

## THE INFLUENCE OF INNOVATION ON SOCIAL MEDIA ADOPTION ON MARKETING PERFORMANCE OF SLEMAN SMEs

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### ABSTRACT

*This study aims to determine and analyze the effect of innovation, technology, focus on opportunities and social media adoption on SME marketing performance in Sleman. This research is quantitative research with the sampling technique in this study using the Non-Probability Sampling method. Researchers distributed questionnaires to 130 respondents. Respondents are UKM owners in Sleman who use and utilize social media as their marketing media. The data that has been collected is then analyzed by several tests, namely the validity test using Convergent Validity and Discriminant Validity, and the reliability test using the Average Variance Extracted (AVE). While the data analysis technique used to answer the hypothesis is descriptive statistical analysis and Partial Least Square (PLS) using the SmartPLS 3.2.8 software program. The results of this study indicate that innovation, technology, focus on opportunities, and social media adoption affect SME marketing performance.*

**Keywords:** Innovation Characteristics, Technology Characteristics, Human Resource Skills, Marketing Adoption, and SME Performance

### INTRODUCTION

Small and medium enterprises (SMEs) are recognized as one of the main contributors to economic growth, development and employment. Despite playing a significant role in today's world economy, SMEs are known to have limitations and acceptance barriers in adopting new technologies, even though the internet revolution and communication channels have changed the way people do business (Dahnil, Marzuki, Langgat, & Fabeil, 2014). Social media can be adopted without additional resources on businesses that are connected to the internet (Ahmad, Bakar, & Ahmad, 2017). Social media can even be used by small and medium enterprises (SMEs) because of low costs and minimal technical requirements (Ferrer, et al., 2013). The Indonesian government actively supports the use and utilization of Information Technology (IT) to increase the competitiveness of SMEs, but currently, the adoption of IT by SMEs in Indonesia is still shallow (Astuti & Nasution, 2014). Whereas research by (Prahalad & Hamel, 1994) reveals that one of the best long-term success indicators of a business can be achieved through new technological solutions. Previous research conducted by (AlSharji, et al., 2018) resulted in a research gap in this study because the previous research said that technology had no significant effect on social media adoption. Apart from technology and social media adoption, there are other variables that may affect marketing performance, namely innovation and focus on opportunities. However, there are still many SMEs that tend not to be innovative according to research results (Sadiku-Dushi, Dana, & Ramadani, 2019), which also becomes research gap in this study, because the study says that innovation has no effect on marketing performance, even though innovation can help foster marketing performance at a higher level. As for the opportunity focus variable, expressed by (Zacher, Heusner, Schmitz, Zwierzanska, & Frese, 2010) through their research

results, that focus on opportunities is positively related to marketing performance. This research is important because the COVID-19 pandemic has changed the direction, policies and marketing strategies of SMEs towards digital marketing.

## **LITERATURE REVIEW**

### **Marketing Performance**

Marketing performance is defined as the company's ability to create acceptable actions and results (Pfeffer & Salancik, 1978). According to Abdelrahim et al., (2007) stated that the marketing performance of SMEs could be seen from owner/manager satisfaction (dependent variable) on profit, turnover, and business development. According to (Taticchi, Tonelli, & Cagnazzo, 2010), marketing performance can be measured based on quantitative and qualitative variables. The variables for measuring quantitative performance that is usually used by large companies are financial results (ROE, ROA, ROI), production (number of goods sold), marketing (number of customers), and efficiency (Taticchi, Tonelli, & Cagnazzo, 2010). Meanwhile, the variables for measuring qualitative performance are discipline level, goal achievement, leadership perceptions of organizational performance, individual behaviour within the organization, and effectiveness.

From the various definitions of marketing performance according to the experts above, it can be concluded that marketing performance can be defined as the achievement of organizational goals related to profitability and sales growth, market share, and the result of corporate strategic goals. The measure of the company's success in achieving its goals is also based on the marketing performance itself.

### **Innovation**

Robert, B., & Tucker (2008) argue that innovation "is an idea that emerges and brings it to life". The European Commission (1995) defines innovation as "the renewal and expansion of products and services and related markets; the establishment of new methods of product, supply and distribution; introduction of changes in management, work organization, and working conditions of the workforce". Thompson (1965) defines innovation as "the generator, acceptance and implementation of a new idea, process, product or service." Innovation is a critical element in maintaining and improving organizational performance (Rolstadas, 1998). According to (Ellitan & Anatan, 2009) innovation can be defined as the process of adapting products, services, ideas, or processes that already exist within the organization or those developed from outside the organization. From the understanding according to the experts above, it can be concluded that if innovation is important for organizational performance, the task of management is to design and implement a corporate culture that embodies market orientation, learning, and entrepreneurship.

According to Ghobakhloo & Tang (2013), the more innovative SME owners are, they are more intended to adopt the e-commerce platform (Rahayu & Day, 2015). Therefore, most SMEs prefer to use social media for marketing and consumer communication purposes. (Jabeen, 2017) Management's attitude towards social media is an important factor in the adoption of new technological innovations and has been found to be positively related to marketing adoption (Premkumar and Roberts, 1999). Management's attitude towards social media refers to the involvement, enthusiasm, motivation and encouragement provided by management for the acceptance of IS innovation (Elbeltagi et al., 2013).

H1: Characteristics of innovation influence marketing adoption

### **Technology**

Different definitions of technology adoption in organizations have been provided by previous literature such as decisions to accept and use innovation, implementation success (Bruque & Moyano, 2007; Cotter, 2002) and level of use (Ayu & Abrizah, 2011). Many theories related to technology adoption are not specific to the adoption of social media marketing, but still have relevance when viewed in the context of general technology adoption (Mohd Irwan et al., 2014). Information technology (IT) has the ability to revolutionize all aspects of marketing of small and medium enterprises (SMEs), such as accelerating the acquisition of new customers, access to new markets, and increasing company efficiency (Alford & Page, 2015). Recently, an exceptional level of attention has been especially paid in the field of social media marketing (Tafesse & Wien, 2018). With the help of the SM channel, the communication between business firms and individuals has been rapidly augmented and improved not only will expand new opportunities but also modify its operational business processes (Berthon et al., 2005).

H2: The character of technology affects Marketing Adoption

### **Skill**

Skill is the potential to increase knowledge gained through practice and experience in doing work so that a person can complete his job more quickly. According to Dunette (1976), skills are the ability to develop knowledge gained through training and experience in carrying out several tasks so that someone is trained to be able to work more valuable and faster. It can be felt that larger business firms are characterized by more technical and economic resources to adopt technology than firms that are relatively small in size (Duan et al., 2012). Another factor that will determine SME adoption is technology readiness, which consists of technologically sound IT infrastructure and human resources (Zhu & Kraemer, 2005).

H3: Human Resources Skills Influence Marketing

### **Social Media Adoption**

Andreas & Michael (2010) defines social media as "a group of Internet-based applications built on ideological foundations and Web 2.0 technology, enabling the creation and exchange of User Generated Content." When social media is well adopted, it can enable an organization to increase its business activities. Some researchers have found that social media adoption in companies can provide benefits, and some have identified a positive relationship between social media adoption and company performance (Ainin, Parveen, Moghavvemi, & Jaafar, 2015), the study found that the use of social media has a positive effect on customer-facing activities as well as the company's marketing performance.

Social media adoption has been shown to have the potential to increase sales, reduce costs, improve customer service, reach customer, and corporate brand awareness, drive traffic to company websites and improve Business to Business (B2B) relationships (Hoffman & Fodor, 2010). McCann & Barlow (2015) found that SMEs who did not plan for social media adoption strategically were less likely to get the full benefit from social media use. Marketing refers to the approach by marketers to tell customers about the company, the details of the products or services provided and also the ways to manage customer relationships (Gretzel et al., 2006). Hence, Social Media plays an important role in implementing online marketing in SMEs, apart from engaging with customers. The development of SMEs can be seen from their development performances, which can be measured through their work level, organizational size, and profitability (Malik et al., 2014).

H4: Marketing adoption affects SME performance

## METHODS

This research is an explanatory study with a survey approach. Based on the research objectives, this study is research for hypothesis testing. This research can be concluded as causal research. The data analysis technique used to answer the hypothesis is descriptive statistical analysis and Partial Least Square (PLS) using the SmartPLS 3.2.8 software program. This research is quantitative research with the sampling technique in this study using the Non-Probability Sampling method. The type of non-probability sampling technique in this study is the purposive sampling technique, which is a sampling technique with certain considerations (Sugiyono, 2013). Researchers distributed questionnaires to 130 respondents. Respondents are UKM owners in Sleman who use and utilize social media as their marketing media.

## RESEARCH RESULTS

### Description of the characteristics of Respondents

Primary data that has been collected by researchers is analyzed to determine the characteristics include Gender, duration of business establishment, and the number of employees.

**Tabel.1 Characteristics of Respondents**

<i>Characteristics of Respondents</i>	<i>Respondents %</i>
Gender	
Male	52%
Female	48%
Old Establishment of Enterprises	
<1 year	25%
1 year - 4 years	47%
5 years - 8 years	15%
8 years	13%
Number of Employees	
<10	78 %
10 - 20 people	10%
> 20 people	12%

### Test Results Outer Model

The analytical method used in this study is the Partial Least Square (PLS) with the program Smart PLS 3.0. This technique consists of an outer model or measurement model and an inner model or structural model (Ghozali, 2014). Outer model or indicator test is carried out to assess the reliability and validity of the model. The results of the outer model in this study are shown in Table 2 as follows:

Tabel .2 Construct Reliability

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>(AVE)</i>
Adopsi Pemasaran	0.753	0.761	0.844	0.576
Karakteristik Inovasi	0.715	0.847	0.809	0.519
Karakteristik Teknologi	0.728	0.737	0.829	0.549
Keterampilan SDM	0.730	0.730	0.697	0.535
Kinerja UKM	0.738	0.747	0.851	0.655

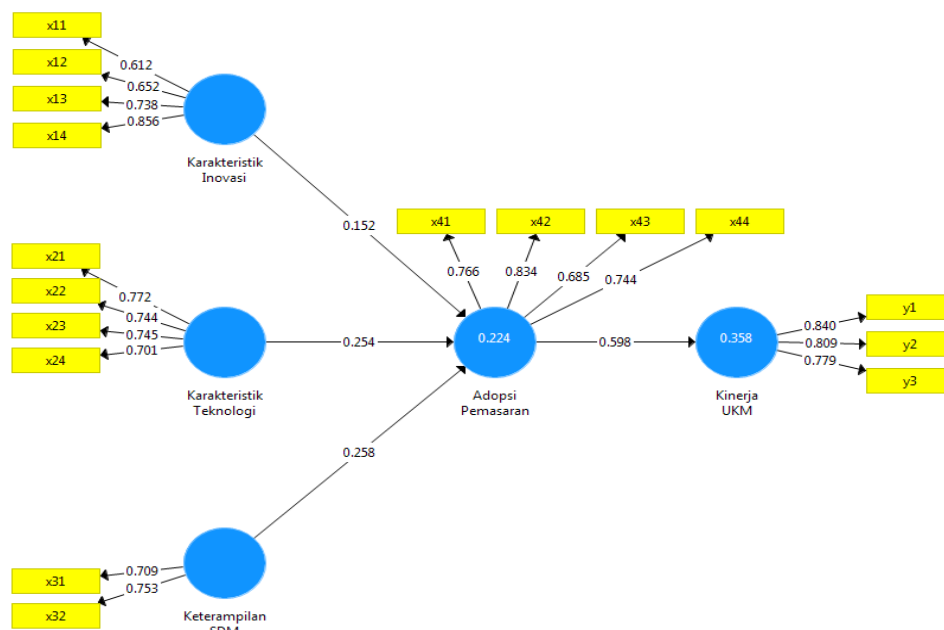


Figure 1. PLS-Algorithm

### Convergent Validity

Value convergent validity is the value of the outer loading on latent variables with their indicators. According to Chin (1995), an value outer loading of  $> 0.7$  is considered very good to meet the requirements convergent validity. Table 2 shows that each variable indicator has a value  $> 0.7$ , so that all indicators are declared feasible or valid.

### Composite Reliability

Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a value composite reliability  $> 0.6$  (Ghozali, 2014). Based on the data presented in Table 2 above, it can be seen that the value composite reliability of all research variables is  $> 0.6$ , indicating that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

### Average Variant Atraxcted (AVE)

The average variant atraxcted (AVE) value for each indicator requires that the value be  $> 0.5$  for a good model. Based on the data presented in Table 2 above, it is known that the AVE value of each variable has a value  $> 0.5$ . Thus it can be stated that each variable has good validity.

### Cronbach's Alpha

Reliability test with the above composite reliability can be strengthened by using the value Cronbach alpha. A variable can be declared reliable or fulfills cronbach alpha if it has a value cronbach alpha  $> 0.7$  (Ghozali, 2014). Based on the data presented above in Table 2, it can be seen that the value Cronbach alpha of each research variable is  $> 0.7$ . Thus, these results indicate that each research variable has met the requirements for the value Cronbach alpha, so it can be concluded that all variables have a high level of reliability.

### Discriminant Validity

An indicator is declared to meet discriminant validity if the value of the cross loading factor indicator on the variable is the largest compared to other variables (Ghozali, 2014). Based on the data presented in Table 3 below, it can be seen that the cross loading factor value of each indicator on the variable is the largest compared to the value cross loading on the other variable indicators. Based on the results obtained in Table 3, it can be stated that the indicators used in this study already have good discriminant validity in compiling their respective variables.

**Table 3. Cross Loading (Discriminant Validity Test)**

	<i>Adopsi Pemasaran</i>	<i>Inovasi</i>	<i>Teknologi</i>	<i>Keterampilan</i>	<i>Kinerja UKM</i>
x11	0,106	0,612	0,245	0,098	0,060
x12	0,154	0,652	0,182	0,124	0,135
x13	0,180	0,738	0,370	0,172	0,145
x14	0,329	0,856	0,419	0,071	0,029
x21	0,327	0,456	0,772	0,115	0,088
x22	0,259	0,320	0,744	0,189	0,017
x23	0,258	0,276	0,745	0,059	0,003
x24	0,237	0,232	0,701	0,187	0,031
x31	0,230	-0,057	0,055	0,709	0,093
x32	0,247	0,258	0,206	0,753	0,044
x41	0,766	0,266	0,280	0,298	0,441
x42	0,834	0,316	0,375	0,299	0,432
x43	0,685	0,122	0,119	0,128	0,485
x44	0,744	0,194	0,316	0,244	0,469
y1	0,543	-0,021	0,104	0,076	0,840
y2	0,458	-0,060	0,030	-0,036	0,809
y3	0,442	-0,113	-0,021	0,025	0,779

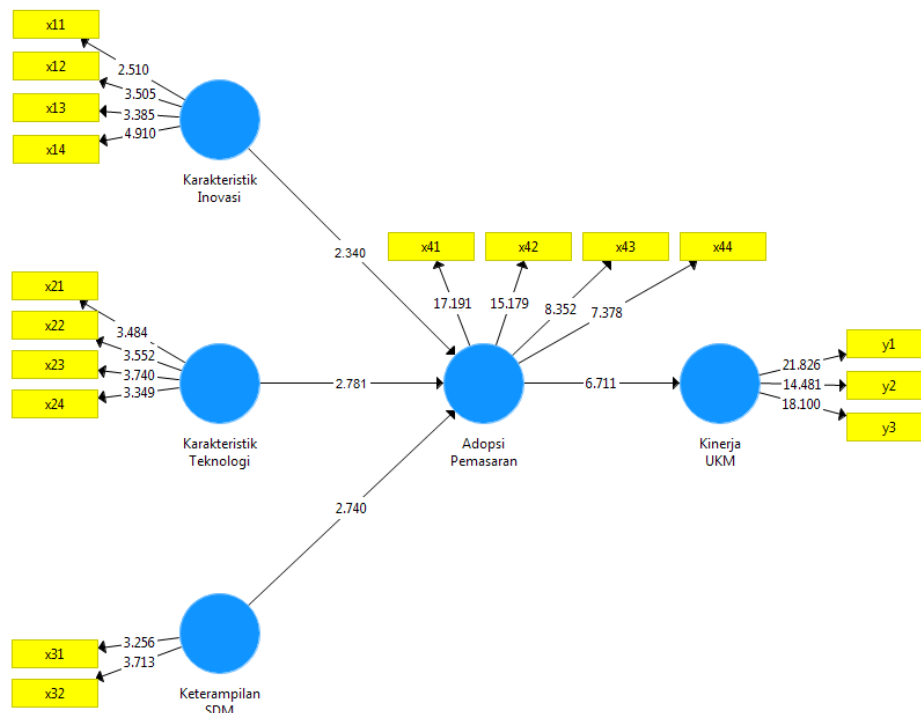


### Testing Results Inner Model

The results of testing the structural model after modification can be seen in table 4. The structural model is stated to be fit, and all hypotheses are supported. Table 5 shows all significant paths.

**Table 4. Results of Inner Model**

Testing	Result	Criteria
The Coefficient of Determination (R-square)		Moderate
Marketing Adoption	0.224	
SME performance	0.358	
Predictive Relevance (Q-square) Q2 = 0.428	0.428	Good, meaning that the observed values have been reconstructed well by having re Predictive levansi
The Goodness of Fit (GoF)		
GoF = $\sqrt{\text{average AVE} \times \text{average R}^2}$ = $\sqrt{0.567 \times 0.164430.405499}$ = $\sqrt{0.29}$ =	53,8%	



**Figure 2. PLS- Bootstrapping**

Hypothesis testing is done by looking at the value of its probability and t -his statistics. For probability values, the p-value with  $\alpha$  of 5% is  $<0.05$ . The t-table value for  $\alpha$  5% is 1,960. So that the criterion for acceptance of the hypothesis is when the t-statistical value  $>$  t-table.

Hypothesis testing using the method was Smart PLS 3.0 carried out by carrying out the process bootstrapping, so that the relationship between the influence of exogenous variables on endogenous variables was obtained as follows:

**Table 5. Path Coefficient**

	(O)	Mean	Standard Deviation (STDEV)	T Statistics	P Values
Adoption_Marketing -> Performance_UKM	0.598	0.607	0.089	6,711	0,000
Characteristics_Innovation -> Adoption Marketing	0.152	0.180	0.107	2,340	0.004
Characteristics_Technology -> Adoption_P	0.254	0.242	0.141	2.781	0.001
Skills_SDM -> Adoption_ Marketing	0.258	0.260	0.094	2.740	0.006

## DISCUSSION

### *Innovation Characteristics*

Influences the Characteristics of Innovation Directly to Marketing Adoption of 0.152, then based on the table Path Coefficient, Innovation Characteristics has a positive impact on Marketing Adoption of 0.152 and is significant because the T-statistic is  $6.711 > 1.96$  and the P Value is  $0.000 < 0.05$ . Thus the Characteristics of Innovation has a positive and significant effect on SME Marketing Adoption in Sleman. This represents  $H_0$  is rejected and  $H_a$  accepted. Innovation Characteristics has an effect on Marketing Adoption of Sleman SMEs. The results show that SME managers in Sleman accept innovation faster than other individuals in the same environment so they prefer to use social media for marketing and communication with consumers. Management's attitude towards social media is an important factor in the adoption of new technological innovations and has been found to be positively related to marketing adoption (Premkumar and Roberts, 1999). Management's attitude towards social media refers to the involvement, enthusiasm, motivation and encouragement provided by management for acceptance of innovation (Al-Qirim, 2008). The results of this study are following the research of Ghobakhloo & Tang (2013), which argues that the more innovative SME owners are intended to adopt an e-commerce platform for their marketing. The more the SME managers have an innovative character, the more social media-based marketing will be adopted.

### *Technology characteristics influence marketing adoption.*

Influences Technology Characteristics Directly to Marketing Adoption of 0.254, then based on the table Path Coefficient, Technology Characteristics has a positive effect on Marketing Adoption of 0.254 and is significant because the T-statistic is  $2.340 > 1.96$  and the P Value is  $0.004 < 0.05$ . Thus, technological characteristics have a positive and significant effect on SME Marketing Adoption in Sleman. This represents  $H_0$  is rejected and  $H_a$  accepted. Based on the results of statistical tests that have been carried out, it is found that there is a positive and significant effect of technological characteristics influencing the Marketing Adoption of Sleman SMEs. The higher the technology characteristics used. The results show that SME managers in Sleman use innovative technology-based methods. Increasingly capable of revolutionizing all aspects of small and medium enterprise (SME) marketing to reach more customers. The results of this study are supported by research by Berthon et al. (2005) which argues that the technology channels (social media), communication between business firms



and individuals have been added and improved rapidly will not only expand the field of social media marketing and new opportunities but also modify operational processes. his business.

***Human resource skills have an effect on Marketing Adoption.***

Influences HR Skills Directly to Marketing Adoption of 0.258, then based on the table Path Coefficient, HR Skills has a positive effect on Marketing Adoption of 0.254 and is significant because the T-statistic is  $2.781 > 1.96$  and the P Value is  $0.001 < 0.05$ . Thus HR Skills has a positive and significant effect on SME Marketing Adoption in Sleman. This represents  $H_0$  is rejected and  $H_a$  accepted. Based on the results of statistical tests that have been conducted, it is found that there is a positive and significant influence. HR skills affect Marketing Adoption of Sleman SMEs. The more human resources have the ability and skills to work at SMEs and readiness to use social media in running SMEs, the easier for SMEs to market their products to the public. The results of this study are consistent with research by Zhu & Kraemer (2005) arguing that the factor that will determine the adoption of SMEs is the readiness of technology, which consists of IT infrastructure and technologically sound human resources.

***Marketing Adoption has an effect on SME Performance***

Effect of Marketing Adoption directly to the performance of UKM of 0.598, then based on the table Path Coefficient, HR Skills has a positive impact on Marketing Adoption of 0.598 and is significant because the T-statistic is  $2.740 > 1.96$  and the P Value is  $0.006 < 0.05$ . Thus HR Skills has a positive and significant effect on SME Marketing Adoption in Sleman. This represents  $H_0$  is rejected and  $H_a$  accepted. Based on the results of statistical tests that have been conducted, it is found that there is a positive and significant effect of Marketing Adoption affects the performance of UKM in Sleman. The more SMEs in Sleman implement social media-based marketing, the faster they will be in finding new customers, accessing new markets, and increasing company efficiency. This is following the research of Malik et al. (2014) stated that social media plays an important role in implementing online marketing in SMEs in addition to engaging with customers, the development of SMEs can be seen from their performance, which can be measured through their work level, organizational size, and profitability.

**CONCLUSIONS AND SUGGESTIONS FOR FURTHER RESEARCH**

The results of this study indicate that the tourist loyalty model consisting of intention to revisit, intention to recommend, and WOM communication is acceptable. Motivation, destination quality, and attitude toward the destination influence tourist loyalty in this study. This study does not consider the experience of tourists when visiting heritage destinations; factor trust is also not included as a variable that affects tourist loyalty, even though for heritage trust, the truth of information provided by heritage destinations is needed. Tourist satisfaction was also not analyzed in this study. These factors can affect the motivation of tourists to revisit heritage tourism. This study also did not examine the behavior of tourist managers in increasing tourist loyalty. For further research, it is expected that tourist experience, trust, and satisfaction are considered factors in predicting Loyalty. The tourism marketing behavior and strategies applied by a destination also need to be found in the success of marketing tourist destinations, so this factor also needs to be a concern for further research.

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