

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the research discussed in the previous chapter, the researcher can draw the following conclusions:

1. Motivation (X1) has a positive and significant effect on job satisfaction (M).
2. Innovative behavior (X2) has a positive and significant effect on job satisfaction (M).
3. Job satisfaction (M) has a positive and significant effect on performance (Y).
4. Motivation (X1) has no effect on performance (Y).
5. Innovative behavior (X2) has a positive and significant effect on performance (Y).
6. Job satisfaction (M) is proven to mediate the effect of motivation (X1) on performance (Y).
7. Job satisfaction (M) is not proven to mediate the effect of innovative behavior (X2) on performance (Y).

B. Implications

Referring to the research results outlined by the researcher in the previous chapter, implications that can be used by related parties in this study, including the following:

a. Theoretical Implications

This study adds to knowledge about the effect of motivation and innovative behavior on the performance of MSMEs with job satisfaction as a mediating variable. Theoretically the findings in this study prove that:

- 1) Both motivation and innovative behavior have a direct effect on job satisfaction. However, motivation does not have a direct effect on performance, motivation has an indirect effect on performance if it is mediated by job satisfaction.
- 2) Job satisfaction has a direct effect on performance. In addition, innovative behavior on performance also has a direct effect, so the effect of innovative behavior on performance is not mediated by job satisfaction.

b. Practical Implications

The practical implications that can be used as recommendations according to the research results that have been discussed in this study are as follows:

- 1) In carrying out their MSMEs business, culinary MSMEs actors or owners spread across Banyumas need to increase the motivation that is within them. If MSMEs actors have high motivation this will have a good impact on their job satisfaction and if their job satisfaction increases, then the performance of the MSMEs they have also increases. Then, MSMEs actors also

need to increase innovative behavior so that this can increase job satisfaction, likewise the performance of MSMEs.

- 2) If the performance of MSMEs can improve, then this is useful for the government in increasing economic welfare through MSMEs, especially culinary MSMEs in Indonesia, which are numerous.

C. Research Limitations

This research has limitations that need to be considered. Limitations in this study, namely:

1. In this study it has been explained that there are 2 hypotheses whose final results are rejected and it has also been explained why these hypotheses were rejected. Factors that cause rejection of hypothesis 4 as explained by several experts, for example Misra and Kumar (2018) which state that lack of capital, access to funding, or lack of liquidity can affect the motivation and performance of MSMEs. Then the suggestion from the researcher is that in further research it is necessary to add these factors as variables in order to obtain a better final hypothesis result. Then, in the rejection of hypothesis 7 which according to experts the factor can be caused by more dominant external factors so that innovative behavior can directly affect performance without needing job satisfaction as mediation variable. So, the suggestion from the researcher is that in further research can add or reduce variables in order to produce better hypothesis results.

2. This research only examines the MSMEs culinary sector in the Banyumas area. Therefore, for further research, research on MSMEs in other sectors can be carried out.

