

## ABSTRACT

Creative Economy is an economic activity where the input and output is the idea. The essence of creativity is the idea, the idea is the most important commodity in the creative economy. The idea in question is an original idea and may be protected by IPR. These economic activities are carried out in bloom all over the world, in developing countries such as England, Japan, America, Germany, etc. Export results is one of the largest sectors that can cover the State income goals. Indonesia is a new State literacy will have great potential of this sector, even though many of its inhabitants who had come to go into this economic activity, so new in early 2009 that a serious beginning of a government to develop this sector. Various programs and policies designed to assist the development of creative economy in Indonesia.

The growth of creative economy companies must not be separated from the influence of business characteristics, this study was conducted to see the influence of business characteristics of the creative economy that consists of creativity, financial support, and organizational commitment to the performance of creative economy companies in Bandung which is the center of creative industries in Indonesia.

The results of this study show that creativity has a significant impact on the level of company performance, while financial support and organizational commitment did not significantly influence the company performance. To influence simultaneously creativity, financial support and organizational commitment have a significant impact on company performance. For direct financial support has a significant impact on organizational commitment.

Conclusion obtained from this study is that the increase in company performance and organizational commitment to the company's creative economy can be done by empowering creativity and good financial support so that they can be a company that existed creative economic sector.

**Keywords:** Creativity, Financial Support, Organizational Commitment, Company Performance, and SEM (Structural Equation Modeling)