

The Role of Innovation Capability and Social Media Marketing Capability to Improve SME's Social Media Performance

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ABSTRACT

Many Florists in Indonesia use Social. This quantitative research uses a purposive sampling technique that analyses 98 respondents who were collected using an online questionnaire. The theory used is Resource-Based Theory (RBT), where an analysis technique using SMART-PLS. Social Media Marketing Communication Capability, Social Media Product Development, and Innovation Capability are the variables studied to determine whether they will produce Social Media Performance for SME's Florist in Java. The results showed that Innovation Capability did not produce Social Media Performance with a t-value of 0.618 and a p-value of 0.537. Furthermore, social Media Marketing Communication Capability can also not produce Social Media Performance with a t-value of 1.085 and a p-value of 0.278. Meanwhile, Social Media Product Development Capability has a big role in producing Social Media Performance. Of the three variables, only Social Media Product Development has a significant role in producing Social Media Performance.

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INTRODUCTION

In this era, the revolution of technological internet-related that arise and became the equipment to begin a business id from social media in few decades. It's practically became the board for their business's goals in commercial and higher business performance (Fraccastoro et al., 2021). According to Venciūtė (2018) social media is also allows all kind of accounts to share, discuss, co-create, and change user-generated material on better as a interactive platforms. The users are diverse from any kind which develop quickly. Based on Napoleon Cat, those numbers of users in Indonesia growing 12,6% from 2021 to 2022 for personal lifestyle to business maintenance. (Picture 1.1).

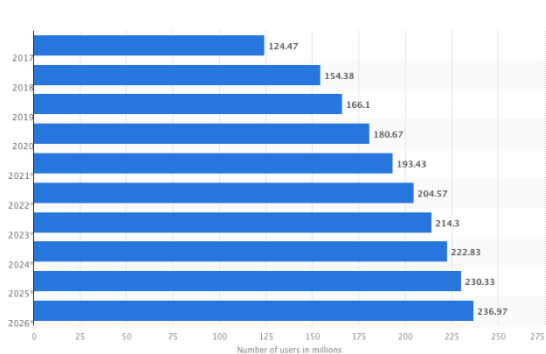


Figure 1. The Number Of Social Media User

Source: Statista

Social media becoming an intact aspect of everyday life for communicating and sharing anything which made easy for businesses to analyse people's behaviours, and social media became necessary for businesses to contact their target who linked on social media for similar issues. Individual preferences can be determined by collecting data on user behaviours patterns. According to the Tajvidi & Karami (2021) growth of online groups has expanded the communication between industries and clients while authorizing quicker global contact. Social media influences brand awareness, positioning, customer loyalty, and purchasing decisions. Most businesses utilize social media to enhance their image and credit.

Based on Tajvidi & Karami (2021), Small and Medium Enterprises (SMEs) could acknowledge their goals of marketing products, services or brands quicker and wider due to the evolution and diversity of social media. SMEs are a prevalent state business commodity in Indonesia, with 99% of the

entire corporations in Indonesia, 97% employed, whereas just 57% add value. SMEs aspects have differentiated SMEs from different businesses. The advantages of a business's participation in social media contain increased brand value, earnings growth, e-commerce, social commerce client trust, stickiness invention and new product innovation, expertise, and others. Meanwhile, for SMEs, social media may boost their business implementation and make value for them concerning internal operations, marketing, customer service, and sales.

SMEs need support from the actors' creativity, commonly known as the creative economy. The industry operates craftworks retained by people to enhance their interests and profession. It aims to bring the benefit of creativity as capitalization of intellectuals and visions that can be molded or enchanted into copyrights, brand patents, or designs (Sungkawati et al., 2021). Creativity encourages people to take ownership of their own progress and encourages them to test something fresh. Innovation and creativity have become critical components of development plans. The word "creative economics" comes from the term "creative industries," which was previously referred to as "culture industries".

The creative economy, in some ways, defies definition almost by definition. But its significant 3% contribution to global gross domestic product (GDP) makes it a powerful emerging economic sector that is being strengthened by a surge in digitalization and services. The creative economy covers the knowledge-based economic activities upon which the 'creative industries' – advertising, architecture, arts and craftworks, design, style, movie, video, photography, music, acting skills, publishing, research and development, software, computer games, electronic publishing, and TV/radio – are based (Unctad, 2019).

There is one creative economy that infrequently earns the spotlight in research; it is the Florist industry. Florist is a position that needs creativeness in the flower arrangement. They must have their color and contact while assembling the flower bouquet. But this industry has less awareness than somebody thinks a florist is just a

flower store. What we don't know, florists are not just concerned with arranging the flower with an exquisite wrap.

The results of an initial review of several touches of frost show a recent client who will ask them to organize a bouquet like another florist's portfolio. However, they have their catalog. But more customers will ask them to make it like a request, in which the social media role is substantial. Florists may position their portfolios and archives on social media. These days, when people desire to purchase things, they would search on social media or Google first. The increasing use of social media has led to a growing reliance on social media as a news source (Chan-Olmsted & Kim, 2022). Business is like the deck of a home in social media. When someone purchases a house, the balcony or the terrace usually comes up the first time they see it. So for social media, a customer will check it first.

Transactions can be made on social media (Halid, 2021). From all the social media that exists, this examination will merely concentrate on Instagram and Facebook. Those have been merged since Facebook acquired Instagram in 2012 (McCrow-Young, 2021). The author selects Instagram since most of the business in florists especially start their business on Instagram. The interesting features that exist on Instagram make it easier for online shops to offer the products and services offered. Open, parallel and broad communication has opened up unlimited possibilities that open up opportunities for online buying and selling transactions. Shopping has become an easy thing for anyone to do in an online shop on Instagram. Instagram is able to provide interesting features so that Internet users can learn and share in terms of photography and make short videos. With Instagram, online shop owners can provide product information to consumers in carrying out promotions (Amperawati, 2022).

This study employs Resource-Based-Theory (RBT) to investigate various capabilities in making SMEs thrive with social media. RBT states that a firm can generate more economic value and achieve a competitive advantage with superior resources (Aprilia & Isbanah, 2019). RBV need resource base proves to be valuable, rare, inimitable, and non-

substitutable (VRIN) (Ismail, 2022). The VRIN attributes are secure so the business can strategically deploy the resource and credentials (Kant, 2021). RBT states a firm able to generate more economic value and achieve competitive advantage if having superior resources (Simorangkir, 2021). RBV needs a resource base that is beneficial, rare, incomparable, and non-substitutable (VRIN). The VRIN attributes are secure, so the business can strategically deploy the resource and credentials (Chatterjee et al., 2022).

The value of the marketing function in market orientation and the firm performance recognizes a relationship between the client and several fundamental enterprises processes (Hult & Ketchen, 2017). The process including the approach to marketing capabilities including pricing, product development, and marketing communication (Afriyie et al., 2018).

If a company wants a high level of innovation, then innovation capability is required. The outcome is that it will be defined as the mastery to assemble further products in response to market demands (Aulawi, 2018). The capacity in here can be mean implementing technology in accordance new products, develop and adapt new products. The two components that makeup innovation are the ability of the firm's individuals to generate new items and reconfigure or precisely expand current products. Innovation includes creativity, the proficiency to forge beneficial and practical concepts for developing unique goods, progress, and job directions.

According to Tuten & Solomon (2016), the mastership to share in social media is how businesses utilize social media to influence and manipulate customer value perceptions to accomplish marketing communication procedures. The marketing level on social media is essential for expanding marketing capacities (Tarsakoo & Charoensukmongkol, 2020). Social media platforms have resumed rising and have become day-to-day life to conveying information and expressing. This has transformed the manners of consumers and is a concern that businesses must handle. Some of the literature demonstrates that social media marketing enhances a firm's

repertoire of marketing powers in multiple factors, mainly in Asian.

According to Tarsakoo & Charoensukmongkol (2020), pricing a competitive product level on social media refers to a business's command to observe contenders' pricing approaches and adjustments, including price-setting competence, which entails determining rival prices. Marketers can use various social media places to effortlessly access competitors' social media and price lists. As a result, communication between the competitor and the customers is straightforward to access. Meanwhile, based to Lanza et al. (2019), product development competence refers to forming new products to remain existing with the demands. This mastery examined how businesses might add extra value to their offerings by presenting the latest products to the target market.

LITERATURE REVIEW

Social Media Marketing Communication and Social Media Performance

In social media transactions, the capabilities of product development refer to how a business retains social media in the development method. The system composes developing and pitching the latest products to fulfill consumers' needs. Social media implementation refers to a business's triumph in using social media as part of its marketing mix. For example, according to a business's amount of lovers, supporters, or subscribers on social media can be used to evaluate its performance. This performance is invented to enhance customer relationships management (CRM) and brand management. A business requires engagement in its social media. Because engagement is the standard decider in the business to catch if the social media performance is good, engagement can also estimate how the business is accomplishing while attempting to earn the target. Observing the portrayal above, this study analyzes crucial capabilities that may enhance social media performance for SMEs in the creative industry.

Social media marketing allows marketers to communicate knowledge and information to gain and retain customers. Also, social media can be estimated as low-cost promotions to engage with customers interactively. Similarly, social media

can boost sales, improve brand awareness and image, and induce traffic to online platforms. It can also develop interactivity by letting users publish and share content.

H1: Social media marketing communication influence positively social media performance

Innovation capability and social media product performance

Innovation actions are fundamental to act as a basis of competitive advantage. It can be demonstrated as executing an unexplored or remarkably improved product, process, marketing, or corporate method in company practice (Teh et al., 2021). Prior research cites the importance of forming an innovation system where ideas are adored, suitably examined, and utilized. It is also said that developing and adjusting new products is critical for the business's fortune as there will be much transition in the market. Innovation help businesses have more portfolios on social media. A suitable portfolio can support businesses to accomplish better on social media. Effective management of innovation capability can provide more effective innovation products to forge more suitable performance. On the previous research by (Teh et al., 2021), Social Media positively and significantly impact innovations performance.

H2: Innovation capability influence positively towards social media product performance

Social Media Product Development Capability and Social Media Performances

Social media product development correspondingly refers to observing competitors' pricing tactics and pricing shifts in the market. From there, businesses can generate new products to adjust the market needs, leading to the performance in social media as it is the spot to lure the customer to the details business.

H3: Social media product development leads to better social media performances

Social Media Marketing Communication and Social Media Product Development

Social media product development capability in marketing refers to how the business can apply social media application to the product development process. Inventing and founding new products can make businesses operate social media marketing to present marketers to share

knowledge and information.

H4: Social media marketing communication influence social media product development

Innovation capability and social media product development capability

Innovation is the pattern of conceptualizing and processing concepts that forge commercial value through new products (Ibidunni et al., 2020). It creates an innovation strategy where the ideas are loved, suitably investigated, and used. It is also mentioned that developing and adapting new products is necessary for the business's destiny as the market will switch. Innovation can be separated into two elements containing the mastership of the enterprises or people to build new products and reconfigure or develop existing products.

H5: Innovation capability able lead to social media product development capability

Innovation Capability and Social Media Marketing Communication Capability

Some of the variety influence brand innovation learning-focused factors, and displaying some interesting findings can benefit the firm's social media. That is why social media advertising is still a great way to increase brand loyalty in the digital economy. Especially now, it is still allowed for customers and firms to communicate daily.

H6: Innovation capability influenced positively social media marketing communication capability

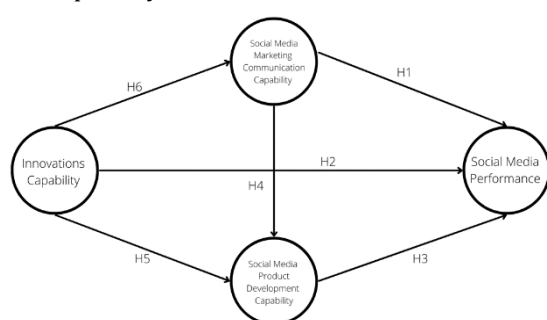


Figure 2. Framework
Source: research personal data

RESEARCH METHOD

This research used quantitative for the research paradigm for doing research using variables such as social media performance, social media marketing communication capability, social media

product development capability and innovation capability. The target of this research are Florist Shops in Java. For the sample can be Florist shops owners itself or the staff who understand the business. This research using Cluster Sampling. Sampling technic using questioners and as for the sample size are 98 Florist. The questionnaire will be made using Google Form to collect the respondent via online, which going to be share through social media like WhatsApp and Instagram. This research using 4 variables that will be studied and used as material for the analysis. First social media marketing capability (Themed Day, Responsive towards, Story Telling Caption, Caption Narrative, Communications Towards Customers, Design, Portfolios, Copywriting) (Tarsakoo & Charoensukmongkol, 2020), second social media product development capability (Have Speed Move on Creating, Product Marketing, Competitors, Pricing Product, Product Launching, Monitoring, Service, Stay with Original, Product) (Tarsakoo & Charoensukmongkol, 2020), third innovation capability (Innovations, Innovative Idea, Leadership, Collaborations, Innovation is Culture, Trends, Marketing Innovations (AlNuaimi et al., 2021) and the last one social media performance (Increased Income, New Client, Revenue, Order Increased, Engagement, Networking, A Dominant Tools, Brand Awareness, Instagram Ads) (Marchand et al., 2020). Initial data analysis was tested. Validation Test research Instrument and Reliabilities research Instrument, then the Main-Test Data Analysis is carried out, testing the Outer Model Analysis and Inner Model Analysis using the SEM approach with Smart PLS.

RESULT & DISCUSSION

For this research, the data collected by spreading G-form to florist in Java. For the approach, Writer chat directly to the florist on their Direct Message in Instagram or personal WhatsApp. The questioner gets outspread on second week of March 2022 until second of May 2022. Writer able to get 98 respondent. All the respondents get selected based on criteria which are is having to be active on Instagram and based on Java area. Followers doesn't matter because what is important is how Instagram can help the Florist to build their business. The percentage of the respondent based on their business duration year, the conclusion is three years business florist is

more dominant (23,5%). Based on area coverage, The conclusion is the florist mostly come from Jakarta (29,2%) and Tangerang (11,5%). The main analysis in these research involve descriptive analysis using Smart PLS 3.0 with analysis for outer model and analysis inner model. The framework here using a reflective

perspective. In this data analyse there is 8 indicator that got remove because not fulfil the criteria because the outer loading less than 0,5. After the 8 indicator get remove in the analysis data, the research model change become like this:

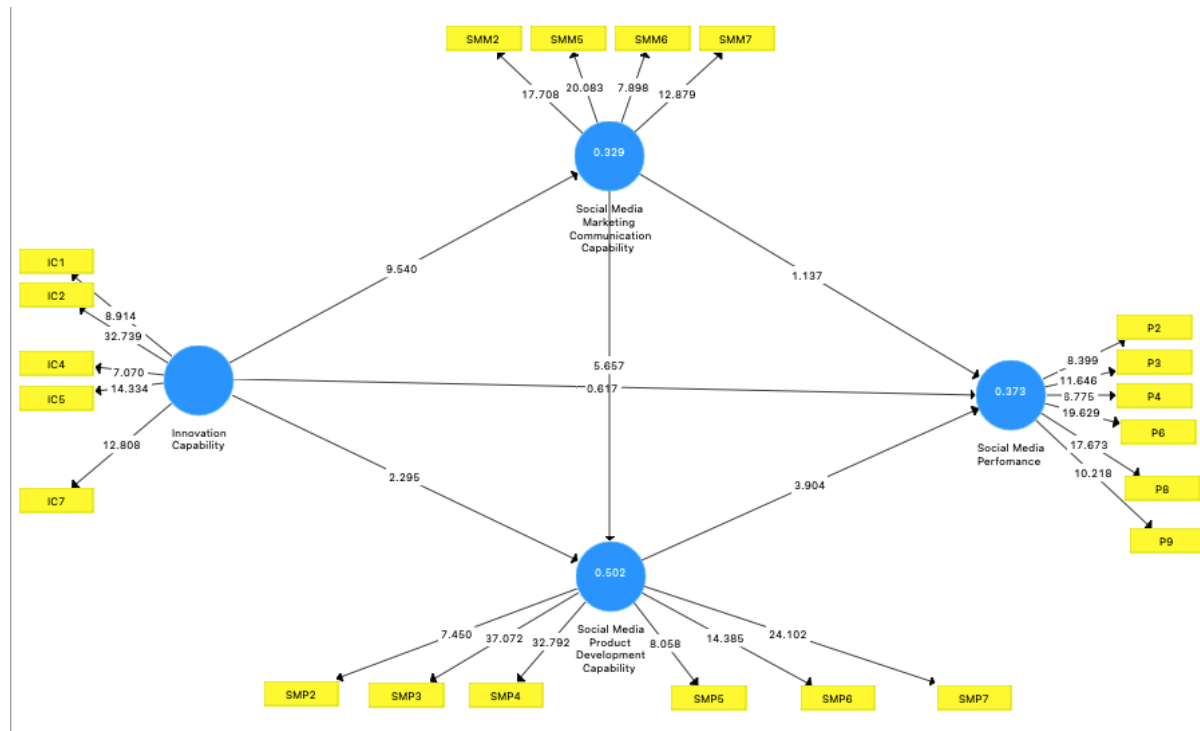


Figure 3. Outer Model

Source: Research personal data (2022)

Validity convergent used for to measure the positive correlation with the alternative measure from the same construct. From the data above, all the data have AVE >0,5 mean all the data is valid. All the indicator construct already have score above > 0,6. While processing the data above, there is 10 indicator that not fulfil the term

and the condition which is SMM1, SMM4, SMM8, IC3, IC6, SMP1, SMP8, P1, P5, and P7. So all the data have been removed from the table and the result make all the AVE is valid.

Table 1. Convergent Validity Measurement

Variable	Description	Indicator	Outer Loading Value
Innovation Capability	Innovations because environment	IC1	0.694
	Explore a lot innovative idea	IC2	0.850
	Collaboration with other business	IC4	0.634
	Innovation is Culture	IC5	0.789
	Innovation is a must	IC7	0.706
Social Media Performance	Get new Client	P2	0.703
	Revenue	P3	0.750
	Increased Order	P4	0.666
	Networking benefit	P6	0.761
	Brand Awareness	P8	0.694

	Instagram Ads	P9	0.734
Social Media Marketing Communication Capability	Responsive towards customers	SMM2	0.794
	Marketing Communication	SMM5	0.801
	Instagram Design	SMM6	0.686
	Portfolios	SMM7	0.757
Social Media Product Development	Able to fulfil Customers request from Social Media	SMP2	0.749
	Competitors	SMP3	0.888
	Pricing	SMP4	0.896
	Explain pricing to customers	SMP5	0.652
	Monitoring and Comparing	SMP6	0,809
	Service	SMP7	0,876

Table 2. Convergent Validity Measurement

Variable	Average Variance Extracted (AVE)
Innovation Capability	0,545
Social Media Marketing Communication Capability	0,579
Social Media Product Development	0,667
Social Media Performance	0,542

Discriminant validity is a indicator reflective that can be seen on cross loading between the indicator with the construct. From the result above, can be seen the cross loading in every indicator can be specifically have a good high. Theory also have been explain it in the beginning and the conclusion is the measurement of cross loading in every construct model have the validity discriminant. Second evaluation for the validity test discriminant with Fornell Larcker criteria. Result of the second test validity discriminant with criteria Fornell Larcker. Measurement with Fornell Lacker have criteria based on the belief each variable share variants with big indicator related to other construct designated in the evaluation result above. All the bold score in the table have a big value compare to the other construct that related with any of the variables.

Measuring convergent validity can use composite reliability for reflective mode. Score for composite reliability have too > 0,6 or > 0,7 (Setiaman 2021). From the result above can be seen all the variable have a composite reliability score more high than > 0,7. It is mean all the variable that have been tested is reliable. Other main analysis also measure Cronbach's alpha to value the consistency on all the scale with hope it will

more high than 0,6 (Setiaman, 2020). The result from the analysis, all variable have the Cronbach's alpha score more bigger than 0,6. It's mean the scores showing all the variable on the test for the main data test have a high reliable and writer can continue it.

After the test for the outer model, the next step is to analysis the structural model (inner model). The analysis for structural model have important metrics score are R^2 , f^2 , VIF, dan path coefficient. R^2 result variable Social Media Marketing Communication Capability (SMM) impact towards Innovation Capability is moderate 32,9%. While Social Media Performance (P) towards Innovation Capability is moderate 37,3%. And the last one, Social Media Product Development Capability (SMP) towards Innovation Capability is moderate 50,2%. Next the purpose of this test to see if there is any correlation between the indicator that might have potency become multicollinearities or not. The VIF score < 5 it is mean the indicator not have multicollinearities. Analysis effect size is to see the influenced toward construct endogen, all the variable have a significant correlation with the depended variable.

Hypothesis test conducted by seeing the result from Original Sample, T-Statistic, and P-Values.

Table 3. Direct Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
IC -> SMM	0.573	0.587	0.062	9.236	0.000
IC->P	-0.067	-0.045	0.108	0.618	0.537
IC -> SMP	0.268	0.279	0.111	2.412	0.016
SMM-> P	0.124	0.135	0.114	1.085	0.278
SMM ->SMP	0.520	0.520	0.090	5.795	0.000
SMP ->P	0.559	0.544	0.146	3.821	0.000

Source: Research personal data (2022)

Based on the test above, the conclusion are :

1. Variable Innovation Capability give a good impact towards Social Media Marketing Communication, because of the t-value $9,236 > 1,96$ and p-value $0,000 < 0,05$.
2. Variable Innovation Capability give a negative impact towards Social Media performance, because of the t-value $0,618 > 1,96$ and p-value $0,537 < 0,05$.
3. Variable Innovation Capability give a positive impact towards Social Media Product Development, because of the t-value $2,412 > 1,96$ and p-value $0,016 < 0,05$.
4. Variable Social Media Marketing Communication Capability give a positive impact

5. Variable Social Media Marketing Communication Capability give a positive impact towards Social Media Product Development, because of the t-value $5,795 > 1,96$ and p-value $0,000 < 0,05$.
6. Variable Social Media performance give a positive impact towards Social Media Product Development, because of the t-value $3,821 > 1,96$ and p-value $0,00 < 0,05$.

On this research, there's also calculation for the indirect path coefficients because this research also using mediation variable.

Table 4. Indirect Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SMM-> P-> SMP	0.166	0.168	0.062	2.693	0.007
IC-> SMM-> P -> SMP	0.150	0.144	0.058	2.605	0.009
IC -> SMM-> P	0.290	0.288	0.103	2.814	0.005
IC-> SMM ->SMP	0.071	0.080	0.069	1.029	0.304
IC -> P-> SMP	0.298	0.305	0.059	5.065	0.000

Based on the test above, the conclusion are :

1. Variable Social Media Marketing Communication Capability give a positive and significant impact towards variable Social Media Product Development Capability through Social

- Media Performance, because of the t-value $2,69 > 1,96$.
2. Variable Social Media Marketing Communication Capability give a positive and significant impact towards variable Social Media

Product Development Capability through Innovation Capability, because of the t-value $2,60 > 1,96$.

3. Variable Social Media Marketing Communication Capability give a positive and significant impact towards variable Social Media performance through Innovation capability, because of the t-value $2,81 < 1,96$.
4. Variable Innovation Capability give a positive and significant impact towards Social Media Product Development Capability through Social Media performance, because of the t-value $1,02 < 1,96$.
5. Variable Social Media Marketing Communication Capability give a negative and not significant impact towards Social Media Product Development through Innovation Capability and Social Media performance, because of the t-value $5,06 < 1,96$.

CONCLUSION

Innovation Capability not give a direct significant impact towards Social Media Performance. Social Media Marketing Communication give a impact towards the Social Media Performance. Innovation Capability give a impact towards Social Media Marketing Communication. Innovation Capability give a impact toward Social Media Product Development. Social Media Product Development give a impact toward Performance. Social Media Marketing Communication give a impact towards Social Media Product Development.

RECOMMENDATION

Next research hopefully can change the variable and not focusing on the performance only. Because there is a lot to explore beside performance maybe for how to produce the innovations or how to decide the price on the product or how a business build their Social Media Instagram. Florist in Java need more focusing on how they develop their product and bring it to the Social Media Instagram.

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