

**PENGARUH PERSAINGAN USAHA, KREATIVITAS  
KERJA, MOTIVASI KERJA, DAN KEPUASAN KERJA  
TERHADAP KINERJA KARYAWAN (STUDI KASUS  
PADA UMKM MABEL DI KECAMATAN BERBEK  
KABUPATEN NGANJUK)**

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**Abstrak**

Penelitian ini memiliki tujuan mengkaji pengaruh persaingan usaha, kreativitas kerja, motivasi kerja, dan kepuasan kerja terhadap kinerja karyawan (studi kasus pada umkm mabel di kecamatan Berbek kabupaten Nganjuk). Sampel penelitian ini menggunakan sampel jenuh. Metode kuantitatif termasuk metode penelitiannya. Hasil penelitian ini menampilkan bahwa kinerja karyawan mendapat pengaruh dari persaingan usaha, kreativitas kerja, motivasi kerja, dan kepuasan kerja baik secara parsial maupun simultan.

**Kata Kunci :** Persaingan Usaha, Kreativitas, Motivasi, Kepuasan Kerja

**THE INFLUENCE OF BUSINESS COMPETITION, WORK  
CREATIVITY, WORK MOTIVATION, AND JOB  
SATISFACTION ON EMPLOYEE PERFORMANCE (CASE  
STUDY OF MABEL SMEs IN BERBEK DISTRICT,  
NGANJUK REGENCY)**

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*Abstract*

*This study aims to examine the effect of business competition, work creativity, work motivation, and job satisfaction on employee performance (a case study on mabel SMEs in Berbek sub-district, Nganjuk district). The sample of this research uses a saturated sample. Quantitative methods include research methods. The results of this study show that employee performance is influenced by business competition, work creativity, work motivation, and job satisfaction both partially and simultaneously.*

**Keywords:** Business Competition, Creativity, Motivation, Job Satisfaction