

Research article

Rural management and agricultural development: Rural communities and aid

Food and Beverage Service Business Continuity in Makassar, Indonesia

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Abstract: This research determines the highest inflation rate in Makassar, which reached 4.77%, while the consumer price index was 115.79%. The highest inflation occurred in the transportation group, followed by food, beverages, and tobacco, which further affected the continuity of MSMEs' F&B services. MSMEs' F&B services are one of the strategic businesses in the economy and have always been favorites in trade. Makassar is at the node of more efficient distribution services in South Sulawesi Province. This research aims to analyze (1) indicators of creativity and innovation that form entrepreneurial behavior in supporting the continuity of MSMEs' F&B services and (2) the impact of creativity, innovation, and entrepreneurial behavior on the continuity of MSMEs' F&B services. This study uses a sequential explanatory design approach by combining quantitative and qualitative research methods. Data were obtained through observation, in-depth interviews, surveys, and documentation, which were then analyzed using structural equation modeling. The research results show that generally, F&B service businesses in Makassar, Indonesia, are dominated by the Rappocini Sub-district with 270 business units, the Panakukang Sub-district with 223 MSME units, and the Ujung Pandang Sub-district with 177 MSME units. Through government policy support, increasing the continuity of MSMEs F&B services through strengthening the creativity and innovation of the business actors will become an important driver for reliable entrepreneurial behavior in Makassar.

Keywords: food and beverage service business; entrepreneurial behavior; business continuity; creativity; innovation; MSMEs

印度尼西亚望加锡的餐饮服务业务连续性

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摘要: 这项研究确定望加锡的通货膨胀率最高，达到 4.77%，而消费者价格指数为 115.79%。通胀最高的是交通运输类，其次是食品、饮料和烟草，这进一步影响了中小微企业餐饮服务的连续性。中小微企业的餐饮服务是经济中的战略业务之一，一直受到贸易的青睐。望加锡位于南苏拉威西省更高效的配送服务节点。本研究旨在分析 (1) 形成支持中小微企业餐饮服务连续性的创业行为的创造力和创新指标，以及 (2) 创造力、创新和创业行为对中小微企业餐饮服务连续性的影响。本研究采用序贯解释性设计方法，结合定量和定性研究方法。通过观察、深入访谈、调查和记录获得数据，然后使用结构方程模型进行分析。研究结果显示，印尼望加锡的餐饮服务业总体以拉波西尼分区 (拥有 270 家企业单位)、帕纳库康分区 (拥有 223 家中小微企业单位) 和乌戎潘当分区 (拥有 177 家中小微企业单位) 为主。通过政府政策支持，通过加强商业参与者的创造力和创新来提高中小微企业餐饮服务的连续性，将成为望加锡可靠创业行为的重要驱动力。

关键词: 餐饮服务业务；创业行为；业务连续性；创造力；创新；中小微企业

1 Introduction

MSME's F&B service is a strategic business in the economy because this product is one of the commodity items that are quite important and is always a favorite in trade. After all, its market share never ends, so it is necessary to pay attention to sustainability^[1]. Makassar, Indonesia, has a strategic position because it is at the intersection of traffic routes from the south and north in the province of Sulawesi, from the western region to the eastern region of Indonesia, and from the northern region to the southern region of Indonesia^[2]. Makassar, Indonesia, is geographically very strategic regarding economic and political interests^[3]. From an economic perspective, Makassar, Indonesia, is a distribution service node that will be more efficient than other areas. The phenomenon of F&B service business continuity in Makassar, Indonesia can be described as follows. Inflation in Makassar, Indonesia, amounted to 4.78% due to an increase in prices, as indicated by the increase in most expenditure group indices^[4]. The

largest expenditure group is transportation at 11.49%, which influences the food, beverage, and tobacco group expenditure at 6.63% and ultimately affects the F&B service group at 2.61%.

Inflation is a situation with a continuous increase in the prices for goods and services over a certain period^[5]. Inflation occurs due to several factors, such as increasing production costs for a product, the increasing amount of money circulating in society, and the imbalance between demand and supply^[6]. The impact of inflation causes the real income earned by people to continue to decline, which also causes a decline in people's living standards^[7]. Apart from that, the impact of inflation also causes instability for economic actors in the decision-making process due to the sluggish buying and selling process, which is carried out due to a decrease in consumer buying interest in a product^[8]. Conditions of F&B service business in 2019–2022 in Makassar, Indonesia, are presented in Tab. 1.

Tab. 1 F&B service business in 2019–2022 in Makassar ^[9]

Description	Year			
	2019	2020	2021	2022
Number of F&B services (units)	187	281	598	1705
GRDP at constant prices in 2010 by business sector (billion rupiah)	2849,88	2284,79	2326,3	2791,54
GRDP growth rate at constant prices of 2010 by business sector (%)	6,25	-19,83	1,82	2,31

Tab. 1 explains that over the last four years, the quantity of F&B service businesses in Makassar, Indonesia, experienced an increase with a peak in 2022, but in terms of contribution to GRDP, it is still very far from that in 2019^[9]. Based on this phenomenon, F&B service MSMEs in Makassar, Indonesia, need to pay attention not only to the business quantity but also quality (contribution) and people's

purchasing power^[10]. To maintain business continuity, innovation is required to achieve competitive advantage. Competitive advantage is the final keyword to determine the final performance of a business, and without innovation, companies will die^[11].

To maintain the continuity of MSMEs' F&B services in Makassar, Indonesia, entrepreneurship is needed^[12]. Entrepreneurship is the application

of creativity and innovation to solve problems and take advantage of opportunities faced every day. Creativity is the ability to develop ideas and find new ways to solve problems and face opportunities^[13]. Meanwhile, innovation is the ability to apply creativity to solve problems and opportunities to improve or enrich life^[14]. Entrepreneurship is a creative and innovative ability that is used as a basis, tips, and resources for seeking opportunities for success. The essence of entrepreneurship is the ability to create something new and different through creative thinking and acting innovatively to create opportunities^[15]. Entrepreneurship is the process of creating something new (new creation) and making something different from what already exists (innovation). The aim is to achieve individual welfare and add value to society^[16].

The implications of applying the entrepreneurship concept above in business organizations are stated as follows: if entrepreneurs want to be successful in facing open competition in the current global era, they must have a creative and innovative entrepreneurial spirit. Considering the current conditions, modern/creative entrepreneurs are certainly needed, who have more insight, think far ahead, always follow developments, and are open to new concepts and ideas^[17,18]. Looking far into the future, always working and having the initiative, creating something new, and being open to new experiences, including being dissatisfied with what you are currently doing, are part of success in performing business activities^[19,20]. However, the application of these things still turns out to be an obstacle for entrepreneurs in achieving success in business^[21,22]. A determinant of success is entrepreneurial competence; in this case, creativity and innovation are characteristics of entrepreneurship^[23].

Based on the explanation above, the research variables are creativity, innovation, entrepreneurial behavior, and business continuity, where business continuity is indicated to be influenced by creativity and innovation through competent entrepreneurial behavior^[24]. The research focus is MSMEs' F&B services in Makassar, Indonesia, with the following criteria: permanent building with equipment and supplies for manufacturing, storage, and sales; has been running for at least 2 years; registered with the Makassar City Industry and Trade Service and Makassar City Cooperative and UMKM Service. Continuity of MSMEs' F&B services in Makassar, Indonesia, is critical and strategic to support economic growth, job creation, and

social justice for strengthening human resource capacity and increasing the productivity of economic businesses^[25]. This research is intended to answer the following research questions: (1) how can creativity, innovation, and entrepreneurial behavior support the continuity of MSMEs' F&B services? and (2) what is the impact of creativity, innovation, and entrepreneurial behavior on the continuity of MSMEs' F&B services?

2 Literature Review

MSMEs play an important role in economic growth, employment, and the distribution of development^[26]. They create job opportunities and are an important driver of growth in the gross domestic product (GDP). As for the moderating effect of entrepreneurial orientation (EO), innovativeness in entrepreneurship positively and significantly regulates the entrepreneur's ability (EA)-MSMEs' sustainable growth (SMESG) relationship; proactiveness positively regulates the relationship between almost all EA dimensions and SMESG; risk tendency regulates the EA-SMESG relationship in terms of creativity and ability to control risk^[27].

The economic growth of a country cannot be separated from the role of MSMEs, which play an important and crucial role^[28]. The aim of MSMEs according to Law Number 20 of 2008 concerning MSMEs is to grow and develop businesses to build a national economy based on just economic democracy^[29]. MSMEs in Indonesia themselves have a significant contribution or role in the expansion and absorption of new workers, the formation of gross domestic product, and business safety networks for low-income communities in performing productive economic activities^[30].

The F&B department is in charge of processing, producing, and serving food and drinks for hotel guests, whether in rooms, restaurants/coffee shops, banquets (meeting receptions), employee meals, and so on^[31]. Food processing is a collection of methods and techniques used to convert raw materials into food or food into other forms for human consumption at home or by the food processing industry^[32]. Meanwhile, a restaurant is a place or building organized on a commercial basis that provides good service to all its guests, both in the form of food and drink^[33,34]. The implications of the theory above are the focus of this research^[35].

Creativity can be seen as a process in which creativity is an input to the process of achieving innovation, competitive advantage, and returning investment^[36]. Organizational creativity consists

of three elements: (1) culture, leadership style, and organizational values; (2) structure and systems; (3) skills and resources. This research emphasizes conceptual relationships: creative people, processes, and products^[37]. Organizational creativity is the creation of value in new products, services, ideas, procedures, or processes by people working together in a complex social system. Individuals, groups, and organizations have characteristics that are influenced by creative behavior, which determines organizational creativity within a company. There are five determinants of organizational creativity: (1) organizational climate, (2) leadership style, (3) organizational culture, (4) resources and skills, and (5) the structure and systems of an organization.

Innovation is the ability to apply creative solutions to problems and opportunities. Entrepreneurs will have success through thinking and implementing the new or old in new ways. Creative thinking is related to the act of impressing a problem deeply in the mind^[38]. The problem is visualized clearly, and then, reflection is carried out regarding all actions toward the formulation of a new idea or concept that is different from the old known^[39]. In general, innovation means the process of adopting something and the process of creating new products^[40]. Innovation is a multi-dimensional concept based on the authors' study, so the determination of innovation is used; product innovation, process innovation, and organizational innovation to photograph innovation in MSMEs' F&B services in Makassar, Indonesia^[41].

According to Instruction of the President of the Republic of Indonesia Number 4 of 1995 Concerning the National Movement to Promote and Civilize Entrepreneurship, entrepreneurship is the spirit, attitude, behavior, and ability of a person in handling businesses and/or activities that lead to efforts to search for, create, and apply new ways of working, technology, and products by increasing efficiency to provide better services and/or obtain greater profits^[42].

The decreasing ability of F&B service MSMEs to maintain their sustainability during times of inflation is indicated by the limited knowledge, attitudes, and actions of entrepreneurs in using limited resources to produce products^[43]. The entrepreneurs in question are limited in their abilities to adapt to price changes, add value to products, produce products that bring profits, produce products that consumers need, produce products at minimum possible cost, and produce quality products^[44].

Entrepreneurs' limitations in entrepreneurial behavior are indicated because creativity and innovation have not been a concern in managing their business^[45].

This research consists of four variables. The first variable refers to creativity theories. The second variable refers to innovation theories. The third variable refers to theories of entrepreneurial behavior. Finally, the fourth variable refers to business continuity theory; the framework that is built is shown in Fig. 1.

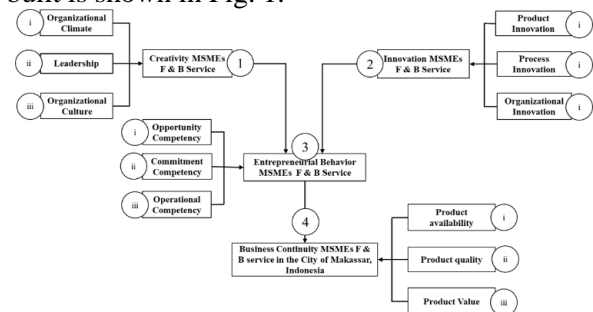


Fig. 1 A conceptual framework for continuity of MSMEs' F&B services (The authors' elaboration)

Based on the framework that has been put forward, the research hypothesis proposed is that creativity and innovation have a significant positive effect on the continuity of MSMEs' F&B services through entrepreneurial behavior both partially and simultaneously; entrepreneurial behavior moderates the continuity of MSMEs' F&B services in Makassar, Indonesia.

3 Data and Methods

3.1 Research Design

This research is intended to determine the influence of creativity and innovation on F&B service business continuity through entrepreneurial behavior in MSMEs in Makassar, Indonesia and examine the moderating role of entrepreneurial behavior in MSMEs' F&B service business continuity in Makassar, Indonesia.

The collected data were analyzed in three stages: 1) preparation of several instruments, 2) tabulation of the data obtained, and 3) application of the approach used for the research objectives. Quantitative data were analyzed using descriptive analysis and structural equation modeling. Descriptive analysis aims to describe the results of respondents' assessments of the variables studied based on the percentage weight of answers and the total score of respondents' answers so that an overview of the variables and the indicators of each variable studied can be obtained. Next, SEM analysis was carried out to examine the following: 1) the relationship

between independent variables and their influence, both simultaneously (together) and partially (each), on intervening variables; 2) the influence of intermediate variables on the dependent variable; 3) the influence of the independent variable on the dependent variable, either directly or indirectly through intermediate variables^[46].

In analyzing the research data using structural equation modeling, the data are ordinal, and we determined the relationship structure in a path diagram that reflects the proposed hypothetical proportions complete with structural equations, so that it is clear what are exogenous variables and what are endogenous variables. The equation model used is a structural equation model with the LISREL 8.70 program used to measure latent variables, namely: creativity, innovation, entrepreneurial behavior, and business continuity^[47].

The structural equation model consists of, namely: measurement equations and structural equations. Structural equations show the form of the relationship between exogenous and endogenous latent variables. Meanwhile, the measurement equation shows the form of the relationship between exogenous (endogenous) latent and observed variables, as shown in Fig. 2.

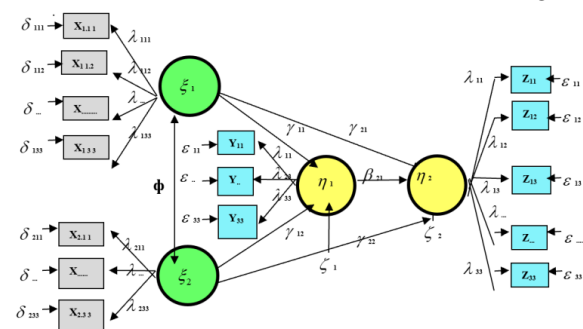


Fig. 2 Full model path diagram (The authors' elaboration)
Notes: ξ_1 - creativity, ξ_2 - innovation, η_1 - entrepreneurial behavior, η_2 - business continuity

The research was conducted on F&B service MSMEs in Makassar, Indonesia, spread across 15 sub-districts. The number of F&B service MSMEs in Makassar, Indonesia, is 1,705. Determining the research sample used the Slovin formula with the following formulation:

$$n = \frac{N}{1+N(e)^2}$$

where n is the number of samples, N is the population, and e is the amount of error that can be tolerated. In this study, it was determined to be 0.05 with a confidence level of 95%.

$$n = \frac{1.705}{1+1.705(0,05)^2}$$

$$n = \frac{1.705}{1+1.705(0,0025)}$$

$$n = \frac{1.705}{1+4,2625}$$

$$n = \frac{1.705}{5,2625}$$

n = 323.99 or 324 F&B service MSMEs.

Tab. 2 shows that the respondents were distributed proportionally/randomly for each F&B service MSME in Makassar, Indonesia.

Tab. 2 F&B service MSMEs in Makassar and their respondents (Processed data, 2023)

No.	Districts	Number of MSMEs (units)	Number of the respondents (people)
1.	Mariso	87	17
2.	Mamajang	80	15
3.	Tamalate	170	32
4.	Rappocini	270	51
5.	Makassar	106	20
6.	Ujung Pandang	177	34
7.	Wajo	73	14
8.	Bontoala	67	13
9.	Ujung Tanah	28	5
10.	Kepulauan Sangkaran	1	1
11.	Tallo	67	13
12.	Panakukang	223	42
13.	Manggala	132	25
14.	Biringkanaya	110	20
15.	Tamalanrea	114	22
	Jumlah	1.705 Unit	324 Unit

3.2 Method for Collecting the Data

3.2.1 Interview

This method was carried out with respondents to obtain an in-depth understanding of dimensions of creativity, innovation, entrepreneurial behavior, and MSMEs' F&B service business continuity in Makassar, Indonesia. The interviews were conducted using a structured list of questions (questionnaire) as a guide in the field. Thus, this research was carried out in a structured manner, focusing on the problems and research lines that were determined^[48,49].

3.2.2 Questionnaire

We used a list of questions with closed and open question items; on a Likert scale, the lowest ranking option was given a score of 1, and the highest was given a score of 5. The items in the questionnaire are randomized for each question topic, either negative or positive, while the nature of the data obtained is ordinal.

3.2.3 Observation

We carried out direct observation of the object under study. In this context, the researcher takes a moderate position, acting as an outsider and insider, namely as an observer and a participant. In the initial stage, a sense of mutual trust and an

atmosphere are created, making the researchers part of their community.

3.2.4 Documentation

This was done by collecting annual reports that are relevant to the research focus, namely published data related to the development of MSMEs' F&B services in Makassar, Indonesia. This research used primary data as main data that contain information obtained directly from the source, in this case, the owners of F&B service MSMEs, while the nature of the data still requires in-depth interpretation to meet scientific criteria. Apart from that, this research also used secondary data published by various sources, which were obtained from the Department of Tourism and Creative Economy, the Department of Cooperatives and MSMEs, the Department of Industry and Trade, and the Central Statistics Agency in Makassar, Indonesia.

3.3 Data Analysis Method

The analytical method used in this research was structural equation modeling using the LISREL 8.70 program package and SPSS Version 23 software. Structural equation models are a collection of statistical techniques that make it possible to test a relatively complex series of relationships. The structural equation model consists of two parts: (1) the measurement part, which combines observed variables with latent variables through a confirmatory factor model, and (2) the structural part, which connects the latent variables through the regression equation. This hypothesis was tested at a significance level of 0.05 or 95% confidence level. Before analyzing the proposed hypothesis, the goodness-of-fit model is first tested.

After forming the path diagram (Fig. 2), it is converted into a measurement equation for exogenous latent variables and measurement equation for endogenous latent variables with structural equations.

The general equations of the mathematical model are as follows:

$$\text{Equation for endogenous constructs: } Y = \lambda_y \eta + \varepsilon$$

$$\text{Equation for exogenous constructs: } X = \lambda_x \eta + \delta$$

$$\text{Structural model equation: } \eta = \gamma \xi + \beta \eta + \zeta$$

Y is the dependent variable, X is the independent variable, ξ is an exogenous latent variable, η is an endogenous latent variable, ζ is a structural disorder or error in the equation, γ is the coefficient of influence of exogenous latent variables on endogenous, β is the coefficient of influence of the endogenous latent variable on

other endogenous variables, λ is the manifest variable measurement coefficient for the latent variable, δ is the measurement error on the manifest variable for the exogenous latent variable, and ε is the measurement error on the manifest variable for the endogenous latent variable.

4 Results

F&B services is a strategic business, always a favorite in trade, and its market share never ends because food and drink are basic human needs. MSMEs' F&B services are considered urgent, so the business continuity needs to be considered. MSMEs' F&B service business continuity in Makassar, Indonesia, will certainly be sustainable if the implementation tends to be based on the creative economy. This agrees with the government's reasons through the trade department, which emphasizes the reasons for the need to develop the creative economy. Apart from the government's confirmation, there are several supporting and inhibiting aspects of MSMEs' F&B service business continuity in Makassar, Indonesia.

4.1 Supporting Factors for the Continuity of MSMEs' F&B Services in Makassar, Indonesia

4.1.1 Geographical Aspect

Makassar, Indonesia, has a strategic position because it is located at the intersection of traffic routes from the south and north in Sulawesi province, from the western region to the eastern region of Indonesia, and from the northern region to the southern region of Indonesia. The position at this traffic intersection indicates that MSME's F&B services in Makassar, Indonesia, are quite strategic to perform. A brief overview of the geographical location and conditions explains that Makassar, Indonesia, is strategic in terms of economic and political interests.

4.1.2 Economic Perspective

Makassar, Indonesia, is a distribution service node that will certainly be more efficient than other regions; this condition illustrates that the opportunities and sustainability of the MSMEs' F&B service business are more promising than those in other regions. This distribution service cost node is related to distribution costs for procuring raw materials, which tend to be more efficient so that they can encourage the growth of MSMEs' F&B service business in Makassar, Indonesia. The efficiency of distribution costs will, of course, influence the determination of the

production cost and selling prices for F&B products produced by F&B service MSMEs in Makassar, Indonesia.

4.1.3 Demographic Aspects

The population of Makassar, Indonesia, in 2022 was recorded at 1,432,189 people with a density of 8,148 people/km². However, during the day, the population can reach more than 1.6 million people, some of whom work in Makassar. This condition implies that the opportunity for MSMEs’ F&B services in Makassar, Indonesia, is very promising in the sense that the opportunity for the business continuity is huge because, on average, during the day, they need F&B services.

4.1.4 Governmental Aspects

The governmental aspect in this research perspective is the spread of MSMEs’ F&B services in Makassar, Indonesia. The results of the research show that generally, F&B service businesses in Makassar, Indonesia, are dominated by the Rappocini Sub-district with 270 business units, followed by the Panakukang Sub-district with 223 MSME units, Ujung Pandang Sub-district with 177 MSME units, and other sub-districts, as shown in Fig. 3.

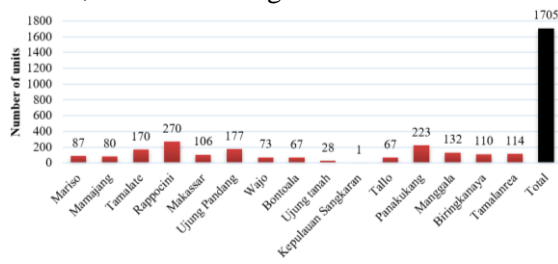


Fig. 3 Distribution of F&B service MSMEs per district in 2023 in Makassar, Indonesia (Processed data, 2023)

Fig. 3 shows that the dominance of the distribution of F&B service MSMEs in this sub-district is largely determined by the population density, office activities, trade, and other factors that encourage business actors to perform their business activities. Over the last four years, the quantity of F&B service businesses in Makassar, Indonesia, experienced an increase with a peak in 2022; however, in terms of contribution to GRDP, it is still very far from that in 2019, as shown in Fig. 4.



Fig. 4 Development of MSMEs’ F&B services and GRDP in

2019-2022 in Makassar (Processed data, 2023)

4.2 Factors Inhibiting the Continuity of MSMEs’ F&B Services in Makassar, Indonesia

The highest inflation in South Sulawesi occurred in Makassar, Indonesia, and Palopo (May 2023), namely 4.78%, while the lowest inflation occurred in Watampone, namely 3.34%. Inflation in Makassar, Indonesia, occurred due to an increase in prices, as indicated by the increase in most expenditure group indices, which had an impact, as shown in Fig. 5.

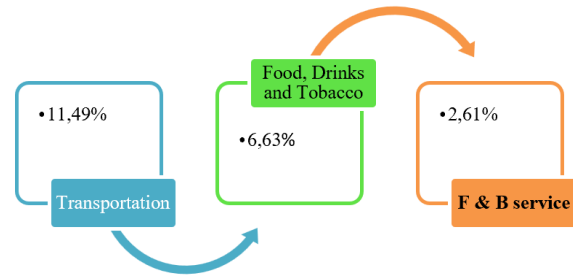


Fig. 5 Impact of inflation on MSMEs’ F&B service business continuity in 2023 in Makassar, Indonesia

Fig. 5 explains that inflation in Makassar, Indonesia, occurred due to an increase in prices, as indicated by an increase in most expenditure group indices. The largest expenditure group is transportation at 11.49%, which influences the food, beverage, and tobacco expenditure group at 6.63% and the food and beverage/restaurant provision group at 2.61%. The food and beverage/restaurant supply group contributed/contributed to inflation of 0.209%. The dominant commodities that contribute/contribute to inflation are grilled fish, rice with side dishes, oily pastries, ready-to-drink coffee, martabak, ready-to-drink tea, pizza, ice, porridge, capcai, grilled chicken, soup, and gado-gado. The implications of these inhibiting factors will, of course, affect MSMEs’ F&B service business continuity in Makassar, Indonesia.

4.3 Instrument Test

Based on the results of the instrument validation level test using correlation techniques via the product-moment correlation coefficient from Pearson using a computerized approach, the overall results obtained are shown in Tab. 3.

Tab. 3 Validity test results on the research variable instruments (Processed data, 2023)

Research variable	Assessment Items			Information
	Sig. value (2-tailed) below $\alpha = 0.05$	The Pearson Correlation	Calculated $t_{value} > t_{table}$	
X ₁₁₁ -X ₁₃₃	$\alpha < 0,05$	(**)	$t_{value} > t_{table}$	Valid
X ₂₁₁ -X ₂₃₃	$\alpha < 0,05$	(**)	$t_{value} > t_{table}$	Valid
Y ₁₁ -Y ₃₃	$\alpha < 0,05$	(**)	$t_{value} > t_{table}$	Valid
Z ₁₁ -Z ₃₃	$\alpha < 0,05$	(**)	$t_{value} > t_{table}$	Valid

Tab. 3 shows that four variables, X₁₁₁-X₁₃₃, X₂₁₁-X₂₃₃, Y₁₁-Y₃₃, and Z₁₁-Z₃₃, which are built through nine question items for each variable (36 questions), are valid or can be used as measuring tools because they have sig. values (2-tailed) below $\alpha = 0.05$, which means all the question items are significant. Apart from paying attention to the two-tailed sig. values, it can also be noted that the nine-question items have

the Pearson correlation values marked (**), which means that the nine-question items are significant.

Apart from the validity test, a reliability test of the instrument was also conducted to determine the level of consistency of respondents in answering each question item described in Tab. 4.

Tab. 4 Research variable reliability test results (Processed data, 2023)

Reliability Test Items	Variable				Information
	X ₁₁₁ -X ₁₃₃	X ₂₁₁ -X ₂₃₃	Y ₁₁ -Y ₃₃	Z ₁₁ -Z ₃₃	
Valid case	324	324	324	324	Reliable
Excluded	0	0	0	0	Reliable
Total	324	324	324	324	Reliable
N of the items	9	9	9	9	Reliable
Cronbach's alpha	0.867	0.877	0.829	0.716	Reliable

Tab. 4 shows that of the four variables, X₁₁₁-X₁₃₃, X₂₁₁-X₂₃₃, Y₁₁-Y₃₃, and Z₁₁-Z₃₃, each of which consists of nine questions for each variable (36 questions) are reliable or suitable for use as measuring or data collection tools because they have Cronbach's alpha values greater than the

proposed value of 0.7.

The structural model in this research used the robust maximum likelihood method, and a full model path diagram was obtained, as shown in Fig. 6.

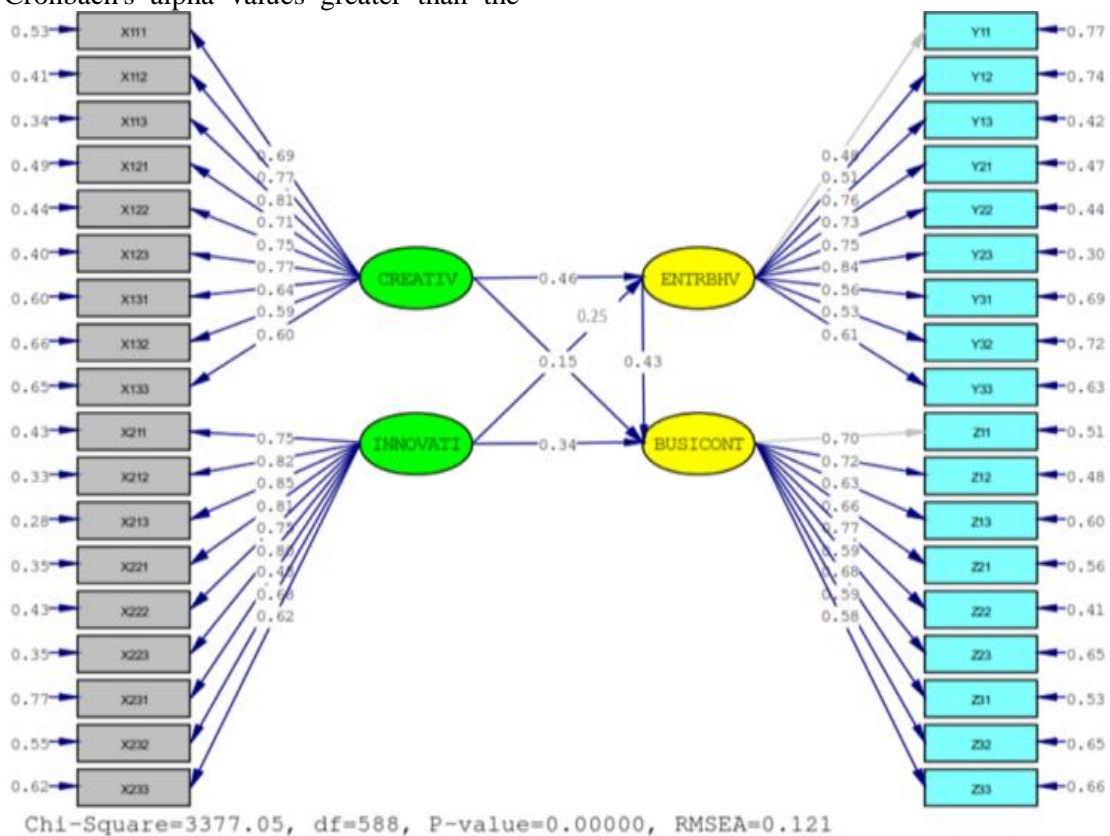


Fig. 6 Full model path diagram (LISREL data processing results, 2023)

Based on the results of the analysis above, it can be stated that the creativity variable partially has a significant influence on the sustainability of food and beverage service businesses in Makassar, so the hypothesis is accepted.

Tab. 5 explains that the MSMEs' F&B service business continuity during inflation in Makassar,

Indonesia, only lasted at 56.08, while the rest was influenced by other factors not studied in this research. The highest total influence of innovation on the MSMEs' F&B service business continuity is 18.65%, higher than that of creativity, which is 8.89%.

Tab. 5 Total influence of creativity, innovation, and entrepreneurial behavior on the business continuity (Data processed, 2023)

Latent Variables	Path Coefficient	Direct Influence	Indirect Influence		Total influence (R ²)
			Through Independent Variables	Through Entrepreneurial Behavior	
Creativity	0.1500	0.0225	0.0184	0.0480	0.0889
Innovation	0.3400	0.1156	0.0184	0.0525	0.1865
Entrepreneurial Behavior	0.4300	0.1849	0.1006	0.0000	0.2855
Total influence together (R ²)		0.3230	0.1373	0.1006	0.5608

Creativity, innovation, and entrepreneurial behavior simultaneously and partially significantly influence the business continuity, and entrepreneurial behavior moderates MSMEs' F&B service business continuity in Makassar, Indonesia.

5 Discussion

MSMEs' F&B service business continuity in Makassar, Indonesia, guarantees sustainability if the implementation is based on the creative economy. This will be realized with several supporting aspects:

1) *Geographical*: MSMEs' F&B service business continuity in Makassar, Indonesia, is in a strategic position, namely at the intersection of traffic routes from the south and north in Sulawesi Province, from the western region to the eastern region of Indonesia, and from the northern region to the southern Indonesia. This is very strategic in terms of economic interests.

2) *Demographic*: MSMEs' F&B service business continuity in Makassar, Indonesia, shows that during the day, the population increases from 1.4 to 1.6 million people (generally, they work in the city) and needs F&B services.

3) *Governmental*: The quantity of F&B service MSMEs in Makassar, Indonesia, increased over the last four years, peaking in 2022, but its contribution to GRDP is still very far from that in 2019.

4) *Economic*: Makassar, Indonesia, is a more efficient distribution service node than other regions. This is related to the distribution costs for procuring raw materials, which tend to be more efficient. The efficiency of distribution costs will influence the determination of the production cost and selling prices for F&B

service products in Makassar, Indonesia.

Meanwhile, the inhibiting factor for MSMEs' F&B service business continuity in Makassar, Indonesia, is inflation. The highest inflation occurred in Makassar, Indonesia, at 4.78%, causing people's purchasing power to decrease and triggering price increases. The largest inflation was in the transportation sector at 11.49%, which then triggered an increase in prices for the F&B group, which is the raw material for MSMEs' F&B services. The impact of inflation on MSMEs' F&B services is the increase in production costs and selling prices. The F&B groups that have quite a large impact due to inflation are grilled fish, rice with side dishes, oily pastries, ready-to-drink coffee, martabak, ready-to-drink tea, pizza, ice, porridge, capcai, grilled chicken, soup, and gado-gado.

Based on the conditions above, it shows that the influence of opportunity factors is more dominant than inhibiting factors, so the MSMEs' F&B service business continuity in Makassar, Indonesia, constitutes 56%, as shown in Fig. 7.

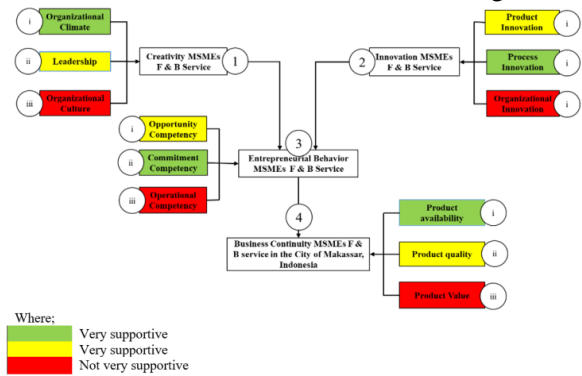


Fig. 7 MSMEs' F&B service business continuity model (The authors' findings)

Fig. 7 shows that the continuity of MSMEs' F&B service business in Makassar, Indonesia, is at 56%, where product availability is in a position

to support MSMEs' F&B service business continuity: providing products according to market needs, providing product variations that facilitate consumer preferences, and making it easy for consumers to buy products through online services. Meanwhile, product quality is in a sufficient position to support MSMEs' F&B service business continuity, where the products offered provide benefits to consumers, the resulting product is unique, and the products produced are in accordance with consumer tastes. However, the value of the products owned has not been able to back up MSMEs' F&B service business continuity in Makassar, Indonesia: offering various price options for products, packaging the product attractively, and knowing consumer tastes. This cannot be done because of the effect of price increases so that the need for working capital increases.

The entrepreneurial behavior of F&B service MSMEs in Makassar, Indonesia, can moderate their service business continuity through commitment competence, which is in a position to support the creation of entrepreneurial behavior of F&B service MSMEs: maintaining company values and goals, having a plan to achieve the business success in the future, and having motivation for the achievement^[50]. Furthermore, the competency opportunities that are in a sufficient position to support the creation of entrepreneurial behavior in F&B service MSMEs: prioritizing the types of products and services that consumers want, searching for information about products and services that have value in the eyes of consumers, and understanding unmet needs of consumers for products and services.

However, its operational competency has apparently not been able to support the entrepreneurial behavior of F&B service MSMEs in Makassar, Indonesia: utilizing existing resources for organizational progress, effectively directing duties and responsibilities to employees, and maintaining operational effectiveness through existing resources. This condition describes the entrepreneurial behavior of F&B service MSMEs in Makassar, Indonesia, moderating MSMEs' F&B service business continuity during inflation only through two forces: commitment competence and opportunity competence. This occurs because of the effects of inflation, where the need for working capital increases, and the ability to pay employees decreases.

The moderating role of MSMEs' entrepreneurial behavior is backed up by creativity and innovation, but in reality, the role

of creativity is greater than that of innovation in building F&B service MSMEs' entrepreneurial behavior. This indicates that the important driver of F&B service MSMEs' entrepreneurial behavior is predominantly built through creativity rather than innovation. Creative F&B service MSMEs in Makassar, Indonesia, are able to support the creation of entrepreneurial behavior and business continuity of F&B service MSMEs through an organizational climate that is in a position to support the creation of entrepreneurial behavior and business continuity of F&B service MSMEs: sensitiveness to changes and problems in the business environment, generating ideas or thoughts in overcoming changes in the business environment, and daring to accept failure on the basis of rational thinking.

Furthermore, the leadership is in a sufficient position to support the creation of entrepreneurial behavior and business continuity of F&B service MSMEs: striving to increase work efficiency of each employee, striving to improve product quality through creative ideas, and giving employees freedom to develop creative ideas or thoughts. However, the organizational culture that is owned has not been able to back up entrepreneurial behavior and business continuity of F&B service MSMEs in Makassar, Indonesia: determining the direction and goals of the organization based on creative thinking, building an adaptive culture through creativity-oriented instruments, and instilling an understanding of the value of creativity at all levels of the organization.

This condition illustrates the creativity of F&B service MSMEs in Makassar, Indonesia, to build entrepreneurial behavior and for their business continuity during inflation only through two forces: organizational climate and leadership. This occurs because of the effects of inflation, where people's purchasing power and material prices increase, the need for working capital increases, and the ability to pay employees decreases.

Innovative F&B service MSMEs in Makassar, Indonesia, are able to support the creation of entrepreneurial behavior and business continuity of F&B service MSMEs through process innovation, which is in a position to support the creation of entrepreneurial behavior and business continuity of F&B service MSMEs: knowing information on developing organizational values and goals, having a procedure for developing innovation value regularly, and creativity in applying the value of creativity correctly and systematically. Furthermore, product innovation is in a sufficient position to support the creation

of entrepreneurial behavior and business continuity of F&B service MSMEs: producing products that have novelty value, producing products that are more useful than existing products, and ability to create more market opportunities than previous products.

However, the organizational innovation that we have apparently has not been able to back up the entrepreneurial behavior and business continuity of F&B service MSMEs in Makassar, Indonesia: environmental awareness, rapid changes in organizational form, and ability to determine the direction and goals of individual development in a team. This condition illustrates the innovation of F&B service MSMEs in Makassar, Indonesia, to build their entrepreneurial behavior and business continuity during inflation only through two forces: organizational process innovation and product innovation. This happens because of the effects of inflation where operational costs are increasing, so it is necessary to make adjustments through process innovation to produce different products through product innovation without reducing the value of the product.

The increase in inflation in the first quarter of 2023 compared with the previous quarter occurred in Makassar and Palopo. Meanwhile, annual inflation is sloping in three other CPI cities and districts (Bulukumba District, Parepare, and Watampone). This development was mainly influenced by the food subgroup in the food, beverage, and tobacco group, particularly caught fish commodities. In Makassar and Palopo, skipjack tuna, white snapper, and trevally have experienced an increase in annual inflation.

Meanwhile, the annual inflation for these commodities tends to be sloping in the other three CPI-calculating cities/districts. This development cannot be separated from the influence of the weather and wave height in each fishing area. In the first quarter of 2023, Makassar became the CPI-calculating city with the highest annual inflation. Makassar recorded an annual inflation of 5.99% or higher compared to that in the previous quarter (5.81%). Makassar has the highest population in South Sulawesi; therefore, the increase in public demand, which has not been balanced by an increase in supply, has resulted in higher inflation than that in other areas.

Makassar is the most populous inflation-calculating city with the largest population in South Sulawesi; therefore, consumption patterns and price developments in Makassar have a significant influence on South Sulawesi's combined inflation. In the first quarter of 2023,

annual inflation in Makassar was triggered by gasoline, rice, air transportation, purebred chicken eggs, flying fish, filtered kretek cigarettes, and oily dry cakes. The prices for petrol and filtered kretek cigarettes, which are higher than those in the same last year period, are the result of the government policies, including the transfer of fuel subsidies from September 2022 and an increase in cigarette excise rates from the beginning of 2023. In the case of broiler eggs, the cost of raw materials is high, triggering higher selling prices than those in the same last year period, including the cost of animal feed and DOC.

Meanwhile, the increase in prices for rice, flying fish, and oily pastries compared to the same last year period was triggered by increased demand, especially during the Ramadan fasting period, which started earlier in 2023 than in 2022. On the other hand, the annual inflation rate is higher in Makassar and was hampered by the decline in prices for purebred chicken meat, cayenne pepper, red chili, banana, and eggplant. The decline in commodity prices agreed with relatively well-maintained supply conditions compared with the same last year period, supported by increased production factors and lower rainfall at harvest time.

6 Conclusions

The stable performance of the South Sulawesi financial system is maintained despite domestic and global risks. Loan distribution to the RT sector increased, as did corporate credit distribution. Among these developments, non-performing loans (NPLs) are still maintained below the 5% threshold. Overall, banking performance was stable in the reporting quarter. ROA (return on assets) was recorded slightly lower than that reported in the previous quarter. It was recorded to be higher than that in the previous quarter due to an increase in operational costs.

Credit distribution from banks to MSMEs slowed during the reporting quarter. However, the ratio of lending to MSMEs by banks in South Sulawesi reached 35.47% of total credit in the reporting quarter or exceeded the target proportion of banking credit distribution to MSMEs of 30% in 2024. Furthermore, fintech financing is increasing even though it is accompanied by an increased risk of failure to complete payment obligations compared with the previous period.

The support from various stimuli provided by the government has also encouraged the MSME sector to become one of the most resilient sectors

amidst the COVID-19 pandemic. MSME credit risk is consistently below the 5% threshold. South Sulawesi's MSME NPL was recorded at 3.32% in the first quarter of 2023, higher than that in the previous quarter (2.84%). The NPL for MSME credit almost reached 5% in the first quarter of 2022; however, the NPL decreased again in the second quarter and continued until the reporting quarter.

Creativity and innovation have a significant positive effect on the business continuity of F&B service MSMEs in Makassar, Indonesia, through entrepreneurial behavior both partially and simultaneously. Therefore, the findings of this research during inflation indicate that food and

beverage service business actors are becoming more creative and innovative, which is an important driver for the creation of reliable entrepreneurial behavior. Innovation is the main contributor to creating entrepreneurial behavior in F&B service MSMEs. Entrepreneurial behavior moderates the business continuity of F&B service MSMEs in Makassar, Indonesia, through commitment competency and opportunity competency over creativity and innovation. Business continuity of F&B service MSMEs during inflation in Makassar, Indonesia, only lasted at 56%, which was predominantly backed up by their innovative entrepreneurial behavior.

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