

**Pengaruh *Creativity* dan *Risk Taking* terhadap *Organizational Performance*
Dimoderasi oleh *Religiosity* pada UMKM di Provinsi Sumatera Barat**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Mencapai Gelar Sarjana Pada Program Studi
S1 Fakultas Ekonomi Universitas Andalas



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PENGARUH CREATIVITY DAN RISK TAKING TERHADAP ORGANIZATIONAL PERFORMANCE DIMODERASI OLEH RELIGIOSITY PADA UMKM DI PROVINSI SUMATERA BARAT

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ABSTRAK

This research is aimed to investigate the impact of creativity and risk taking on organizational performance which is moderated by religiosity. Based on quantitative approach, the data has collected from 140 respondents. These respondents were selected purposively in which by SME's in West Sumatra. The data was analyzed by using SmartPLS 3.2.7. Statistical analysis revealed that creativity did not significantly influence organizational performance, but risk taking and religiosity significantly influence organizational performance. Religiosity did not moderated relationship between creativity and risk taking and organizational performance. These results imply that SME's in West Sumatra should have a strong to take a risk, and be more creative in order to increase organizational performance SME's.

Kata Kunci: *Creativity, Risk Taking, Religiosity, Organizational Performance*

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