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Terengganu International Business and Economics Conference 2021

**E-PROCEEDINGS
TERENGGANU INTERNATIONAL BUSINESS AND
ECONOMICS CONFERENCE 2021 (TiBÉC VII)**

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Improving Small and Medium Enterprises (SMEs) Innovation Performance through Social Media Orientation and Business Intelligence

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Abstrack

This study aims to analyze the concept of "business intelligence" which consists of social intelligence and digital intelligence in small and medium enterprises (SMEs). Business intelligence is believed to be able to improve the innovation performance of SMEs through social media orientation. Data collection was carried out by distributing questionnaires to 109 owners of fashion SMEs in Central Java, Indonesia. Data analysis using Partial Least Square (PLS). This study found that three hypotheses had a positive and significant effect. The innovation performance of small and medium enterprises (SMEs) can be improved through the use of social media (such as Instagram, Facebook, WhatsApp, etc.) sourced from business intelligence, namely social intelligence and digital intelligence. The results of this study contribute to the innovation performance development model for small and medium enterprises (SMEs). This research also provides a reference to business studies 4.0 that the use of social media does not always have a negative impact, but the use of social media to obtain information and knowledge will increase innovation performance.

Keywords: social intelligence, digital intelligence, social media orientation, innovation performance

1. INTRODUCTION

In the era of the emergence of very rapid advances in digital technology, it is increasingly easier for people to carry out all activities by utilizing digital technology for positive activities such as business activities. Having a positive attitude in utilizing technology is the goal of business intelligence. Where in today's era, almost every business activity uses digital technology. Judging from the current development of digital technology, offline and online business people are competing to provide the best service and looking for new innovations. The role of business intelligence is to assist small and medium enterprises (SMEs) in responding to the demands of technology for their business. This research is relatively new because little research has discussed the importance of business intelligence in using social media as a business tool.

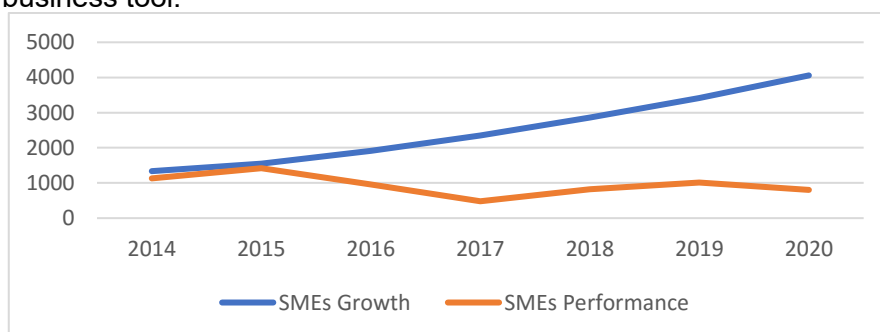


Chart 1 : SMEs Growth and Performance in Indonesia

In the graph above, it is explained that the growth of small and medium enterprises (SMEs) in Indonesia has increased significantly every year. Indirectly create a very tight competition between other small and medium enterprises (SMEs). While the performance of small and medium enterprises (SMEs) decreased in 2019-2020. That's the point of problem in this study. With the emergence of intense competition, a company must be capable to adjust and anticipate any changes requested by consumers such as new work processes, new markets, new services and new products. A business owner is required to always innovate in improving the quality of their products and product services. This is done to compete and meet the needs of consumers who are increasing progressively and always depend on novelty. To do all that, companies need good innovation performance to anticipate competition by creating new things that consumers want.

Innovation performance is the company's ability to launch new products or lines into the market (Chen & Huang, 2009). Innovation performance is useful for implementing technological, economic and social innovation activities for a company (Al-Ali et al., 2017). Innovation can be a strategy to improve the company's business performance (Han et al., 1998). With the advent of digital technology, companies can face renewal of ideas by utilizing social media as a bridge to build communities, connect and communicate with stakeholders. Social media is an Internet-based application based on Web 2.0 technology assisted by an ideology, and the use of social media allows the exchange of knowledge and information created by users (Kaplan and Haenlein, 2010). The use of social media to improve innovation performance must be based on the skills and ability to use good technology so that the social media work process is not misused. Supporting skills and abilities come from business intelligence leadership, namely high social intelligence and digital intelligence.

Howkins (2001) has explained that human economic life in the present era has entered an era of reform, namely a knowledge-based economic life and a creative economy. The presence of small and medium enterprises (SMEs) plays an important role in improving the Indonesian economy. However, making a strategy to develop small and medium enterprises (SMEs) is very difficult because in this context there are problems regarding weak working capital, inadequate marketing, limited innovation and weak adaptation in the use of digital technology. Small and medium enterprises (SMEs) must emphasize a number of basic principles as basic references for advancing SMEs in Central Java with the emphasized principle that small and medium enterprises (SMEs) must be able to develop innovations by utilizing technology.

In Kelly and Littman (2001) research explains that social interaction by means of brainstorming is an idea machine for a team or work group. This shows that the influence of social intelligence helps to drive the innovation process. According to Piller et al (2012) revealed that the results of their research show that the effect of digitization or the use of technology can positively create knowledge and can help to drive the innovation process. The freedom to express or express opinions creates negative social and economic interaction products. This freedom of expression is curbed causing creativity and innovation to become even more massive (Inkinen et al, 2015). Thus, one of the efforts to improve the innovation performance of small and medium enterprises (SMEs) is to build a social media orientation, digital intelligence and social intelligence, as suggested by Kelly and Littman (2001), Armando (2018) and Inkinen (2015).

Therefore, in this study several factors that are believed to be used to help small and medium enterprises (SMEs) in improving their innovation performance are social intelligence, digital intelligence and social media orientation. This variable is relevant for small and medium enterprises (SMEs) which are starting to become aware of the use of information technology or business patterns 4.0. In improving innovation performance, small and medium enterprises (SMEs) must implement business with a 4.0 pattern, namely engaging with social media. Social media orientation can be built from social intelligence and digital intelligence which in this article is referred to as business intelligence.

2. LITERATURE REVIEW

2. 1 Business Intelligence

Social intelligence and digital intelligence are ownership of business intelligence that will help implement business patterns 4.0, namely social media orientation. Social intelligence theory argues that companies have the potential to create and share knowledge that will enhance their innovative capabilities through networking, interaction and teach (Landry et al, 2002). Social intelligence focuses more on a person's ability to establish social relationships in society and the ability to interact directly socially with people through social media. Adams (2004) suggests the emergence of a new form of intelligence, namely digital intelligence. The role of digital intelligence in the current era is able to encourage creativity and innovation in all activities and can be a first step because it has the ability to formulate knowledge to express oneself creatively and appropriately in order to produce and produce correct and accurate information. Echeverría and Tabares (2016) define digital intelligence as human intelligence that is modified by changes related to social media that lead to the dynamics of technology and cyberspace in society. Companies are well aware of the role of social media as a strategic platform that users can use in the idea generation process (Fuller and Matzler, 2007).

2. 2 Social Intelligence and Social Media Orientation

In the current era, where digital technology (social media) is growing rapidly which makes changes in social ways. The ability to be aware of the social context in understanding the concerns, feelings and emotions of others, and how to convey them in a clear way to convince in what aspects to say, when to say them and to build and maintain positive relationships with others (Rahim, 2014) . This shows that small and medium enterprises (SMEs) need to have social intelligence in carrying out interactions on social media. Social intelligence according to Goleman and Albrecht (2006) is a social skill from a key component in social intelligence which includes the ability to express oneself in social interactions, the ability to participate in reading and understand social situations, have knowledge of social roles, norms and applicable rules, have skills in solving interpersonal problems, and have social role playing skills.

Tajfel & Turner (2008) show that individuals have a concept within themselves of how to socialize well and how to identify themselves. The development of the cyber world provides a place for users to interact and connect. According to Jackson (2017), in his research he has a way to introduce his corporate identity and form his corporate identity to other companies by participating in the use of social media, namely Instagram. The presence of technology to express oneself is a perfect illustration of how technology is able to create and provide ample space for each individual to show his identity. The presence of technology to express oneself is a perfect illustration of how technology is able to create and provide ample space for each individual to show his identity (Nasrullah, 2012).

Small and medium enterprises (SMEs) participate in social media to find out various social situations or problems that exist in other small and medium enterprises (SMEs) through news or information on social media. Small and medium enterprises (SMEs) can have knowledge about norms and rules with stake holders through social media. A problem that exists in small and medium enterprises (SMEs) can be solved or resolved in an efficient way and immediately find the midpoint through social media. Social media can also play social roles such as the rights, obligations and duties of small and medium enterprises (SMEs) in interacting with other SMEs using social media. Social media as a collaborative tool has a very important role in building community, establishing relationships and communicating between other SMEs.

H1: Social Intelligence has a significant effect on Social Media Orientation.

2. 3 Digital Intelligence and Social Media Orientation

Schmidt and Hunter (2000) conceptualize digital intelligence as the intelligence to understand and relevant use digital or online concepts and solve technology, information and

communication problems online. Digital intelligence involves understanding how to use web sites and mobile applications as tools for business, responding to changes brought about by digital technology and having the skills necessary to meet the demands and challenges of the digital world. According to Wisniewska (2018) the importance of a person having the ability of digital intelligence to (1) take steps to protect information activities on the network, (2) analyze in reviewing profiles and operations on social media, (3) increasing cyber security in the use of social media, (4) increasing the potential for operational or business activities, (5) a need to be responsible through the media in obtaining information in cyberspace, especially from social media, (6) checking facts and critical thinking on social media, (7) the need for good education. Better with a strong emphasis on technology, values and the ability to use social media safely. Skeels and Grudin (2009) found that social networking sites are widely adopted by many companies to form an innovative innovation. The advantage of using technology is related to work that focuses on strengthening the relationship between work and personal and helps share knowledge.

The ease of accessing information and communication technology has made Indonesians experience cultural changes brought about by digital technology. One example is the emergence of social media in the present era. Use of social media or mobile applications such as Instagram, WhatsApp, line, and others as a business tool such as a place for communication between stock holders, a place for promotion, a place to buy and sell and others. Social media is also used in interacting or establishing relationships and communication with stake holders. There are studies noting the potential of social media in the workplace. Jackson (2017) studied the use of internal corporate blogs in a global IT company, reporting that blog users have benefited from the formation of informal social networks, convenient communication and knowledge transfer.

H2: Digital Intelligence has a significant effect on Social Media Orientation.

2. 4 Social Media Orientation and Innovation Performance

According to Kaplan and Hanelein (2010) social media is a collection of internet-based applications made from a combination of technology and human ideas to be used as a tool for content creation and exchange. According to Piller et al., (2012) social media is a very well-known application as a means of creating and disseminating content to interact and generate sharing and then implemented to get new innovations. According to Mayfield (2008) social media orientation is a company that is oriented towards social media in its business activities to relate and communicate with stakeholders and indirectly build communities to improve business performance.

In the research of Soto-Acosta et al., (2014) found results that small and medium enterprises (SMEs) utilize social media in increasing innovation in developing new products, new services, new work processes and new markets. Research by Murray et al., (2016) also found that digitalization helps organizations acquire, store and process new knowledge and information to create new innovations. Social media orientation companies carry out their business activities such as marketing, sales, customer service by utilizing social media platforms (Piller et al, 2012). The existence of online and offline social collaboration will allow the creation of new products and new services (Roser et al, 2009). The use of social media in companies indirectly obtains useful knowledge, carries out marketing activities, increases sales and provides customer service, and creates products and services (Scuotto et al., 2017). In conclusion, the role of social media in business activities is proven to be able to create new ideas (Mount and Martinez, 2014).

H3: Social Media Orientation has a significant effect on Innovation Performance.

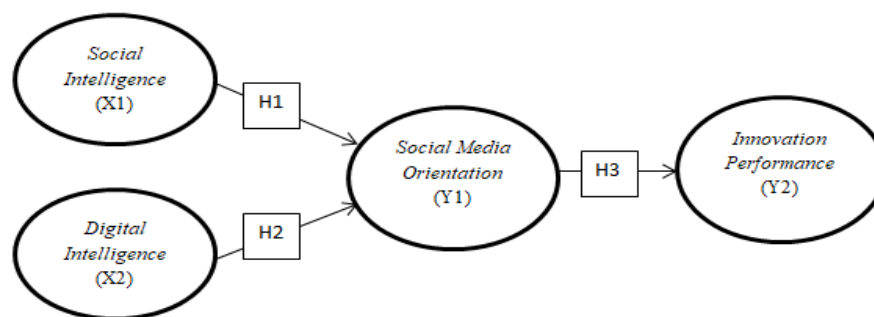


Figure 1: Research Framework

3. METHODOLOGY

3.1 Population and sample

This type of research used in this research is explanatory with a quantitative approach that explains the relationship between research variables. The relationship between variables which includes the variables of Social Intelligence (X1), Digital Intelligence (X2), Social Media Orientation (Y1) and Innovation Performance (Y2). The population in this study were all Muslim fashion small and medium enterprises (SMEs) who are members of the Muslim fashion entrepreneur community who utilize digital technology in the Central Java region of Indonesia. The choice of objects in the Central Java region of Indonesia is because this region is the largest contributor to economic growth because many small and medium enterprises (SMEs) are engaged in industry. The sample taken in this study were 120 Muslim fashion small and medium enterprises (SMEs) that use social media for at least one year as a business tool. The sampling method used in this study was purposive sampling, namely the researcher used criteria in determining the research sample (Rahi, 2017) and the maximum likelihood that the measurements for PLS were 100-200 samples (Ghozali, 2014).

3.2 Data collection and instrument

This study uses a data collection method in the form of a questionnaire. The questionnaire was arranged based on the indicators of the research variables then it became a questionnaire statement filled out by the respondents. The questionnaire questions were measured using five Likert scales, namely: strongly disagree (STS), disagree (TS), neutral (N), agree (S) and strongly agree (SS). The questionnaire distributed was a hardcopy questionnaire and a google form. Data collected 100% (120 respondents) takes approximately one month with a 100% rate of return. The results of the questionnaire that met the research criteria were 109 respondents (91%) because the remaining 11 respondents did not match the research criteria, namely the year of business establishment was less than one year, using social media as a business tool was less than one year, the superior product was not included in the fashion sector, and all statements in the questionnaire are not filled in all.

4. MEASUREMENT

4.1 Social Intelligence

In this study, the measurement of social intelligence variables used five indicator items, namely the ability to read and understand various social situations, the ability to express oneself in social interactions, have knowledge of norms and rules, social role playing skills, inter-company problem solving skills. This indicator was developed by Goleman & Albrecht (2006). Indicator measurements are measured using a five-point Likert scale.

4.2 Digital Intelligence

Adams (2004) & Gardner's (1999) measure the digital intelligence variable through four indicator items that have been developed, namely the use of web sites, use of mobile or mobile applications, cultural changes and skills. Indicator measurements are measured using a five-point Likert scale.

4.3 Social Media Orientation

Safko & Brake (2009) measures the social media orientation variable by looking at the benefits of social media brought by technology. Companies use social media to build community, connect and communicate with stakeholders to improve company performance. Judging from the above statement, there are four indicator items, namely participation, community, connected and conversation. Indicator measurements are measured using a five-point Likert scale.

4.4 Innovation Performance

In this study, the measurement of the innovation performance variable used five indicator items developed by Chen & Huang (2009) namely new services, new products, new work processes and new markets. Indicator measurements are measured using a five-point Likert scale.

5. RESULTS ANALYSIS AND DISCUSSION

5.1 Statistical Analysis and Hypothesis Testing

This study uses partial least square (PLS) 3.0 analysis tools to analyze the research model. Partial least square (PLS) is a tool used to examine and produce relationships between variables or relationships between indicators with a sample size of at least 100 and a maximum of 200 (Hair et al., 2010).

5.2 Measurement Model (Outer Model)

The initial stage before testing a measurement model is making an estimation model which can be seen in (Figure 2). Measurement theory determines how to measure latent variables. Evaluation of measurement models, by testing internal consistency (Cronbach alpha and composite reliability), convergent validity (indicators of reliability and AVE), and discriminant validity (Fornell-Larcker, Cross Loading, and HTMT).

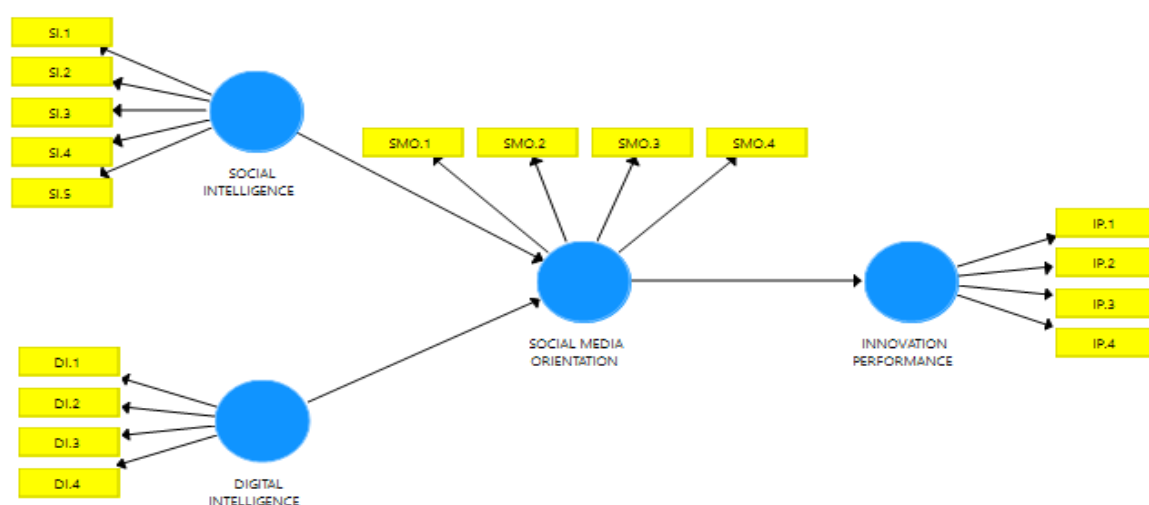


Figure 2: Model Estimation

From the table I, it can be seen that all values of outer loadings > 0.40 so that all variables have met the criteria for measuring outer loadings written by Ghozali and Latan (2015) and

can carry out further tests. AVE value <0.50 indicates that, on average, the construct explains more than half of the variance of its indicator. This shows that the indicators of the social intelligence, digital intelligence, social media orientation and innovation performance variables are valid, so the AVE value is <0.50. Cronbach's alpha and composite reliability on the variables of social intelligence, digital intelligence, social media orientation and innovation performance <0.70. This shows that the variables being tested are valid and reliable, so that they can be continued to the next test. HTMT values <0.90 indicate good discriminant validity. From table II, Fornell-Larcker criterion shows that the examination results of all variables in this study have good and valid discriminant validity. So that the discriminant validity in this study can be confirmed.

Table 1: Measurement Evaluation Model

Latent Variabel	Indicators	Convergent Validity		Internal Consistency Reliability		Discriminant Validity
		Loadings >0.40	AVE >0.50	Composite Reliability >0.70	Cronbanch Alpha >0.70	HTMT <1
SOCIAL INTELLIGENCE	SI.1	0,833				
	SI.2	0,807				
	SI.3	0,822	0,612	0,887	0,845	YES
	SI.4	0,736				
	SI.5	0,705				
DIGITAL INTELLIGENCE	DI.1	0,437				
	DI.2	0,765	0,572	0,835	0,750	YES
	DI.3	0,877				
	DI.4	0,861				
SOCIAL MEDIA ORIENTATION	SMO.1	0,724				
	SMO.2	0,775	0,597	0,855	0,775	YES
	SMO.3	0,821				
	SMO.4	0,768				
INNOVATION PERFORMANCE	IP.1	0,750				
	IP.2	0,809	0,640	0,877	0,814	YES
	IP.3	0,793				
	IP.4	0,846				

Tabel 2: Fornell-Larcker Criterion

	DIGITAL INTELLIGENCE	INNOVATION PERFORMANCE	SOCIAL INTELLIGENCE	SOCIAL MEDIA ORIENTATION
DIGITAL INTELLIGENCE	0,756			
INNOVATION PERFORMANCE	0,448	0,800		
SOCIAL INTELLIGENCE	0,561	0,568	0,782	
SOCIAL MEDIA ORIENTATION	0,516	0,440	0,480	0,773

5.3 Structural Model (Inner Model)

This study has the validity of the prediction of the appropriate model (fit model) because all variables that determine the value of CV commonality and CV redundancy are more than 0 in other words, which have a positive value. So it can be concluded that the quality of the empirical model in this study is appropriate or is said to be a fit model.

Table 3: Quality of Structural Equation

Variabel	CV Commonality	CV Redundancy
DIGITAL INTELLIGENCE	0,330	
INNOVATION		0,112
PERFORMANCE	0,391	
SOCIAL INTELLIGENCE	0,410	
SOCIAL MEDIA		0,176
ORIENTATION	0,333	

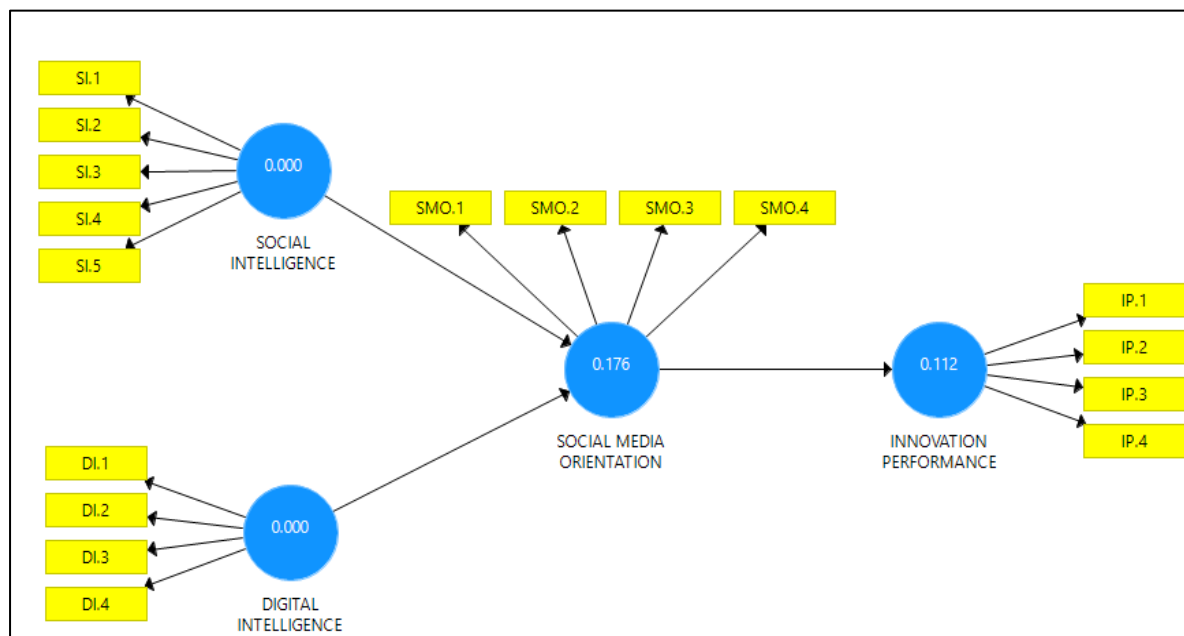


Figure 3: Blindfolding Result

The next step after analyzing the quality of a structural equation is to examine the relationships between all constructs. Figure 3 shows the results of the structural model analysis which shows the path coefficient and its level of significance. The original sample values (O), sample mean (M), standard deviation, t-statistic and p-values for each hypothesis are shown in Table 4.

H1 tests the effect of social intelligence on social media orientation. Social intelligence has a significant effect on social media orientation with a path coefficient (O) of 0.277 with a t-statistic value of 2.478 with a significance level of p-value of 0.014 which is smaller than $\alpha = 0.05$. The positive value of the parameter coefficient means small and medium enterprises (SMEs) that have high social intelligence will encourage interaction and express their business identity to stakeholders through social media. Hypothesis 1 of this study shows that higher social intelligence will encourage small and medium enterprises (SMEs) to be more able to express their business identity to stake holders which will have an impact on increasing social media orientation.

H2 tests the effect of digital intelligence on social media orientation. The digital intelligence variable has a significant effect on social media orientation with a path coefficient (O) of 0.361 with a t-statistic value of 3.746 with a significance level of p-value of 0.000 which is smaller than $\alpha = 0.05$. This positive coefficient indicates that the higher the digital intelligence possessed by small and medium enterprises (SMEs) in using websites, using mobile or mobile phone applications, following cultural changes brought about by technology and having skills in the use of technology, the higher the use of social media to support business activities, build community, connect with stake holders and establish communication with stake holders. Hypothesis 2 of this study shows that the higher the digital intelligence of small and medium

enterprises (SMEs), the more ready they are to use information and communication technology as a tool for doing business.

H3 tests the effect of social media orientation on innovation performance. The social media orientation variable has a significant effect on innovation performance with a path coefficient (O) of 0.440 with a t-statistic value of 5.598 with a significance level of p-value of 0.000 which is smaller than $\alpha = 0.05$. This coefficient which is positive indicates that the higher the company uses a social media orientation, the higher the innovation performance at small and medium enterprises (SMEs). Hypothesis 3 of this study shows that the higher the small and medium enterprises (SMEs) use social media for their business activities, the easier it is for small and medium enterprises (SMEs) to innovate to create new things.

Table 4: Stuctural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values (Sig.)
DI -> SMO	0,361	0,365	0,096	3,746	0,000
SI -> SMO	0,277	0,290	0,112	2,478	0,014
SMO -> IP	0,440	0,451	0,079	5,598	0,000

6. CONCLUSIONS AND RECOMMENDATIONS

The formulation of the problem in this study is how the role of social intelligence and digital intelligence in improving innovation performance through social media orientation. The results show that the use of social media and business ownership in the form of social intelligence and digital intelligence will improve the innovation performance of small and medium enterprises (SMEs) in the Muslim fashion sector in Central Java, Indonesia. In more detail, this research is as follows:

Social Intelligence has a significant positive effect on Social Media Orientation. This means that it has a significant positive effect, namely small and medium enterprises (SMEs) that have high social intelligence will encourage their businesses to be able to interact socially and express their business identity to stake holders through social media. The high role of social intelligence in SMEs in expressing their business in social interaction, the ability to read and understand various social situations, have knowledge of the norms and rules that apply, the ability to solve problems between companies and the skills to play social roles, the higher the usage. Social media to support business activities in online interaction to build community, connect with stake holders and communicate with stake holders easily.

In order for social intelligence to remain high, Small and medium enterprises (SMEs) need to improve their ability to express themselves in social interactions. The lowest result is found on the indicator "problem solving skills" or it can be said that the company is still perceived as low. Small and medium enterprises (SMEs) need to have inter-company connectivity and must be valid and responsive to form social intelligence in the condition of the small and medium enterprises (SMEs) business ecosystem so that it is profitable, so it is necessary to have the small and medium enterprises (SMEs) community discussing the latest issues.

Digital intelligence has a significant positive effect on social media orientation. This means that it has a significant positive effect, namely small and medium enterprises (SMEs) with high digital intelligence will participate in using websites and using mobile or mobile applications to face or follow cultural changes brought about by technology and skills in using good technology, the higher the use of social media. In supporting online business activities, building online communities with other small and medium enterprises (SMEs), connecting with stake holders and establishing communication with stake holders to exchange information and knowledge.

In order to maintain high digital intelligence in small and medium enterprises (SMEs), what needs to be maintained is the use of websites and mobile applications as small and medium enterprises (SMEs) business tools. Small and medium enterprises (SMEs) must also be able to accept the cultural changes brought about by technology and upgrade the skills needed to meet the demands and challenges of the digital world.

Social media orientation has a significant positive effect on innovation performance. This means that it has a significant positive effect, namely small and medium enterprises (SMEs) with a high social media orientation can take advantage of the role of social media in building communities to be able to connect and communicate with stakeholders with the aim of obtaining and exchanging information in order to make an idea in the process of innovation or product, service update, market distribution and work processes in small and medium enterprises (SMEs).

In order to maintain a high social media orientation for small and medium enterprises (SMEs), what needs to be maintained is the use of social media as a support for their business activities and as a means of communication. And also need to increase the use of social media in building community and connections with stake holders.

7. LIMITATION AND FUTURE RESEARCH

However, this study has the following limitations. (1) There is a self-response bias for measurement variables. (2) The distribution of the questionnaire was only in the form of closed questions and did not involve open questions so that the expected answers did not match what was desired. For the future agenda should also involve open questions. (3) Distribution of questionnaires focused on one area and one area. For the upcoming agenda, questionnaires were distributed in areas that had a wider coverage or different location. (4) In filling out the questionnaire, some of the respondent's answer data did not meet the criteria and were incomplete in filling it out. It is better if the authors provide an understanding before the respondent fills out the questionnaire. (5) There are several measurement variables that are not well known by small and medium enterprises (SMEs) players, so that the answers between respondents and the logical connection are not synchronous. This needs to be developed in small and medium enterprises (SMEs) in developing countries, especially Indonesia. (6) This research can still be developed for the next agenda by making novelties and developing research models using new theories and new indicators.

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