the role of interest, motivation, and creativity in business success, entrepreneurs can adopt more effective strategies for business development. Furthermore, the study's findings can inform local governments in designing more targeted policies to support household industries, including training programs, financial assistance, and market access facilitation. Ultimately, this study not only contributes to academic discourse but also holds practical implications for improving community welfare through the strengthening of the household industry sector in Bireuen Regency.

2. RESEARCH METHOD

This study adopts a quantitative approach using a survey method to examine the influence of interest, motivation, and creativity on the income of household industry entrepreneurs in Bireuen Regency. This method was chosen for its ability to objectively measure relationships between variables through statistical analysis. Additionally, multiple linear regression and path analysis were employed to gain deeper insights into how these factors interact in shaping entrepreneurs' income levels (Hair & Alamer, 2022). The research was conducted in Bireuen Regency, Aceh Province, a region with significant potential in the household industry sector. This location was selected due to its high concentration of household industry entrepreneurs and diverse business types, including processed food production (chips and salt), handicrafts (household furniture, tin container manufacturing), and agriculture-based businesses (bean sprout basket production). According to data from the Bireuen Regency Department of Industry and Trade (2023), this sector employs over 1,735 workers, with an investment value of IDR 6.7 billion and total production exceeding IDR 25 billion. The selection of this study area was also based on the need to explore the factors influencing household business success in an environment characterized by limited access to capital and broader markets.

The study utilizes both primary and secondary data. Primary data were gathered directly from respondents through interviews, questionnaires, and field observations. Interviews with household industry entrepreneurs provided deeper insights into their motivation, interest, and creativity in managing their businesses. The questionnaires were designed to cover various aspects, including business background, entrepreneurial motivation, creative strategies, and income levels. Additionally, field observations were conducted to assess real-world conditions, such as entrepreneurs' working methods, the challenges they face, and the strategies they implement to grow their businesses. Meanwhile, secondary data were sourced from reports by the Bireuen Regency Department of Industry and Trade, academic publications, and statistical records from the Badan Pusat Statistik Bireuen (BPS). These secondary sources provided a broader context and served as benchmarks for comparing primary data findings. For instance, annual industry reports offer insights into the growth of the household industry sector in Bireuen Regency, which were then analyzed alongside survey results from research respondents.

In this study, purposive sampling was employed to select respondents based on specific criteria relevant to the research objectives. The selection criteria included: (1) household industry entrepreneurs who have been operating their businesses for at least one year, (2) individuals whose primary source of income comes from their household business, and (3) those willing to participate in the study. Using this approach, a total of 19 respondents were selected, representing various household industry sectors such as salt production, furniture craftsmanship, brick manufacturing, and the production of tin containers and bean sprout baskets. To ensure the validity and reliability of the collected data, several classical assumption tests were conducted before performing the regression analysis. A normality test was carried out to determine whether the data were normally distributed. The results of the Kolmogorov-Smirnov test indicated that all variables in this study were not normally distributed, requiring the consideration of non-parametric statistical methods for further analysis. Additionally, a multicollinearity test was performed to verify that no high correlation existed between independent variables that could bias the regression analysis. The test results showed that all variables had Variance Inflation Factor (VIF) values below 10, confirming the absence of multicollinearity in the regression model.

A heteroscedasticity test was also conducted to ensure that the regression model did not exhibit unequal variance in residuals. The results of the Glejser test confirmed that none of the variables displayed heteroscedasticity, indicating that the regression model was suitable for further analysis. Furthermore, an autocorrelation test using the Durbin-Watson statistic was performed to detect any correlation between residuals. The test results showed a Durbin-Watson value of 1.842, which falls within the acceptable range of 1.5 to 2.5, indicating no autocorrelation in the regression model. Following the classical assumption tests, multiple linear regression analysis was conducted to examine the influence of interest, motivation, and creativity on household industry income. This method was chosen as it allows for the simultaneous assessment of multiple independent variables on a single dependent variable. The regression model used in this study can be formulated as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information:

Y	= Household industry revenue
X_1	= Interest
X_2	= Motivation
X_3	= Creativeness
A	= Constanta
b_1, b_2, b_3	= Regression coefficients
e	= Error term

In addition to multiple linear regression analysis, this study also employs path analysis to explore how independent variables influence the dependent variable both directly and indirectly through a mediating variable, namely business productivity. In path analysis, the direct effect is calculated using linear regression, while the indirect effect is determined by multiplying the regression coefficient of the mediating variable by the regression coefficient of the dependent variable. The path analysis model in this study is used to examine whether business productivity serves as an intermediary factor between interest, motivation, and creativity in relation to household business income in Bireuen Regency.

3. RESULTS AND DISCUSSION

3.1 Characteristics Responden

Table 1. Characteristics Respondent

Category	Information	Frequency	Percentage (%)
Business Field	Furniture	5	26,31%
	Rotan	1	5,26%
	Salt	7	36,84%
	Brick	2	10,52%
	Containers from cans	1	5,26%
	Toge Basket	1	5,26%
	Chips	2	10,52%
	Total	**19**	**100%**
Gender	Male	11	57,98%
	Female	8	42,1%
	Total	**19**	**100%**

Based on Table 1, the majority of respondents came from the salt business, namely 7 people (36.84%), followed by the furniture business as many as 5 people (26.31%). Meanwhile, the brick and chips business field had 2 respondents each (10.52%), while the rattan, canned containers, and toge basket business fields only had 1 respondent each (5.26%). In terms of gender, the respondents in this study were dominated by 11 men (57.98%), while women amounted to 8 people (42.1%). This shows that the majority of household industry players in this study are men, although the involvement of women is also quite significant in the various business fields analyzed.

3.2 Classical Assumption Test

3.2.1 Normality Test

Table 2. Kolmogorove-Smirnove Normality Test

Variable	*Asymp.Sig*	Criteria	Information
Interest	0,284	> 0,05	Normal
Motivation	0,989	> 0,05	Normal
Creativity	0,605	> 0,05	Normal
Income	0,557	> 0,05	Normal

Source: Secondary data processed by researchers, 2025

Based on the Kolmogorov-Smirnov normality test results presented in Table 2, the variables Interest, Motivation, Creativity, and Income have Asymp. Sig values of 0.284, 0.989, 0.605, and 0.557, respectively. Since all values exceed the 0.05 significance level, it can be concluded that these variables follow a normal distribution. The normal distribution of the data indicates that it meets one of the key assumptions for parametric statistical analysis, allowing further tests such as regression analysis or parametric correlation analysis to be conducted accurately. Additionally, these results suggest that the data for each variable is evenly distributed, with no significant deviations from normality.

3.2.2 Multicollinearity Test

Table 3. Multicollinearity Test

Variable	*Tolerance*	VIF	Information
Interest	0,445	2,247	Non-Multicollinearity
Motivation	0,824	1,213	Non-Multicollinearity
Creativity	0,501	1,995	Non-Multicollinearity

Source: Secondary data processed by researchers, 2025

Based on **Table 3**, the results indicate that the Interest, Motivation, and Creativity variables have Tolerance values of 0.445, 0.824, and 0.501, respectively, with Variance Inflation Factor (VIF) values of 2.247, 1.213, and 1.995. Since all Tolerance values are above 0.10 and all VIF values are below 10, there is no indication of multicollinearity among the independent variables in the regression model. This confirms that each independent variable does not exhibit a strong linear relationship with the others, ensuring that the regression model provides valid and reliable estimates for analyzing the impact of each variable on the dependent variable.

3.2.3 Heteroskedosticity Test

Table 4. Heteroskedosticity Test

Variable	T-count	*Sig.*	Information
Interest	- 0,014	0,989	Non Heteroskedasticity
Motivation	0,529	0,605	Non Heteroskedasticity
Creativity	0,601	0,557	Non Heteroskedasticity

Based on the heteroscedasticity test using the Glejser method, as shown in Table 4, the significance values (Sig.) for the variables Interest, Motivation, and Creativity are 0.989, 0.605, and 0.557, respectively. Since all significance values exceed the 0.05 threshold, it can be concluded that there is no indication of heteroscedasticity in the regression model. The absence of heteroscedasticity indicates that the residual variance in the regression model remains constant or homogeneous, ensuring that the model meets one of the classical assumptions and can produce valid and reliable estimates.

3.2.4 Autocorrelation Test

Table 5. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.281	0.79	-0.105	2.59271	2.186

Predictors: Constant, Kreatifity, Motivation, Interest

Dependent Variable: Income

Based on the autocorrelation test results presented in Table 5, the Durbin-Watson value is 2.186. Since this value is close to 2, it indicates the absence of autocorrelation in the regression model, whether positive or negative. Overall, these findings suggest that while the regression model has limitations in explaining the strong relationship between independent and dependent variables, it does not suffer from autocorrelation issues.

3.3 Multiple Linear Regression Analysis Model

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
1.	Constant	6.468	5.822		1.111	0.284
	Interest	-0.012	0.876	-0.005	-0.014	0.989
	Motivation	0.255	0.483	0.144	0.529	0.605
	Creativity	0.300	0.499	0.210	0.601	0.557

a. Dependent Variable: Income

Based on the results of multiple linear regression analysis in **Table 6**, the regression equation is obtained as follows:

$$Y = 6{,}468 - 0{,}012\ X1 + 0{,}255\ X2 + 0{,}300\ X3$$

A constant value of 6.468 indicates that if the variables of interest, motivation, and creativity are all zero, the estimated income would be 6.468 units. The regression coefficient for the interest variable is -0.012, suggesting that for every one-unit increase in interest, income decreases by 0.012 units. However, this effect is not statistically significant, as indicated by a significance value of 0.989 (> 0.05). The motivation variable has a regression coefficient of 0.255, meaning that a one-unit

increase in motivation would raise income by 0.255 units. Nevertheless, this effect is also not significant, with a significance value of 0.605 (> 0.05). Similarly, the regression coefficient for the creativity variable is 0.300, indicating that a one-unit increase in creativity would result in a 0.300-unit rise in income. However, this effect is not statistically significant, with a significance value of 0.557 (> 0.05). Therefore, it can be concluded that, individually, the variables of interest, motivation, and creativity do not have a significant impact on income.

3.4 Hypothesis Test

3.4.1 t Test (Parsial)

Table 7. t Test (Parsial)

Variable	Coeffisien Regresion (B)	Standar Error	t-count	Sig.	Information
Constanta	6,468	5,822	1,111	0,284	H0 accepted
Interest	-0,012	0,876	-0,014	0,989	H0 accepted
Motivation	0,255	0,483	0,529	0,605	H0 accepted
Creativity	0,300	0,499	0,601	0,557	H0 accepted

Based on Table 7, the Interest variable has a t-value of -0.014 with a significance level of 0.989 (> 0.05), indicating that Interest does not have a significant effect on Income. Similarly, the Motivation variable has a t-value of 0.529 with a significance level of 0.605 (> 0.05), confirming that Motivation also does not significantly impact Income. Meanwhile, the Creativity variable has a t-value of 0.601 with a significance level of 0.557 (> 0.05), suggesting that Creativity likewise does not have a significant effect on Income.

3.4.2 F Test (Simultan)

Table 8. F Test (Simultan)

Anova[a]

Model		Sum of Squares	df	Mean Square	f	Sig.
1.	Regression	8.646	3	2.882	0.429	0.735[b]
	Residual	100.832	15	6.722		
	Total	109.478	18			

a. Dependent Variable: Income

b. Predictors: Constanta, Creativity, Motivation, Interest

Based on Table 8, the calculated F-value is 0.429, with a significance level of 0.735. Since the significance value (0.735) is greater than the predetermined significance level (α = 0.05), it can be concluded that the variables of Interest, Motivation, and Creativity do not have a significant simultaneous effect on Income. This indicates that the regression model is not able to explain the variability of the dependent variable (Income) in a statistically significant manner based on the three independent variables tested. Consequently, the hypothesis stating that Interest, Motivation, and Creativity collectively influence Income is rejected.

3.5 Path Analysis Test

3.5.1 Model 1 Path Coefficient

Table 9. Model 1 Path Coefficient

Coefficients[a]

Model		Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
1.	Constanta	6.809	3.043		2.237	0.041
	Interest	-0.559	0.458	-0.405	-1.220	0.241
	Motivation	0.557	0.252	0.539	2.209	0.043
	Creativity	0.205	0.261	0.246	0.785	0.444

b. Dependent Variable: Productivity

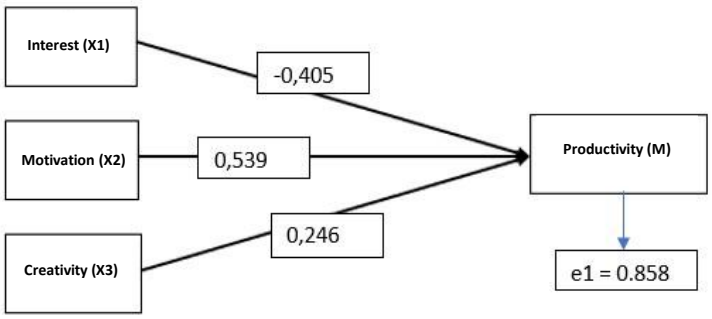

Figure 1. Model 1 Path

Based on **Table 9,** Path Model 1 Coefficients, the regression analysis indicates that the interest variable (X1) has a regression coefficient of ß = -0.405 with a significance value of 0.241 (> 0.05). This suggests that interest does not have a significant impact on productivity. The motivation variable (X2) has a regression coefficient of ß = 0.539 with a significance value of 0.043 (< 0.05), indicating that motivation has a positive and significant effect on productivity. Meanwhile, the creativity variable (X3) has a regression coefficient of ß = 0.246 with a significance value of 0.444 (> 0.05), suggesting that creativity does not significantly influence productivity. Furthermore, the residual value (e1) is 0.858, indicating that a substantial portion of productivity is influenced by other factors beyond the variables examined in this study. Overall, motivation is the only variable that significantly affects productivity, while interest and creativity do not show a significant impact within this model.

3.5.2 Model 2 Path Coefficient

Tabel 10. Model 2 Path Coefficient

Coefficients[a]

Model		Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
1.	Constanta	2.188	8.573		0.333	0.744
	Interest	0.339	0.898	-0.144	0.377	0.711
	Motivation	0.95	0.543	-0.054	-0.175	0.864
	Creativity	0.171	0.498	0.120	0.344	0.736
	Productivity	0.629	0.483	0.367	1.302	0.214

a. Dependent Variable: Income

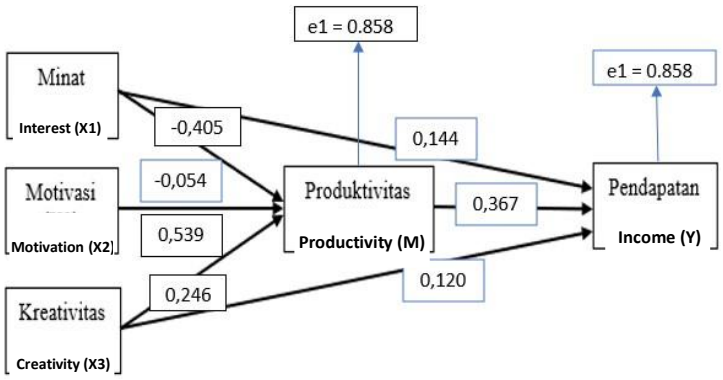

Figure 2. Model 2 Path

Based on **Table 10**, Path Model 2 Coefficients, it is evident that the interest variable (X1) has a regression coefficient of ß = 0.144 with a significance value of 0.711 (> 0.05), indicating that interest does not have a significant effect on income. Similarly, the motivation variable (X2) has a regression coefficient of ß = -0.054 with a significance value of 0.864 (> 0.05), confirming that motivation also does not significantly impact income. The creativity variable (X3) has a regression coefficient of ß = 0.120 with a significance value of 0.736 (> 0.05), demonstrating that creativity likewise does not significantly influence income. Meanwhile, the productivity variable (M) has a regression coefficient of ß = 0.367 with a significance value of 0.214 (> 0.05), indicating that productivity does not significantly affect income within this model.

Additionally, the e^2 value of 0.906 suggests that a substantial proportion of income variation is influenced by factors beyond the variables examined in this study.

3.6 Discussion

3.6.1 The Effect of Interest on Household Industry Income

Based on the results of the regression analysis in this study, interest does not have a significant influence on the income of household industries in Bireuen Regency. This finding indicates that even though an individual has an interest in running a business, this factor alone does not necessarily increase their income without the support of more essential aspects such as business strategy, access to capital, managerial skills, and product innovation. Theoretically, interest is often considered a primary driving factor in starting a business. However, in the context of household industries in Bireuen, many entrepreneurs have an interest in business but still face various obstacles that hinder their business growth. A study by (Nuraisyah et al., 2023) also confirms that while interest can serve as an initial motivation for entrepreneurship, business sustainability is more influenced by external factors such as capital availability, market access, and the ability to manage the business professionally. Another factor that may explain why interest does not significantly affect income is that, in many cases, household industry entrepreneurs in Bireuen may not start a business out of strong personal interest but rather out of economic necessity or compulsion due to limited formal employment opportunities. Thus, even if someone has an interest in business, their success in increasing income depends on how well they can optimize available resources, including managerial skills and access to more modern technology.

3.6.2 The Effect of Motivation on Household Industry Income

The motivation variable (X_2) has a positive and significant effect on household industry income in Bireuen Regency, indicating that the higher the motivation of entrepreneurs, the greater their likelihood of increasing their income. Creativity plays a crucial role in enhancing production efficiency (Yang et al., 2017). Creative entrepreneurs tend to be more innovative in discovering new, more effective, and cost-efficient methods in their production processes. For example, they may utilize cheaper local raw materials or adopt simple technologies that improve production capacity without incurring high costs. Thus, creativity not only helps increase income by enhancing product appeal but also through efficient resource utilization. Furthermore, creativity also influences the marketing strategies employed by household industry entrepreneurs. In today's digital era, many small businesses have successfully increased their revenue through creative marketing strategies, such as leveraging social media, using storytelling in product promotions, and implementing attractive branding strategies. Creative entrepreneurs can utilize digital platforms to reach a broader customer base, both locally and globally. These innovative and effective marketing strategies contribute to increased sales volume and overall business income. Previous studies also support these findings. Satria et al. (2024) stated that creativity is one of the key factors in building business competitiveness. Creativity enables entrepreneurs to develop product innovations, enhance production efficiency, and implement more effective marketing strategies. Additionally, Runco (2019) found that more creative entrepreneurs tend to adapt more easily to market changes and are better able to enhance the attractiveness of their products.

3.6.3 The Effect of Creativity on Household Industry Income

The regression analysis results indicate that creativity has a positive and significant impact on household industry income in Bireuen Regency. This means that the higher the level of creativity an entrepreneur possesses, the greater the likelihood of increasing their business income. Creativity plays a crucial role in the business world, as it enables household industry entrepreneurs to develop more innovative, attractive, and competitive products (Mazla et al., 2020). In the context of the household industry in Bireuen, creativity is reflected in various aspects, such as more appealing product packaging designs, product diversification to reach a broader market segment, and the utilization of digital technology in marketing strategies. With creativity, entrepreneurs can continuously adapt to changing market trends, create added value for their products, and enhance customer loyalty. These findings align with the research conducted by Satria et al. (2024) and Carina et al. (2022), which states that creativity is one of the key factors in building business competitiveness. Creativity allows entrepreneurs to develop product innovations, improve production efficiency, and implement more effective marketing strategies. Additionally, Chaston & Sadler-Smith (2012) found that more creative entrepreneurs tend to adapt more easily to market changes and are better able to enhance the appeal of their products.

4. CONCLUSION

Based on the findings of this study, it can be concluded that entrepreneurial interest does not have a significant impact on household industry income in Bireuen Regency. This indicates that an individual's enthusiasm or willingness to run a business does not automatically lead to increased income without essential supporting factors such as access to capital and effective business strategies. Similarly, motivation does not significantly contribute to improving household industry income. While motivation can enhance productivity, the results of this study suggest that productivity alone is insufficient to drive substantial income growth without external factors such as product innovation and broader market access. Moreover, creativity in business operations was not found to have a significant influence on household industry income. This may be due to a lack of effective marketing strategies or insufficient policy support to strengthen business competitiveness. Instead, external factors such as government policies, infrastructure support, and access to financial resources play a more dominant role in determining household industry income compared to internal factors like interest, motivation, and creativity. Entrepreneurs should not rely solely on interest and motivation in running their businesses but must also enhance their managerial skills and develop sound business strategies to remain competitive. Additionally, the government and relevant institutions are encouraged to take a more active role in providing training programs and mentoring, particularly in marketing and financial management, to improve efficiency and competitiveness in the household industry sector. Lastly, there is a need for more supportive policies for small businesses, such as easier access to funding through low-interest loans or business subsidy programs, to foster sustainable growth and development.

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