

## **ABSTRACT**

*This study aims to examine how much influence the creativity, market orientation and innovation has on the performance of umkm weaving workers in the connection of West Sumatra. Methods of collecting data through surveys and distributing questionnaires, with a sample of 34 respondents. The analytical method used is multiple regression analysis. The results of the study are based on the partial test (t test) obtained that creativity, innovation does not affect the performance of workers. Whereas market orientation influences market performance. Based on the Simultaneous Test (Test F) creativity, market orientation, innovation together have a positive and significant effect on the performance of employees in umkm weaving in Kubung, West Sumatra.*

*The contribution of creativity, market orientation, and innovation to the worker's performance is as much as 62.5% and the remaining 37.3% is influenced by other variables outside this study.*

**Keywords: Creativity, market orientation, innovation, employee performance**

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh kreativitas, orientasi pasar dan inovasi terhadap kinerja pekerja umkm tenun di kubung sumatera barat Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 34 responden. Metode analisis yang digunakan adalah analisis regresi berganda.. Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh bahwa kreativitas, inovasi tidak berpengaruh terhadap kinerja pekerja. Sedangkan orientasi pasar berpengaruh terhadap kinerja pasar. Berdasarkan Uji Simultan (Uji F) kreativitas, orientasi pasar, inovasi secara bersama- sama berpengaruh positif dan signifikan terhadap kinerja karyawan di umkm tenun di kubung, sumatera barat.

Kontribusi kreativitas, orientasi pasar, dan inovasi terhadap kinerja pekerja adalah sebesar 62,5% sisanya 37,3% dipengaruhi oleh variabel lain diluar penelitian ini.

**Kata kunci : Kreativitas, orientasi pasar, inovasi, kinerja pekerja**