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ANALYSIS OF THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION AND CREATIVITY ON BUSINESS PERFORMANCE AMONG NAIL ART AND EYELASH EXTENSION ENTREPRENEURS IN MEDAN CITY

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Abstract

The development of beauty trends has increased public interest in nail art and eyelash extension services, resulting in increasingly intense business competition. This condition affects business performance, as indicated by a decline in the number of customers, unstable revenue, and difficulties in retaining existing customers and attracting new ones. In addition, some business owners have not yet optimized theirs ability to identify opportunities, take risks, innovate, and create design and service variations that differentiate them from competitors. Therefore, entrepreneurial orientation and creativity are important factors in improving the business performance of nail art and eyelashes extension businesses in Medan city. This study employed a quantitative approach involving 110 nail art and eyelash extension entrepreneurs in Medan City. Data were collected through questionnaires, literature reviews, and documentation, and were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2). Based on the research hypothesis, it can be concluded that entrepreneurial orientation and creativity have a significant effect on business performance among nail art and eyelash extension entrepreneurs in Medan City, both partially and simultaneously .

Keywords: **Entrepreneurial Orientation, Creativity, Business Performance, Nail Art, Eyelash Extension.**

INTRODUCTION

Along with development era Which marked by economic growth, need life man the more diverse. Man as Economic beings are driven to fulfill various needs to sustain their lives, so the development of science and technology continues to increase as a means to support these needs. These changes also encourage the development of various business and commerce activities within society. In modern life, one need that is receiving increasing attention is lifestyle and self-care. The busyness of daily activities, work demands, and changing trends have made people increasingly aware of the importance of maintaining their appearance. And provide time For nurse self. Maintenance self No It's not only about cleanliness and health, but also about boosting self-confidence and enhancing your appearance in various activities. This situation has driven a growing public demand for various self-care services, leading to the growth of businesses in the beauty and personal care sectors and their continued growth as part of a lifestyle. current society (Sari et al., 2026); (Lazuardi, 2024).

Self-care can be done in a variety of ways, tailored to each individual's needs and preferences. In addition to maintaining physical health, people can pamper themselves with a variety of beauty services, such as facials, hair, skin, nails, and eyelashes. Beauty treatments are increasingly popular because they can transform one's appearance while creating a relaxing and satisfying experience for consumers. Evolving beauty trends are also fueling a growing interest in trying new treatments. various types of care that suit personal style, needs, and character, thus encouraging increased attention to skin care products (Calestru et al., 2025).

One form of beauty treatment that is increasingly popular is nail art and eyelashes. Nail art allows consumers to beautify their nails with a variety of colors, shapes, motifs, and designs that can be customized to their liking. appetite as well as trend Which currently develop. Temporary That, maintenance Eyelash extensions can create a more defined and attractive look through a variety of styles and techniques. Both treatments are not only about appearance but also offer consumers a way to express their personal style and boost their confidence (Sitompul & Sienatra, 2025); (Habibah & Rahayu, 2024).

The growing public interest in nail art and eyelash extension services has also driven business growth in the beauty industry. More and more businesses are opening beauty studios, offering a variety of services to meet the increasingly diverse needs of consumers. The rise in the number of nail art and eyelash extension businesses is not always a beneficial development for businesses, as the growing number of service providers also leads to increased competition. Consumers have a growing number of choices when choosing a beauty studio based on price, service quality, design, comfort, and treatment results (Safira et al., 2026).

These competitive conditions require businesses to maintain their attractiveness to attract and retain customers. A similar situation is experienced by a number of nail art and eyelash extension businesses. Which in a number of year final face condition performance businesses that tend to decline from year to year (Ma'Una & Siswahyudianto, 2022); (Safira et al., 2026).

Business performance in some nail art and eyelash extension businesses is still are not yet showing optimal conditions. This is evident in the decreasing number of customers, the decreasing frequency of consumer visits, unstable income, and the suboptimal achievement of business targets. Furthermore, some businesses are experiencing difficulty retaining existing customers and attracting new ones amidst the abundance of beauty studio options. These conditions indicate that the sustainability of nail art and eyelash extension businesses faces various challenges, particularly in maintaining sustainable business growth amidst increasingly fierce competition.

To further investigate the performance of nail art and eyelash extension businesses, a pre-survey was conducted among 30 nail art and eyelash extension businesses. The purpose of this pre-survey was to obtain a baseline overview of customer conditions, revenue stability, and the businesses' ability to retain and attract customers. The pre-survey results are presented in the table:

Table 1.1. Pre Survey Performance Business

No.	Statement Pre-Survey	Agree	No Agree
1	Amount customer business I experience increase in recent times.	9 (30%)	21 (70%)
2	Income business I relatively stable And in accordance with predetermined targets.	8 (26.7%)	22 (73.3%)
3	Business I capable maintain customer old while attracting new customers.	10 (33.3%)	20 (66.7%)

Source: Pre Survey Study, 2026

Based on the results of a pre-survey of 30 nail art and eyelash extension businesses, the majority of respondents disagreed with three statements regarding business performance. Seventy percent of respondents stated that the number of customers has not increased, 73.3% stated that business revenue is not yet stable and in line with targets, and 66.7% stated that their businesses have not been able to retain existing customers and attract new ones. These results reinforce the phenomenon that the performance of nail art and eyelash extension businesses is still not optimal, especially in terms of increasing the number of customers, revenue stability, and the ability to retain and attract customers amidst increasingly fierce business competition.

One of the things that is known to influence business performance is orientation. entrepreneurship. Orientation entrepreneurship become important Because related to the ability of business actors to see opportunities, dare to take risks, be proactive, and have a tendency to make innovations in running a business (Estede et al., 2025). In the beauty industry, which experiences relatively rapid trends, entrepreneurs need the ability to understand changing consumer needs and take appropriate action on market opportunities. A strong entrepreneurial orientation can help entrepreneurs face competition, adapt to market changes, and maintain the sustainability and growth of their businesses.

However, based on initial observations, the entrepreneurial orientation of some nail art and eyelash extension entrepreneurs is still suboptimal. Some entrepreneurs appear less active in seeking and exploiting new opportunities, tend to maintain the same business management methods, and are reluctant to venture out. do change when face change trend And consumer needs. Some business actors also appear less proactive in offering services new And take step For face competition. The condition show that ability in read opportunity, take risks, And do action in a way proactive Still Not yet implemented in a way optimally by some business actors. To strengthen the phenomenon related to entrepreneurial orientation on business nails art And eyelashes extension, done pre-survey of 30 perpetrator business. Pre-survey This focus on ability perpetrator internal efforts see opportunity, take risk, behave proactive, And do updates in running a business. The pre-survey results are presented in the following table:

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Table 1.2. Entrepreneurship Orientation Pre-Survey

No.	Statement Pre-Survey	Agree	No Agree
1	I capable see And utilise opportunity new for develop business nails art And eyelashes extension.	10 (33.3%)	20 (66.7%)
2	I dare to take risks in implementing new strategies to develop my business.	9 (30%)	21 (70%)
3	I actively make updates or innovations to adapt my business to changing trends and needs. consumer.	8 (26.7%)	22 (73.3%)

Source: Pre Survey Study, 2026

Based on the results of a pre-survey of 30 business owners, the majority of respondents disagreed with the three statements regarding entrepreneurial orientation. 66.7% of respondents stated they were unable to capitalize on new opportunities, and 70% were not yet prepared to take risks in implementing entrepreneurial strategies. strategy new, And 73.3% Not yet in a way active do update or innovation. These results reinforce the phenomenon that the entrepreneurial orientation of some nail art and eyelash extension businesses is still suboptimal, particularly in terms of proactivity, risk-taking, and the ability to innovate in the face of changing trends and competition. This phenomenon is also supported by research conducted by (Farhan et al., 2022); (Feriyansyah & Febriansyah, 2023), which showed that Entrepreneurial orientation has a significant influence on business performance.

Besides entrepreneurial orientation, creativity is also crucial for supporting the performance of nail art and eyelash extension businesses. Creativity is essential because the characteristics of beauty businesses are closely linked to constantly changing trends, aesthetics, and consumer preferences. Through creativity, entrepreneurs can create a wider variety of nail art designs, offer unique eyelash concepts, develop engaging services, and create a unique experience compared to competitors. Strong creativity can help businesses produce something more engaging and relevant to consumer needs, thereby increasing their attractiveness amidst competition (Nofriser, 2022); (Hendayana, 2021).

However, the creativity of some nail art and eyelash extension entrepreneurs is still underdeveloped. Some businesses still offer designs, models, and service concepts that are relatively similar to those of competitors and have not introduced many new variations that could differentiate them. Design and service updates are also not consistently implemented, so consumers may feel they are not receiving a distinctive experience upon repeat visits. This condition can reduce the attractiveness of the business and make it easier for consumers to switch to other studios that offer concepts, designs, or services they perceive as more appealing and trend-driven.

To further explore the phenomenon of creativity in nail art and eyelash extension businesses, a pre-survey of 30 businesses was conducted. The survey focused on their ability to create design variations, offer differentiated service concepts, and adapt to trends. The pre-survey results are presented in the following table:

Table 1.3. Pre Survey Creativity

No.	Statement Pre-Survey	Agree	No Agree
1	I regularly create variations of nail art or eyelash extension designs that are different from competitors.	9 (30%)	21 (70%)
2	I present a new concept or service that can differentiate it from similar businesses.	8 (26.7%)	22 (73.3%)
3	I in a way consistent renew design And appropriate service with development trend And need consumer.	10 (33.3%)	20 (66.7%)

Source: Pre Survey Study, 2026

Based on the results of a pre-survey of 30 business actors, the majority of respondents stated that they disagreed with the three statements regarding Business creativity. Seventy percent of respondents stated that they do not routinely create design variations that differentiate them from competitors, 73.3% do not present new concepts or services as a differentiator, and 66.7% do not consistently update their designs and services according to current trends. These results reinforce the phenomenon that creativity in some nail art and eyelash extension businesses is still suboptimal, which can reduce their attractiveness and increase the likelihood of consumers switching to other studios that offer more attractive designs and services. This phenomenon is also supported by This is in line with research conducted by (Manalu, 2022); (Trisnawati, 2024), where the results of their research

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showed that entrepreneurial orientation has a significant influence on business performance.

LITERATURE REVIEW

Business Performance

Business performance is a crucial aspect of running a company because it is related to the achievement of established goals. A good level of performance can support the company's sustainability and development, while suboptimal performance can hinder the achievement of business goals. According to Muin (2022), company performance can be measured by the level of profitability and business growth, which are reflected in return on sales. Poernomo (2024) explains that business performance is the end result of various company activities, so a company's success or failure can be reflected in its business performance. According to Rahyono, et a1 . (2022), performance business is achievement or company performance resulting from various factors in a certain period and can be the basis for making decisions or making improvements towards business activities.

Dewantoro and Ellitan (2021) state that business performance encompasses various organizational actions and activities within a specific period aimed at achieving the goals, objectives, vision, and mission established through strategic planning. Meanwhile, Ratih et al. (2021) define business performance as the level of success of a business in achieving its goals, both quantitatively and qualitatively. Based on these various opinions, it can be concluded that business performance is the result of all company activities achieved within a specific period. This is used to assess the level of success of the business in achieving its goals, both quantitatively and qualitatively. It also serves as a basis for the company to conduct evaluations and improvements to enhance business sustainability.

Business performance is the result of various actions and activities undertaken by an organization to achieve the goals, objectives, vision, and mission established through strategic planning. According to Muin (2022), performance indicators for small and medium-sized businesses can be measured through several aspects, namely:

1. Growth Sale
2. Growth Profit
3. Growth Customer
4. Improvement Amount Asset

Orientation Entrepreneurship

Entrepreneurial orientation is the attitude and approach adopted by entrepreneurs in managing and developing their businesses. In the dynamic digital era, entrepreneurship requires not only the ability Creating innovative products or services, but also a readiness to adapt quickly to technological developments, market changes, and consumer behavior. Therefore, entrepreneurial orientation in the digital context emphasizes three main characteristics: innovation, proactivity, and courage in taking risks, which play a crucial role in helping entrepreneurs survive and thrive amidst increasingly fierce competition (Estede et al., 2025).

Suciati et al. (2025) explain that entrepreneurial orientation is the process of transforming business ideas or concepts into real actions that are capable of creating mark And own opportunity market. In process the, Entrepreneurs are required to develop strategic steps, from planning to decision-making, which require courage, commitment, and consistency in implementation. Thus, entrepreneurial orientation reflects a mindset and approach to facing various business challenges.

According to Jusni and Mohungo (2024), entrepreneurial orientation is a benchmark that differentiates one business actor from another and determines the direction and performance of a business, both in the short and long term. This demonstrates that entrepreneurial orientation plays a strategic role in achieving business success.

Frans et al. (2022) stated that entrepreneurial orientation is an organizational culture. Which capable increase performance marketing. As In corporate culture, an entrepreneurial orientation encourages effective and efficient behavior in generating superior customer value and superior company performance. Organizations that embrace an entrepreneurial orientation as their culture will be more oriented toward market needs, desires, and demands in formulating their business strategies.

Meanwhile, Suwarno (2025) emphasized that entrepreneurial orientation is an individual's attitude and behavior related to entrepreneurial activities. Individuals with a strong entrepreneurial orientation tend to have higher entrepreneurial intentions, because their attitudes and behaviors are more likely to influence entrepreneurial activity. Such behavior encourages active involvement in entrepreneurial practices and activities.

It can be concluded that entrepreneurial orientation is the perspective and actions of business actors, reflected in their ability to seize opportunities, create innovation, make calculated, risky decisions, and act proactively in response to competitive dynamics and market changes. This orientation reflects the level of application of an entrepreneurial spirit in business management to generate added value, strengthen competitive

advantage, and encourage sustainable business development.

Entrepreneurial orientation is a strategic mindset that encourages business actors to create innovation, face uncertainty, and compete. dynamically in the market. Entrepreneurial orientation that This is reflected in an innovative, proactive, and risk-taking attitude, which is believed to boost company performance. To measure entrepreneurial orientation, *the* following indicators are used (Jusni and Mohungo, 2024):

1. *Need for achievement* (need achievers)
2. *Internal locus of control* (belief self)
3. *Self -reliance*
4. *Extroversion*

Creativity

Creativity is a person's ability to generate new ideas, concepts, or works that can be used to solve problems and exploit existing opportunities. According to Nofriser (2022), creativity is a person's ability to develop new thoughts and ideas and find different ways of viewing problems or opportunities, thus generating creative solutions.

According to Hendayana (2021), creativity is a process involving a person's intellectual abilities, cognitive style, personality, and motivation to produce or create something new. Meanwhile, Sutianah et al. (2022) explain that creativity is a person's ability to produce something new, either in the form of ideas or tangible works, that differs from existing ones. According to Abdurozzaq (2022), creativity is related to a person's ability to think outside the box and use imagination to see various possibilities. And perspectives that have not been seen in detail clear. Mashud, et al. (2022) stated that creativity is the ability to presenting new ideas that can be a source of strength in facing environmental changes and competition.

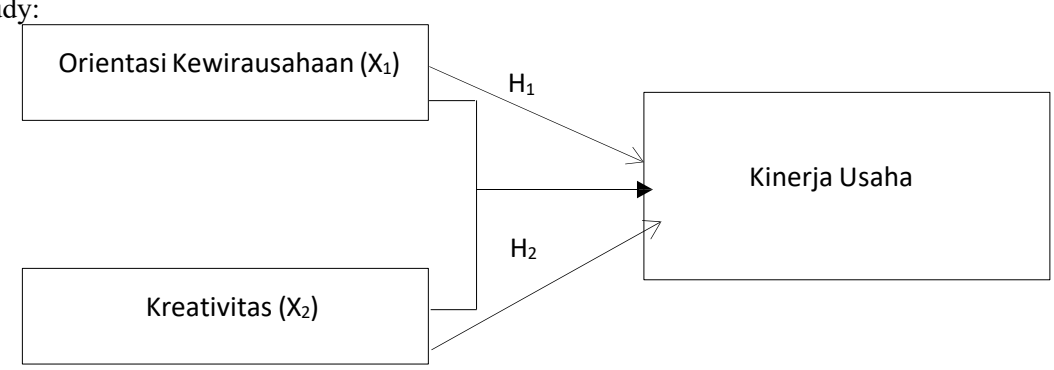
Based on the opinions of these experts, it can be concluded that creativity is a person's ability to produce new ideas, concepts, methods, or works that are different from before, both to solve problems, take advantage of opportunities, or create new values.

Indicators and stages of creativity development can be used to describe individual characteristics in generating ideas and creatively dealing with various situations. According to Sudirman (2022), creativity can be seen through several key indicators, as follows:

1. Want to Know
2. Optimistic
3. Flexible

Conceptual Framework

A conceptual framework is a model or illustration that describes the relationships between relevant variables in a study. This framework serves to explain the main concepts, underlying theories, and relationships between the variables being studied. In research, a conceptual framework helps researchers map out ideas and provides a clear basis for analyzing and interpreting the data obtained. The following is the conceptual framework that will be used in this study:



Picture 1. Framework Conceptual

Research Hypothesis

A research hypothesis is a tentative statement or assumption regarding the relationship between two or more variables to be tested in a study. This hypothesis is temporary and must be tested to determine its truth through collection And analysis data. Usually, hypothesis formulated Based on previous research theories or findings, it serves as a basis for testing and proof in the research. Based on the conceptual framework above, the following research hypothesis can be formulated:

H ^{1} : Orientation Entrepreneurship influential significant to Performance Business for Nail Art and Eyelash

Extension entrepreneurs in Medan City.

H ^{2} : Creativity has a significant influence on business performance for nail art and eyelash extension entrepreneurs in Medan City.

H ^{3} : Orientation Entrepreneurship And Creativity influential significant on Business Performance of Nail Art and Eyelash Extension Entrepreneurs in Medan City.

METHOD

This research was conducted on nail art and eyelash extension entrepreneurs in Medan City from September to November 2026. The study used quantitative data sourced from primary and secondary sources. Primary data were obtained through questionnaires, while secondary data were obtained through literature studies and documentation. The study population was all nail art and eyelash extension entrepreneurs in Medan City, with an unknown number of respondents. Based on the recommendations of Hair et al. (2022), with 11 research indicators, the sample size was set at 110 respondents. The sampling technique used accidental sampling, namely selecting respondents who were found and willing to participate. Data collection was carried out through literature studies, documentation studies, and questionnaires with a Likert scale of 1 to 5.

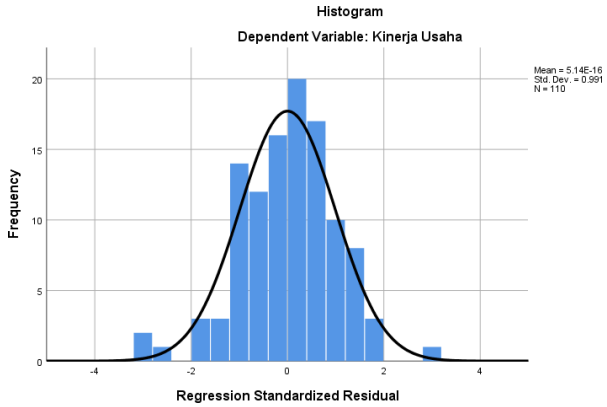
The data analysis techniques used include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination (R^2). Test validity done with Pearson Product Moment with criteria rhitung > rtable 0.361, while reliability was measured using Cronbach's Alpha. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was used to determine the effect of entrepreneurial orientation and creativity on business performance. The t-test was used to tests the influence of each variable partially, while the F test is used to test the influence of both variables simultaneously. The coefficient of determination (R^2) is used to determine the ability of the independent variable to explain variations in business performance.

RESULTS AND DISCUSSION

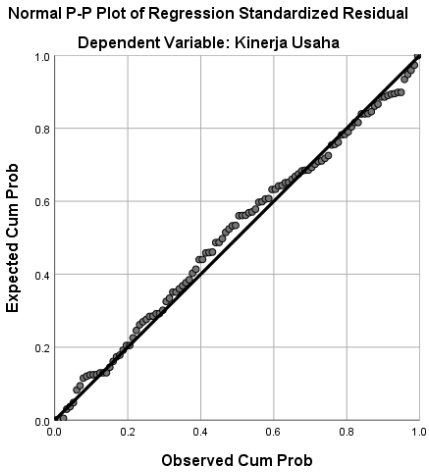
Normality Test

The Normality Test is a procedure in statistics that is used to determine whether the data in a sample comes from a normal distribution or not. No. There is two method For detect whether residual distributed normal or not, namely by graphic analysis and statistical tests.

Picture 2. Chart Histogram



Based on picture on, seen that picture line shaped the bell, does not deviate to the left or to the right. This indicates that The data is normally distributed and meets the assumptions of normality.



Picture 3. Chart *Normal Probability Plot of Regression*

The figure above shows that the data (dots) are spread around and follow the diagonal line. Therefore, the figure concludes that the residuals of the regression model are normally distributed.

Table 1. *One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		110
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	3.53983801
Most Extreme Differences	Absolute	.061
	Positive	.054
	Negative	- .061
Test Statistics		.061
Asymp. Sig. (2- tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the table above, the test results prove that the resulting significant value is greater than 0.05, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Test Multicollinearity

Testing multicollinearity can seen on table under This :

Table 2. Results Test Multicollinearity (Test VIF)

Coefficients [a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta		t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
(Constant)	7,012	1,840			3,811	.000		
Orientation Entrepreneurship	.419	.102	.378		4,093	.000	.475	2.106
Creativity	.498	.107	.432		4,676	.000	.475	2.106

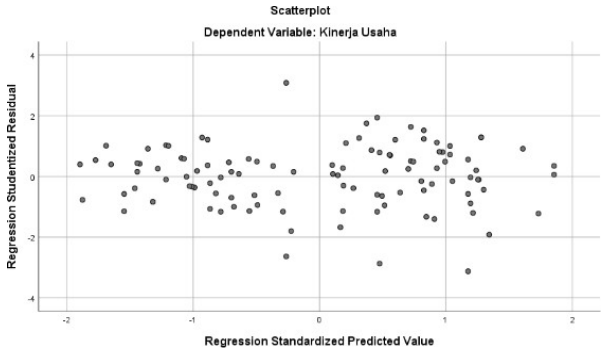
a. Dependent Variable: Performance Business

Based on the table above, it can be seen that each variable has a *tolerance value* > 0.1 and a VIF value < 10. Therefore, no multicollinearity problems were found in this study.

Heteroscedasticity Test

Following This testing heteroscedasticity can seen on picture under:

Picture 3. Chart *Scatterplot*



scatterplot graph presented, the points can be seen. spread randomly and do not form a clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so that the regression model can used to predict performance based on the input of the independent variables.

Testing heteroscedasticity can seen on table under This :

Table 3. Results Test Glacier (Heteroscedasticity)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.625	1,126		.555	.580
	Orientation Entrepreneurship	.122	.063	.268	1,951	.054
	Creativity	- .052	.065	- .109	- .797	.427

a. Dependent Variable: ABS_RES

The table above shows that the significance level of each variable is greater than 0.05. Based on the calculation results and significance levels above, no heteroscedasticity was found.

Research Model

Results testing analysis regression linear multiple can seen on the table below is as follows:

Table 4. Results Test Coefficient Regression Multiple

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,012	1,840		3,811	.000		
	Orientation Entrepreneurship	.419	.102	.378	4,093	.000	.475	2.106
	Creativity	.498	.107	.432	4,676	.000	.475	2.106

a. Dependent Variable: Performance Business

Performance Business = 7,012 + 0.419 Orientation Entrepreneurship + 0.498 Creativity + e

Based on equality on, so:

1. Constant (a) = 7,012

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This means that if the independent variables, namely Entrepreneurial Orientation (X1) and Creativity (X2), have a value of 0, then Business Performance (Y) has a value of 7.012.

2. Coefficient regression Orientation Entrepreneurship (X1) = 0.419
   This means that if Entrepreneurial Orientation increases by 1 unit, with assumptions variables Creativity still, so Performance Business will increased by 0.419 units. The positive coefficient indicates that the relationship between Entrepreneurial Orientation and Business Performance is positive.
3. Coefficient regression Creativity (X2) = 0.498
   This means that if Creativity increases by 1 unit, assuming the Entrepreneurial Orientation variable remains constant, Business Performance will increase by 0.498 units. A positive coefficient indicates a positive relationship between Creativity and Business Performance.

Coefficient Determination

Results testing coefficient determination can seen on table under This:

Table 5. Testing Coefficient Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 [a]	.566	.558	3,573

a. Predictors: (Constant), Creativity, Orientation Entrepreneurship
b. Dependent Variable: Performance Business

Based on the table above, the Adjusted R Square value is 0.558. This indicates that the Entrepreneurial Orientation (X1) and Creativity (X2) variables are able to explain 55.8% of the variation in Business Performance (Y). Meanwhile, the remaining 44.2% is explained by other variables outside the variables analyzed in this study.

Hypothesis Testing In a way Simultan (F-test)

The results of simultaneous hypothesis testing can be seen in the table below. this is as follows:

Table 6. Testing Hypothesis Simultan

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1784,444	2	892,222	69,898	.000 [b]
	Residual	1365,819	107	12,765		
	Total	3150.264	109			

a. Dependent Variable: Performance Business
b. Predictors: (Constant), Creativity, Orientation Entrepreneurship

Based on the table above, the F count value is 69.898 with a significance level of 0.000. With $\alpha = 5\%$ (0.05), the significance value is $0.000 < 0.05$. Matter This show that H0 rejected And Ha accepted. With thus, it can concluded that in a way simultaneous variables Orientation Entrepreneurship (X1) and Creativity (X2) have a positive and significant effect on Business Performance (Y).

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Hypothesis Testing In a way Partial (t-test)

The results of partial hypothesis testing can be seen in the table below as follows:

Table 7. Results Testing Partial

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,012	1,840		3,811	.000		
	Orientation Entrepreneurship	.419	.102	.378	4,093	.000	.475	2.106
	Creativity	.498	.107	.432	4,676	.000	.475	2.106

a. Dependent Variable: Performance Business

1. Influence Orientation Entrepreneurship (X1) to Performance Business (Y)
   The Entrepreneurial Orientation variable has a calculated t value of 4.093, while the t table is 1.983. Because the calculated t > t table (4.093 > 1.983) and the significance value is 0.000 < 0.05, it can be concluded that Entrepreneurial Orientation has a positive and significant partial effect on Business Performance. Thus, the better the Entrepreneurial Orientation, the better the Business Performance.
2. Influence Creativity (X2) to Performance Business (Y)
   The Creativity variable has a calculated t value of 4.676, while the t table is 1.983. Because the calculated t > t table (4.676 > 1.983) and the significance value is 0.000 < 0.05, it can be concluded that Creativity has a positive and significant partial effect on business performance. Thus, the higher the creativity, the higher the business performance.

Discussion

Based on the research results, Entrepreneurial Orientation has a positive and significant effect on Business Performance in nail art and eyelash businesses. extension. This is indicated by the regression coefficient value of 0.419, calculated t value as big as 4.093 > t table 1.983, and a significance value of 0.000 < 0.05. These results indicate that the better the entrepreneurial orientation possessed by the business actors, the better the entrepreneurial orientation possessed by the business actors. business, so the more increase also performance business Which produced. An entrepreneurial orientation, reflected in the ability to recognize and exploit opportunities, the courage to take risks, and a proactive attitude in innovation, can help business actors face competition and changing consumer needs. The results of this study align with the phenomenon found in the pre-survey, where most respondents still experienced limitations in exploiting new opportunities, taking risks in implementing new strategies, and implementing innovation or innovation. This condition indicates that a low entrepreneurial orientation can be a factor contributing to suboptimal business performance. Conversely, if perpetrator business capable more active see opportunity market, brave taking measured risks, and being proactive in adapting the business to With the development of beauty trends, the opportunity to increase customer numbers, revenue, and maintain business sustainability will be even greater. The results of this study also align with research conducted by Farhan et al. (2022) and Feriyansyah and Febriansyah (2023), which showed that entrepreneurial orientation significantly influences business performance.

Based on the research results, Creativity has a positive and significant effect on Business Performance in nail art and eyelash extension businesses. This is evidenced by the regression coefficient value of 0.498, the calculated t value of 4.676 > t table 1.983, and a significance value of 0.000 < 0.05. These results indicate that the higher the creativity possessed by business actors, the higher the business performance achieved. Creativity is important in nail art and eyelash extension businesses because the characteristics of the beauty industry are closely related to the development of trends, designs, aesthetics, and changes in consumer preferences. Business actors who are able to create design variations, present concepts or services Which different, as well as renew product And service in accordance Trend developments will have a greater chance of attracting consumer attention and retaining customers. These results are in line with the phenomenon that A pre-survey revealed that most respondents stated they did not routinely create design variations that differentiate them from competitors, did not

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present new concepts or services as differentiators, and did not consistently update designs and services according to trends. This condition indicates that suboptimal creativity can reduce business attractiveness and make consumers more likely to switch to other beauty studios that offer more attractive designs or services. Therefore, increasing creativity can be an important effort for business actors to create advantages that differentiate their business from competitors, increase consumer interest, and ultimately improve business performance. The results of this study align with research by Manalu (2022) and Trisnawati (2024) which showed that creativity has a significant impact on business performance.

Based on the results of the simultaneous test, Entrepreneurial Orientation and Creativity together have a positive and significant effect on Business Performance in nail art and eyelash extension businesses. This is indicated by the calculated F value of 69.898 with a significance value of 0.000 <0.05, so H0 is rejected and Ha is accepted. These results indicate that increased business performance is not only influenced by the ability of entrepreneurs to see opportunities, dare to take risks, and be proactive through entrepreneurial orientation, but also influenced by the ability to produce creative ideas, designs, concepts, and services. These two variables can support each other in facing the increasingly high competition in the nail art and eyelash extension business. Entrepreneurial orientation encourages entrepreneurs to be more active in reading opportunities and taking action in facing market changes, while creativity helps entrepreneurs produce innovations and differentiators that can increase the attractiveness of the business to consumers. This is supported by the results of the coefficient of determination which shows an Adjusted R Square value of 0.558, which means that Entrepreneurial Orientation and Creativity are able to explain variations in Business Performance by 55.8%, while the remaining 44.2% is explained by other factors. other in outside study. With thus, the more Good orientation.

CONCLUSION

The conclusions that can be drawn from the results of this study indicate that, partially and simultaneously, the variables of Entrepreneurial Orientation and Creativity have a positive and significant effect on Business Performance in nail art and eyelash extension businesses. Partially, Entrepreneurial Orientation is proven to have a positive and significant effect on Business Performance, which indicates that The ability of entrepreneurs to see and exploit opportunities, dare to take risks, and be proactive can encourage increased business performance. In addition, Creativity has also been proven to have a positive and significant effect on Business Performance, which shows that the ability to create design variations, present new concepts or services, and adapt the business to developing trends can increase business attractiveness and the resulting performance. Simultaneously, Entrepreneurial Orientation and Creativity together have a significant effect on Business Performance, with a value of The Adjusted R Square was 55.8%, meaning that these two variables were able to explain most of the variation in Business Performance, while 44.2% was influenced by other factors outside the study. Thus, nail art and Eyelash extensions need to continuously improve their entrepreneurial orientation and creativity to be able to face competition, retain customers, attract new consumers, and improve business performance.

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