



The effect of Utilization Social Media on Innovative Work Behavior by Entrepreneurial Orientation as a Moderating Variable

Anggia Gusmita¹, Rino^{2*}

¹Departement of Management, Faculty of Economics, Universitas Negeri padang, Indonesia

INFO ARTIKEL

Diterima 06 Juli 2023
Disetujui 12 Juli 2023
Diterbitkan 26 Juli 2023

Kata Kunci:

Pemanfaatan Media Sosial;
Perilaku Inovatif karyawan;
Orientasi kewirausahaan.

DOI:10.24036/jsme.xxxxxxx

Keywords:

Utilization Social Media;
Innovative Work Behavior;
Entrepreneurial Orientation.

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh pemanfaatan media sosial terhadap perilaku inovatif karyawan yang dimoderasi oleh orientasi kewirausahaan pada UMKM di Kota Padang. Penelitian ini merupakan penelitian kausal. Populasi dari penelitian ini adalah sebanyak 100 karyawan UMKM di Kota Padang yang bergerak pada UMKM jenis rendang dan kuliner kemasan. Teknik pengambilan sampel diambil menggunakan purposive sampling. Pengumpulan data menggunakan kuisioner dengan skala likert. Teknik analisis yang digunakan adalah software Smart PLS 4. Hasil pengolahan data pada penelitian menunjukkan bahwa : (1) pemanfaatan media sosial berpengaruh positif signifikan terhadap perilaku inovatif karyawan UMKM di Kota Padang (2) pemanfaatan media sosial berpengaruh signifikan positif terhadap orientasi kewirausahaan UMKM di Kota Padang (3) orientasi kewirausahaan berpengaruh positif signifikan terhadap perilaku inovatif karyawan UMKM di Kota Padang (4) orientasi kewirausahaan tidak signifikan dalam memoderasi hubungan pemanfaatan media sosial terhadap perilaku inovatif karyawan UMKM di Kota Padang (5) pemanfaatan media sosial berpengaruh positif dan signifikan terhadap perilaku inovatif karyawan UMKM di Kota padang melalui orientasi kewirausahaan.

ABSTRACT

This study analyzes the effect of utilization social media on innovative work behavior employees of moderating by entrepreneurial orientation at MSMEs in the city of Padang. This research is a causal research. The population of this study were 100 MSME employees in the city of Padang who are engaged in MSME types of rendang and packaged culinary. The sampling technique was taken utilization purposive sampling. Data collection uses a questionnaire with a Likert scale. The analysis technique used is SmartPLS 4 software. The results of data processing in the study show that: (1) the use of social media has a significant positive effect on the innovative work behavior of MSME employees in the city of Padang (2) the use of social media has a significant positive effect on the entrepreneurial orientation of MSME in the city of Padang (3) entrepreneurial orientation has a positive effect significantly to the innovative work behavior of MSME employees in the city of Padang (4) Entrepreneurial orientation is not significant in moderating the relationship between the use of social media and the innovative behavior of MSME employees in Padang City) (5) the use of social media has a positive and significant effect on the innovative behavior of MSME employees in the city of Padang through entrepreneurial orientation.

How to cite: Author 1., Author 2., & Author 3. (Year). Title manuscript. *Jurnal Kajian Manajemen Bisnis*, Vol2 (No.1), 38-50. DOI : <https://doi.org/10.24036/jsme.xxxxxxx>



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2020 by author.

* Corresponding author: rinopekon@fe.unp.ac.id

INTRODUCTION

The development of MSMEs in Indonesia is currently increasing. Based on data from the ASEAN Investment Report released in September 2022, Indonesia has the most micro, small and medium enterprises (MSMEs) in the ASEAN region. The report notes that the number of MSMEs in Indonesia in 2021 will reach around 65.46 million units. This certainly encourages MSMEs to be able to continue to exist in the midst of lots of competition. In achieving competitive advantage, of course, MSMEs must be able to continue to innovate.

This business innovation is inseparable from the innovative behavior of employees in the MSME units they manage. By having innovative work behavior, MSME owners can maintain their business in the midst of a crisis or intense competition (Sulistiyani & Azizah, 2017). Employees who have innovative behavior, they can create or combine creative ideas into something new and have the courage to develop these ideas in the company.

The innovative behavior of MSME employees is needed by every MSME. However, in reality, innovative work behavior in small entrepreneurs is still limited and rarely done. According to Sedyastuti (2018) limited innovative work behavior is caused by the low quality of human resources working in the MSME sector, low productivity and quality of goods produced, lack of creativity, lack of innovation, low understanding of entrepreneurial orientation and market orientation.

The trend of utilization social media in Indonesia has been increasing in recent years. Based on the Top 25 countries Ranked by Internet Users 2013-2018, Indonesia ranks 6th in the world's social media users. In addition, the latest data from Google consumer behavior written by Kemp (2018) states that out of Indonesia's total population of 265.4 million, as many as 50% are internet users. Internet usage trends can also be seen through Hootsuite. Hootsuite (We are Social) which regularly presents data and trends needed to understand the internet, social media, as well as e-commerce behavior every year in the world, including Indonesia.

Social media is a strategic tool in supporting the progress of MSMEs. Through social media, MSMEs can develop their potential both in terms of products and human resources. Several previous studies have shown the importance of technology adoption and capabilities for micro, small and medium enterprises, especially in increasing their competitiveness and performance (Pal et al., 2008; Duch-Brown et al., 2017; Sadeghi and Biancone, 2018; Zhou et al. al., 2019; Hansen and Bagh, 2020; Raisanen and Tuovinen, 2020). Then based on a survey of 2,222 MSMEs in Indonesia by Trinugroho et al. (2021) revealed that MSMEs that adopt digital technology, in this case in the form of social media, get higher sales. This proves that social media can be a strategic tool for MSMEs to continue to grow.

In addition, research on the effect of utilization social media on innovative behavior of employees is still not massively carried out. Especially in the city of Padang, there has been no research on the effect of utilization social media on employee innovative behavior at MSMEs.

Then according to the research results of Marisa et al. (2018) and Dela (2021) regarding the effect of social media on entrepreneurial orientation, proving that social media has a significant influence on entrepreneurial orientation in MSMEs. Then Mustikowati et al. (2014) also explained that the stronger the entrepreneurial orientation, the innovation and business strategy within the company will also increase. Based on this, entrepreneurial orientation can be a moderating variable that is able to influence the role of social media on the innovative behavior of employees in an MSME.

Based on this background, the authors are interested in further researching the effect of the use of social media on entrepreneurial innovative behavior in MSMEs in the city of Padang seen from several aspects with the title "The Influence of Utilization of Social Media on the Innovative Behavior of MSME Employees Moderated by Entrepreneurial Orientation of MSMEs in Padang City "

LITERATURE REVIEW

Innovative Work Behavior

Jong (2007: 18) defines innovative work behavior as an individual activity that aims to introduce new and useful ideas related to processes, products, and procedures. Individual innovative work behavior directed at the initiation (beginning) and introduction of new and useful ideas, production processes or procedures in work rules, groups, or organizations. According to Jong (2007:25) innovative work behavior indicators are as follows:

1. Opportunity Exploration. The beginning of an innovation is usually determined by opportunity, such as: finding an opportunity, the emergence of a problem, or the way needed to solve a problem.
2. Idea Generation. Explain about exploration in managing the problems faced or the goals to be achieved. These new ideas need to be communicated with other people or written media.
3. Championing. Describes the effort an individual makes in conveying his or her personal opinion about an idea.
4. Application. Explaining the process of forming innovative work behavior consisting of several series of activities, including: testing ideas that have been found further, the results of trials are re-evaluated in order to get input for developing ideas to be reapplied in subsequent trials until a new product that can be tested is realized , developed, modified, and introduced to the wider community.

Utilization Social Media

According to (Nasrullah, 2015) the use of social media is the use of mediums on the internet that allow users to present themselves, interact, collaborate, share information, communicate with others and form social bonds. According to (Praditya, 2019) some social media indicators are as follows:

1. Participation. That is, social media provides contributions and feedback for people who are interested in an upload shared by fellow users.
2. Openness. That is, social media is open to receiving feedback or participation from other users.
3. Conversation. Namely social media uses a better way of communicating, namely utilization two-way communication rules.
4. Community. Namely social media allows the formation of a community quickly and members who are members can communicate with each other effectively. This community is usually joined by people who have the same interests and talents.
5. Connecting. That is, social media connects users to each other, for example between bosses and employees, between relatives, between sellers and buyers and others, namely utilization two-way communication rules.

Entrepreneurial Orientation

Entrepreneurial orientation can be defined as a system of relationships and interrelated meanings of entrepreneurial elements, which consist of taking risks, being proactive, and being innovative (Gupta, 2015). measurement of entrepreneurial variables utilization indicators according to (Boso et al. 2013) as follows:

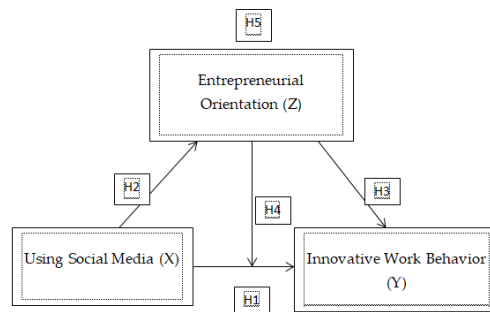
1. Innovative. Innovative, namely the desire to engage in creativity and experimentation through the introduction of new products or services and technological leadership through research and development in new processes.
2. Proactive (Proactive). Proactive is decision making that is carried out on an initiative by anticipating, pursuing new opportunities and participating in emerging markets
3. Dare to take risks. Risk audacity is the company's active ability to pursue opportunities even though these opportunities contain risks and the outcome is uncertain.

4. Competitive Aggressiveness. Competitive aggressiveness is the intensity of the company's efforts to excel in competitors which is characterized by offensive attitudes or responses or aggressive responses to competitors' actions.
5. Autonomy. Autonomy is individual freedom in thinking and acting creatively in terms of overcoming various problems or in optimizing new opportunities that attract the market.

Micro, Small and Medium Enterprises (MSMEs)

Referring to Article 1 PP No. 7 of 2021 concerning Micro, Small and Medium Enterprises, MSMEs are defined into three, namely micro, small and medium enterprises.

1. Micro enterprises are productive economic enterprises owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Government Regulation.
2. Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branch companies that are owned, controlled, or become part either directly or indirectly of Medium or large businesses that fulfill Small Business criteria as referred to in this Government Regulation.
3. Medium Enterprises are productive economic enterprises that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or large businesses that meet the criteria Medium Enterprises as regulated in this Government Regulation.



Picture 1. Conceptual Framework

Hypothesis

In this study, there are variables innovative work behavior as dependent variables, utilization social media as independent variabel and entrepreneurial orientation as moderating variables. By the conceptual framework and empirical studies above, the researchers proposed several research hypotheses as follows:

- H1 : The use of social media has a positive and significant effect on the innovative work behavior of employees at MSMEs in the city of Padang
- H2 : The use of social media has a positive and significant impact on entrepreneurial orientation at MSMEs in the city of Padang
- H3 : Entrepreneurial orientation has a positive and significant effect on the innovative work behavior of employees at MSMEs in the city of Padang
- H4 : The use of social media has a positive and significant effect on the innovative work behavior of employees which is moderating by the entrepreneurial orientation of MSMEs in the city of Padang
- H5: The use of social media has a positive and significant effect on the innovative work behavior of employees which is mediating by the entrepreneurial orientation of MSMEs in the city of Padang

METODE

In this study, the authors used quantitative research because the data used in this study are in the form of numbers. For this research to be directed and close to what is expected, then this study aims to find out how much influence of "The effect of Utilization Social Media on Innovative Work Behavior by Entrepreneurial Orientation as a Moderating Variable".

The population of this study were 100 MSME employees in the city of Padang who are engaged in MSME types of rendang and packaged culinary. The sampling technique was taken utilization purposive sampling. Data collection uses a questionnaire with a Likert scale. The analysis technique used is SmartPLS 4 software. In this study, the number of samples was determined utilization the Cochran formula (Sugiyono, 2018). The sampling technique in this study was to use a purposive sampling method, namely a sampling technique with certain considerations.

The data used in this study was obtained through primary data and secondary data. Primary data is obtained directly through the dissemination of questionnaires to employees at MSMEs in the city Padang contains answers about utilization social media, innovative work behavior, and entrepreneurial orientation. And secondary data obtained through intermediary media such as archives, records, or reports. Secondary data is also obtained from library research through the literature on concepts related to the interests studied.

Furthermore, the data collection techniques in this study utilization 2 techniques, namely: 1.) The questionnaire, data collection by disseminating a list of questions about the influence of utilization social media on innovative work behavior of moderating by entrepreneurial orientation. 2.) Observation, by conducting a direct review to the place of research objects to be studied.

Data analysis techniques use descriptive statistical analysis techniques and inferential statistical analysts. The first descriptive analysis provides an empirical description or descriptive of the data collected in the study, the data comes from the respondents' answers to the items contained in the questionnaire and will be processed by grouping and tabulating then explained. Both inferential statistical analysis is a statistical technique used to analyze sample data and the results are applied to the population and in this study, the analysis of inferential statistical data was measured utilization PLS software version 4. From measuring outer model, inner model and, hypothesis testing.

RESULT AND DISCUSSION

Descriptive Analysis

Based on the results of frequency distribution calculation to measure utilization social media used 5 indicators with 13 statement items resulting in an accumulated average score of 4.36 and TCR of 87%. It can be concluded that utilization social media in employees at MSMEs in the city of Padang is said to be enough. Because of the data, the overall indicator can explain utilization social media with sufficient information.

Furthermore, to measure innovative work behavior used 4 indicators with 7 question items that resulted in an accumulation of an average score of 4.29 and TCR of 84%. It can be concluded that the innovative work behavior is said to be good. Because of the data, the whole indicator can explain the innovative work behavior with good information.

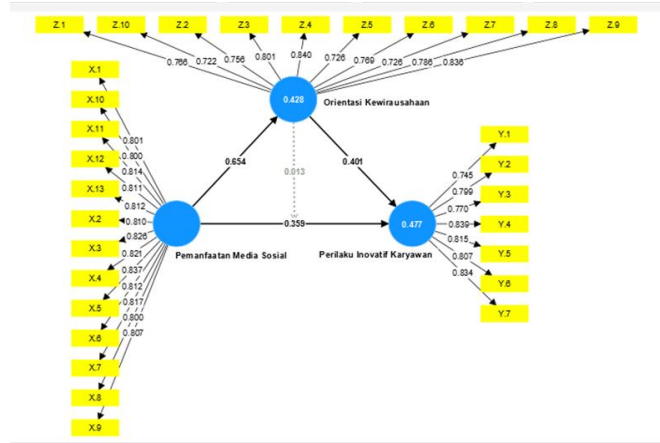
Then to measure entrepreneurial orientation used 5 indicators with 10 question items that resulted in an accumulation of an average score of 4.24 and TCR of 85%. It can be concluded that entrepreneurial orientation in employees at MSMEs in the city of Padang is said to be good. Because of the data, the overall indicator can explain the entrepreneurial orientation with good information.

Inferential Analysis

Test the Measurement Model (Outer Model)

Instrument tests are used to see the validity and reliability of a model. In the instrument test, the validity test and reliability test. Validity Test each indicator were measured outer loading, ave and cross loading.

1. Validity Test



Picture. 2 Outer Loading

From the picture above of the final outer loading results, it can be seen that the indicators for each variable have high convergent validity, because all indicators have a loading factor value of >0.6

Table 1. Average Variance Extracted

Variables	AVE
Utilization Social Media (X)	0.661
Innovative Work Behavior (Y)	0.643
Entrepreneurial Orientation (Z)	0.599

Based on the table it can be seen that the AVE values of all variables have fulfilled the required rule of thumb (AVE > 0.5). It can be concluded that the construct has a good level of validity. Thus, each variable in this study can be declared to have met the convergent validity test criteria.

Table 2. Cross Loading

	Orientasi Kewirausahaan	Pemanfaatan Media Sosial	Perilaku Inovatif Karyawan	OK X PMS
X1	0.492	0.801	0.500	-0.226
X10	0.494	0.800	0.482	-0.090
X11	0.651	0.814	0.489	-0.024
X12	0.648	0.811	0.543	-0.084
X13	0.587	0.812	0.507	-0.141
X3	0.526	0.826	0.488	-0.073
X4	0.520	0.821	0.479	-0.068
X5	0.513	0.837	0.476	-0.073
X6	0.439	0.812	0.539	-0.125
X7	0.464	0.817	0.570	-0.187
X8	0.473	0.800	0.448	-0.213
X9	0.495	0.807	0.418	-0.036
Y1	0.433	0.581	0.745	-0.046
Y2	0.494	0.592	0.799	-0.023
Y3	0.401	0.498	0.770	-0.072

Y4	0.432	0.417	0.839	-0.032
Y5	0.521	0.349	0.815	0.053
Y6	0.631	0.496	0.807	-0.071
Y7	0.609	0.503	0.834	0.048
Z1	0.766	0.567	0.498	-0.010
Z10	0.722	0.562	0.523	-0.046
Z2	0.756	0.448	0.391	-0.045
Z3	0.801	0.466	0.539	0.081
Z4	0.840	0.494	0.545	0.078
Z5	0.726	0.469	0.439	-0.011
Z6	0.769	0.538	0.527	0.099
Z7	0.726	0.402	0.445	0.183
Z8	0.786	0.477	0.458	-0.043
Z9	0.836	0.592	0.521	-0.002
x2	0.551	0.810	0.577	-0.224
OK x PMS	0.035	-0.148	-0.025	1.000

Based on the table, it can be seen that the Output Cross Loading value indicates good discriminant validity, because the value on the indicator correlation to the variable is higher than the correlation value of other variables.

2. Reliability Test

Table 3. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Utilization Social Media (X)	0.925	0.928
Innovative Work Behavior (Y)	0.957	0.959
Entrepreneurial Orientation (Z)	0.907	0.911

Based on the table above, it can be seen that the value of composite reliability and Cronbach's alpha for each variable is greater than 0.7. Referring to the rule of thumb, the composite reliability and Cronbach's alpha values, each of which has a value greater than 0.7 (> 0.7), means that all variables in the study are declared reliable (Hair et al., 2018).

Structural Model Test (Inner Model)

Table 4. R-Square

Variables	R-Square
Employee Innovative Work Behavior(Y)	0.428
Entrepreneurial Orientation (Z)	0.477

The table shows that the R-Square value of the employee innovative behavior performance variable is 0.428. This result shows 42.8%, the employee innovative behavior variable can be influenced by the use of social media and entrepreneurial orientation. As for the entrepreneurial orientation variable, it was obtained at 0.477, this result shows 47.7% entrepreneurial orientation can be influenced by the social media utilization variable.

Hypothesis Testing

Table 5. The total influence of social media utilization (X), employee innovative behavior (Y), entrepreneurial orientation (Z)

Variables	Direct	T Statistic	Indirect Moderating	T statistic	Indirect Mediating	T statistic	Total
Utilization of Social Media → employee Innovative work Behavior	0.359	2.675	0.013	0.155	0.262	2.354	0.634
Utilization of Social Media → Entrepreneurship Orientation	0.654	11.669	-	-			0.654
Entrepreneurial Orientation → Employee Innovative work Behavior	0.401	2.600	-	-			0.401

Based on the table above the results of hypothesis testing are presented as follows:

1. Hypothesis Test 1

t Table : 1,96

The results of testing the first hypothesis show that the social media utilization variable with innovative behavior of employees has a t value of 2,675. This value is greater than the value of t table (1,96). This means that there is a significant influence between the use of social media on the innovative behavior of MSME employees. The path coefficient value is 0,359 so that if the use of social media is higher, it will have an impact on increasing the innovative behavior of MSME employees.

2. Hypothesis Test 2

t Table : 1,96

The results of testing the second hypothesis show that the social media utilization variable with an entrepreneurial orientation has a t value of 11,669. This value is greater than the value of t table (1,96). This means that there is a significant influence between the use of social media on the entrepreneurial orientation of MSME employees. The path coefficient value is 0,654 so that if the use of social media is higher, it will have an impact on increasing the entrepreneurial orientation of MSME employees.

3. Hypothesis Test 3

t Table : 1,96

The results of testing the third hypothesis show that the variable entrepreneurial orientation with innovative behavior of employees has a t value of 2,600. This value is greater than the value of t table (1,96). This means that there is a significant influence between entrepreneurial orientation on the innovative behavior of MSME employees. The path coefficient value is 0.401 so that if the entrepreneurial orientation is higher, it will have an impact on increasing the innovative behavior of MSME employees.

4. Hypothesis Test 4

t Table : 1,96

The results of testing the fourth hypothesis show that based on the results of calculating the coefficient of the indirect variable, entrepreneurial orientation moderates the effect of utilization social media on innovative behavior of employees by 0.013. While the t statistic is less than the t

table, which is 0.155. so that the entrepreneurial orientation moderating variable does not significantly affect the relationship between social media utilization and employee innovative behavior

5. Hypotesis Test 5

t Table : 1,96

The results of testing the fifth hypothesis show that based on the results of calculating the coefficient of the indirect variable, entrepreneurial orientation mediates the effect of utilization social media on innovative behavior of employees with a T-statistic value of $2.354 > 1.96$. So the entrepreneurial orientation positively and significantly influences the relationship between the use of social media and the innovative behavior of MSME employees in the city of Padang.

Discussion

1. the use of social media affects the innovative behavior of employees

The results of testing the first hypothesis show that the social media utilization variable with innovative behavior of employees has a t value of 2.675. This value is greater than the value of t table (1.96). This means that there is a significant influence between the use of social media on the innovative behavior of MSME employees. The path coefficient value is 0.359 so that if the use of social media is higher, it will have an impact on increasing the innovative behavior of MSME employees. Vice versa, if the use of social media is low, it will have an impact on the low innovative behavior of employees in these MSMEs. Based on the explanation above, the first hypothesis, namely, the use of social media has a positive and significant effect on the innovative behavior of MSME employees in the city of Padang can be accepted.

The results of this study are also consistent with previous studies which state that social media and innovation are closely related that usiness leaders have long claimed that companies need to embrace social media and provide consumers with an environment where they can socially interact, participate in company activities, communicate and be entertained (Bercovici, 2010). Business firms can thus thrive by commenting on social media interaction and innovation in competitive strategy (Baker and Green, 2008; DuBois, 2010). Social media shapes organizational activities (Treem and Leonardi, 2012) and further enhances innovation management.

Then based on a survey of 2,222 MSMEs in Indonesia by Trinugroho et al. (2021) revealed that MSMEs that adopt digital technology, in this case in the form of social media, get higher sales. This proves that social media can be a strategic tool for MSMEs to continue to develop and innovate

2. The use of social media influences entrepreneurial orientation

The results of testing the second hypothesis show that the social media utilization variable with an entrepreneurial orientation has a t value of 11,669. This value is greater than the value of t table (1.96). This means that there is a significant influence between the use of social media on the entrepreneurial orientation of MSME employees. The path coefficient value is 0.654 so that if the use of social media is higher, it will have an impact on increasing the entrepreneurial orientation of MSME employees. Vice versa, if the use of social media is low, it will have an impact on the low entrepreneurial orientation of employees in these MSMEs. Based on the explanation above, the second hypothesis, namely, the use of social media has a positive and significant effect on the entrepreneurial orientation of MSME employees in the city of Padang can be accepted.

This is in line with previous research, research by Marisa et al. (2018) and Dela (2021) regarding the effect of social media on entrepreneurial orientation, proving that social media has a significant influence on entrepreneurial orientation in MSMEs. Then in Farzana Parveen's research (2016), Lechner, Downing, and Welpé (2005) found that social networks are needed to develop entrepreneurial skills, because they can enhance learning and existing relationships with other

companies.). Social media helps improve social networks which can increase the probability of success in several ways at different stages of business development (Adebayo, 2015).

3. Entrepreneurial orientation influences the innovative behavior of employees

The results of the third hypothesis test show that the variable entrepreneurial orientation with innovative behavior of employees has a t value of 2,600. This value is greater than the value of t table (1.96). This means that there is a significant influence between entrepreneurial orientation on the innovative behavior of MSME employees. The path coefficient value is 0.401 so that if the entrepreneurial orientation is higher, it will have an impact on increasing the innovative behavior of MSME employees. Vice versa, if the entrepreneurial orientation is low, it will have an impact on the low innovative behavior of employees in these SMEs. Based on the explanation above, the third hypothesis, namely, entrepreneurial orientation has a positive and significant effect on the innovative behavior of MSME employees in the city of Padang can be accepted.

This is in accordance with previous research, Mustikowati et al. (2014) explained that the stronger the entrepreneurial orientation, the innovation and business strategy within the company will also increase. Entrepreneurial orientation is also referred to as an entrepreneurial strategic posture, which is strongly distinguished by a willingness to proactively evaluate and seize emerging business opportunities (Kohtamaki et al., 2019; Rubin and Callaghan, 2019). (Miller, 1983) Previous studies (Gatignon and Xuereb, 1997; Lisboa et al., 2011) have looked at entrepreneurial orientation as a vital strategic resource because it represents the corporate philosophy of how business performance is proportional to the environment. Thus, an entrepreneurial orientation enables a company to respond to environmental disturbances by seeking new opportunities and offering creative solutions that differentiate the company from its competitors in the market (Al-Hakimi and Borade, 2020; Kropp et al., 2006).

4. Entrepreneurial orientation moderates the effect of utilization social media on employee innovative behavior

The results of testing the fourth hypothesis show that based on the results of calculating the coefficient of the indirect variable, entrepreneurial orientation moderates the effect of using social media on innovative behavior of employees by 0.013. while the t statistic is less than the t table, which is 0.155. so that the entrepreneurial orientation moderating variable does not significantly affect the relationship between social media utilization and employee innovative behavior.

Then this is different from the results of research by Marisa et al. (2018) and Dela (2021) regarding the effect of social media on entrepreneurial orientation, proving that social media has a significant influence on entrepreneurial orientation in MSMEs. Then Mustikowati et al. (2014) also explained that the stronger the entrepreneurial orientation, the innovation and business strategy within the company will also increase. Based on this, entrepreneurial orientation can be a moderating variable that can influence the role of social media on the innovative behavior of employees in an MSME.

5. The Influence of Social Media Utilization on Employee Innovative Behavior Mediated by Entrepreneurial Orientation

The results of testing the fifth hypothesis show that based on the results of calculating the coefficient of the indirect variable, entrepreneurial orientation mediates the effect of utilization social media on innovative behavior of employees with a T-statistic value of $2.354 > 1.96$. So the entrepreneurial orientation positively and significantly influences the relationship between the use of social media and the innovative behavior of MSME employees in the city of Padang. Then the fifth hypothesis which reads "Utilization of Social Media has a positive and significant effect on Employee

Innovative Behavior mediated by Entrepreneurship Orientation to MSMEs in Padang City." Acceptable.

Then according to the research results of Marisa et al. (2018) and Dela (2021) regarding the effect of social media on entrepreneurial orientation, proving that social media has a significant influence on entrepreneurial orientation in MSMEs. Then Mustikowati et al. (2014) also explained that the stronger the entrepreneurial orientation, the innovation and business strategy within the company will also increase. Based on this, entrepreneurial orientation can be a mediating variable that is able to influence the role of social media on the innovative behavior of employees in an MSME.

CONCLUSSION

This study aims to analyze utilization social media on innovative work behavior of moderating variable by entrepreneurial orientation. To analyze the relationship between these variables, this study used PLS version 4. Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. There is a direct and significant positive influence between the use of social media and the innovative behavior of MSME employees in the city of Padang. This means that optimal use of social media can increase the innovative behavior of MSME employees in the city of Padang.
2. There is a direct and significant positive influence between the use of social media and the entrepreneurial orientation of MSME employees in the city of Padang. This means that optimal use of social media can increase the entrepreneurial orientation of MSME employees in the city of Padang.
3. There is a direct and significant positive influence between entrepreneurial orientation and the innovative behavior of MSME employees in the city of Padang. This means that the higher the entrepreneurial orientation possessed by employees, the more innovative behavior employees will have.
4. There is a moderating effect between the use of social media and innovative behavior of employees through entrepreneurial orientation. Where in this study entrepreneurial orientation is not significant in moderating the relationship between the use of social media and the innovative behavior of MSME employees in Padang City .
5. There is entrepreneurial orientation mediates the effect of utilization social media on innovative behavior of employees. So the entrepreneurial orientation positively and significantly influences the relationship between the use of social media and the innovative behavior of MSME employees in the city of Padang.

Suggestion

1. MSME leaders in the city of Padang in the future must be able to further optimize the use of social media in supporting the development of MSMEs to continue to innovate. In maximizing the use of social media, MSMEs can provide facilities that support the use of social media, such as providing internet facilities for the needs of MSME employees.
2. MSME employees in Padang City should be able to optimize the use of social media in supporting the creation of innovative employee behavior in the workplace. As well as being able to continue to improve entrepreneurial orientation behavior which is able to have a positive influence on the innovative behavior of employees at MSMEs in the city of Padang.

REFERENCES

- Adebayo & Aduke, F. (2015). Time Management and Students Academic Performance in Higher Institutions, Nigeria A Case Study of Ekiti State. *International Research in Education*, 3 (2).
- Al-Hakimi, M.A., Borade, D.B., 2020. The impact of entrepreneurial orientation on the supply chain resilience. *Cog. Busin. Manag.* 7 (1), 1–18.

- Baker, S., Green, H., 2008. Social media will change your business. Business week technology, 12. Retrieved from. <http://ism7505.business.wayne.edu/Week957/doc/>
- Bercovici, J., 2010. Who coined "social media"? Web pioneers compete for credit. Forbes. Disponivel. Retrieved from. <http://www.significancesystems.com/wp-content/>
- Boso, N., Story, V. M., & Cadogan, J. W. (2013). Elntrelprelnelurial orielntation, markelt orielntation, neltwork tiels, and pelrformancel: Study of elntrelprelnelurial firms in a delvelloping elconomy. Journal of Businelss Velnturing, 28(6), 708–727. <https://doi.org/10.1016/j.jbusvelnt.2013.04.001>
- Della, D. (2021). Pelran meldia sosial dalam melmpelngaruhi orielntasi kelwirusahaan. Forum Elkonomi, 23(4), 708–713. <https://journal.felb.unmul.ac.id/index.php/FORUMEIKONOMI/article/view/10163%0Ahttps://journal.felb.unmul.ac.id/index.php/FORUMEIKONOMI/article/download/10163/1565>
- Duch-Brown, N., Grzybowski, L., Romahn, A., Velrboveln, F., 2017. Thel impact of onlinel saels on consumelrs and firms. Elvidelncel from consumelr ellectronics. Int. J. Ind. Organiz. 52, 30–62. <https://doi.org/10.1016/j.ijindorg.2017.01.009>.
- Gatigon, H., Xuereb, J.M., J.M., 1997. Strategic orientation of the firm and new product performance. J. Market. Res. 34 (1), 77-90.
- Ginting, G. (2015). Opeln Innovation Modell: Elmpowelring Elntrelprelnelurial Orielntation and Utilizing Neltwork Relsourcel as Deltelrminant for Intelrnationalization Pelrformancel of Small Meldium Agroindustry. Agriculturel and Agriculturel Scielncel Proceldia, 3, 56–61. <https://doi.org/10.1016/j.aaspro.2015.01.013>
- Hansen, E.B., Bøgh, S., 2020. Artificial intelligence and internet of things in small and medium-sized enterprises: a survey. J. Manuf. Syst. <https://doi.org/10.1016/j.jmsy.2020.08.009>
- Jong, J. P. J. de. (2007). Individual Innovation, The Connection between Leadership and Employees' Innovative Work Behavior. de Agnieten kapel: EIM.
- Kohtamaki, M., Heimonen, J., Parida, V., 2019. The nonlinear relationship between entrepreneurial orientation and sales growth: the moderating effects of slack resources and absorptive capacity. J. Bus. Res. 100, 100–110.
- Marisa, O., & Yuniarto, Y. (2018). Pelngaruh Pelnggunaan Meldia Sosial Telrhadao Orielntasi Kelwirusahaan (Studi Kasus Pada Umkm Kulinelr Jakarta Barat). Jurnal Bina Manajelmeln, 7(1), 99–111.
- Miller, D., 1983. The correlates of entrepreneurship in three types of firms. Manag. Sci. 29, 770–791
- Mustikowati, R. I., & Tysari, I. (2015). Orielntasi Kelwirusahaan, Inovasi, Dan Stratelgi Bisnis Untuk Melnngkatkan Kinelrja Pelrusahaan (Studi Pada Ukm Selntra Kabupateln Malang). Jurnal Elkonomi MODEIRNISASI, 10(1), 23. <https://doi.org/10.21067/jelm.v10i1.771>
- Nasrullah, R. (2015). Meldia Sosial : Pelrspektif Komunikasi, Budaya dan Siositelknologi. Simbiosia Relkatama Meldia.
- Pal, P., Selthi, G., Nath, A., Swami, S., 2008. Towards cclanelr telchnologiels in small and micro elntelrprisels: a procelss-baselcl casel study of foundry industry in India. J. Clelan. Prod. 16 (12), 1264–1274. <https://doi.org/10.1016/j.jclepro.2007.06.021>
- Parveen Farzana Noor Ismawati Jaafar Sulaiman Ainin, (2016), Social media's impact on organizational performance and entrepreneurial orientation in organization, Management Decision, Vol. 54, PP 99-115
- Praditya, A. (2019). Pelngaruh Meldia Sosial Dan Komunikasi Bisnis Telrhadao Pelrkelmbangan Bisnis Onlinel Shop. Jurnal Selmarak, 2(1), 31–43.

- Raisaneln, J., Tuovineln, T., 2020. Digital innovations in rural micro-elntelrprisels. J. Rural. Stud. 73, 56–67. <https://doi.org/10.1016/j.jrurstud.2019.09.010>
- Rubin, A., Callaghan, C.W., 2019. Entrepreneurial orientation, technological propensity and academic research productivity. Heliyon 5 (8), e02328, 1-11.
- Sadelghi, V.J., Bianconel, P.P., 2018. How micro, small and medium-sized elntelrprisels arel driveln outward thel supelrior intelrnational tradel pelrformancel? A multidimeInsonial study on Italian food selctor. Rels. Int. Bus. Financel 45, 597–606. <https://doi.org/10.1016/j.ribaf.2017.07.136>
- Sulistiyani, El., & Azizah. (2017). Belbelrapa deltelrminan pelrilaku kelrja inovatif pada karyawan industri batik skala elkspor Surakarta. Prosiding Selntrinov, 3, 308–319
- Treem, J.W., Leonardi, P.M., 2012. Knowledge management technology as a stage for strategic self-presentation: implications for knowledge sharing in organizations. Inf. Organ. 22 (1), 37–59.
- Trinugroho, I., Pamungkas, P., Wiwoho, J., Damayanti, S. M., & Pramono, T. (2022). Adoption of digital telchnologiels for micro and small businels in Indonelsia. Financel Relselarch Lelttelrs, 45(March), 102156. <https://doi.org/10.1016/j.frl.2021.102156>