

## SUMMARY

This research is a research study on MSMEs in the culinary sector spread across Banyumas Regency. This research takes the title: "The Effect of Motivation and Innovative Behavior on MSMES Performance with Job Satisfaction as A Mediating Variable (Study at Culinary Sector MSMES in Banyumas Regency)". The purpose of this study was to determine the effect of motivation and innovative behavior on the performance of MSMEs mediated by job satisfaction. The population in this study were MSMEs in the culinary sector in Purwokerto and the number of respondents taken in this study was 100 respondents.

Based on the results of research and data analysis using the SEM (Structural Equation Modeling) method and with the Smart PLS 3 measurement tool, it shows that: (1) Motivation has a positive effect on job satisfaction, (2) Innovative behavior has a positive effect on job satisfaction, (3) Job Satisfaction has a positive effect on performance, (4) Motivation has no effect on performance, (5) Innovative behavior has a positive effect on performance, (6) Job satisfaction mediates the effect of motivation on performance, (7) Job satisfaction does not mediate the effect of innovative behavior on performance.

The implications of the conclusions above consist of theoretical implications and practical implications. Theoretical implications in this study increase knowledge about the effect of motivation and innovative behavior on the performance of MSMEs with job satisfaction as a mediating variable. While the practical implication is that culinary MSMEs actor in Banyumas need to increase the motivation within them which will have a good impact on their job satisfaction and if their job satisfaction increases, the performance of their MSMEs will also increase. Then, MSMEs actors also need to increase innovative behavior so that this can increase job satisfaction, as well as MSMEs performance. If the performance of MSMEs improves, this is useful for the government in increasing economic welfare through MSMEs, especially culinary MSMEs in Indonesia.

**Keywords:** MSMEs, Motivation, Innovative Behavior, Job Satisfaction, Performance