

## **The Correlation of Business Creativity and Social Media with MSMEs Entrepreneurial Performance**

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### **Abstract**

*Micro Small and Medium Enterprises (MSMEs) in Indonesia plays a significant role in economic growth, especially by creating employment opportunities and, at the same time, reducing the unemployment rate. Small firms are high potential enterprises that need improvement in order to contribute to either micro- or macro-economic development in this country. Entrepreneurs need to strengthen their competitive advantage to ensure their long-term survival. Small firms face significant challenges that require them to devise an effective strategy to improve performance. The present study aims to investigate whether business creativity and social media among MSMEs correlate with entrepreneurial performance. The sample consisted of 120 MSMEs in the Special Region of Yogyakarta selected using the purposive sampling method. Respondents are owners or managers authorized with the responsibility for the survival of their enterprises. The results show that MSMEs entrepreneurs are using Instagram and that creativity-based MSMEs have better business entrepreneurial performance. The results imply that MSMEs entrepreneurs need to promote their products on social media and to improve their creativity to boost their business performance.*

**Keywords:** *Creativity; Entrepreneur performance; MSMEs; Social media*

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### **INTRODUCTION**

Micro Small and Medium Enterprises (MSMEs) are business enterprises managed by individual or business entities to increase market competitiveness and economic stability as well as to reduce the unemployment rate in Indonesia. MSMEs need to optimize their business performance using an information system or technology (Kristiyanti & Rahmasari, 2015). Technological literacy is challenge & essential for entrepreneurs to ensure progress in their MSMEs (Supriyanto, 2015; Budiarto, Sari, Sudaryana, & Prabowo, 2018). Information technology develops so rapidly that it is possible to make use of it for business activities in both small and large scale (Pradiani, 2018). Greater access to information and the increasing number of market competitors have become the consideration of MSMEs entrepreneurs in improving their marketing strategy to increase sales (Kristiyanti & Rahmasari, 2015). MSMEs are currently facing more challenges and

competition because of consumer demand for higher quality products at lower prices and easy access to products (Maharani, Astuti, & Ali, 2012). Business transaction on social media or the internet is becoming a new phenomenon and, at the same time, an opportunity for MSMEs entrepreneurs to promote their products. Social media or internet marketing is quite promising to increase benefit and to develop MSMEs (Setiawati, 2017). Social media usage in Indonesia is increasing rapidly. This can be seen from the data released by We Are Social, a social marketing agency in Singapore, stating that 150 million people in Indonesia use social media in January 2019 which include Facebook by 81% and Instagram by 80% (Gumilar, 2015).

Social media like Facebook and Instagram are the most widely used online platforms because they have advantages as the interactive media that capable of attracting potential customers to visit and to click the link that provides information on the products offered. Online social media has become a more accessible platform for sales promotion compared to conventional media (Siswanto, 2018). Two types of Facebook and Instagram users include those who use the platforms for business transactions and social interaction. Users of the first type utilize social media for sales promotion in the forms of texts, photographs, and videos (Gumilar, 2015). Besides, social media platforms are useful for MSMEs entrepreneurs to channel and improve their creativity and to develop a strong relationship with their new business partners (Djatikusumo, 2016). Creativity is essential in devising a marketing strategy for MSMEs, especially for generating new ideas (Utaminingsih, 2016). Creativity plays a critical role for MSMEs to maintain effectiveness and competitiveness as well as business performance (Purnomo, 2019).

By business performance, we mean activity of accomplishing an outcome (Utaminingsih, 2016). Business performance can be divided into financial and non-financial performance. While financial performance constitutes the company's economic goal, non-financial performance is the operational effectiveness of the business in a broader sense (Purnomo, 2019). MSMEs' performance is indicated, among others, by the creativity they generate.

Although studies on MSMEs have been numerous, they remain interesting for the following reasons: 1) MSMEs owners knowing little or nothing about information technology and, therefore, their market remains undeveloped (Utama, 2020; Hadiyati, 2011); 2) lack of creativity that lead to their products considered as being less attractive and, thereby, poor business performance (Utaminingsih, 2016); and 3) MSMEs undergoing slow growth because of their lack of focus in their long-run performance (Aribawa, 2016).

#### *Micro Small and Medium Enterprises*

MSMEs in Indonesia plays a major role in economic growth, especially by creating more job opportunities (Tambunan, 2009; Sari, Suryaningrum, & Budiarto, 2019). Small firms are high potential enterprises that need improvement in order to contribute to either micro- or macro-economic development in this country. Entrepreneurs need to strengthen their competitive advantage to ensure their long-term survival. To gain a competitive advantage, entrepreneurs need to develop their creativity (Suci, 2017). Creativity can be built upon talents and skills to realize the potential for improving welfare and fulfilling customers' needs (Rizky et al., 2018).

The weaknesses of some MSMEs in Indonesia include their conventional mode of product marketing, selling products from home, or wait for customers to visit their

production site (Riyanto, 2018). To deal with these weaknesses, promotion is indispensable to attract customers to buy their products. Advertising is an effort to communicate with customers to convince them about the products. Development can be done using information technology-based social media (Kasmawi, Mansur, & Fitri, 2018). Product marketing through such platforms may improve the MSMEs' competitive advantage and performance (Riyanto, 2018).

### *Information Technology*

Information technology refers to the use of software to create, store, manage, and utilize information in a system (Lubis & Junaidi, 2016). Information technology is a transfigurative power in the field of business (Supriyanto, 2015). Such technology helps develop MSMEs' production, marketing, distribution, and business more efficiently and effectively (Byounggho Jin, 2010). Information technology with adequate infrastructure can help MSMEs to market their products on a broader scale. MSMEs need information technology to improve its business competitiveness in the globalization era and to improve their customer services (Utama, 2020; Duan, Deng, & Corbitt, 2012). The applications of information technology that are widely adopted by MSMEs to improve their performance include social media platforms (Priambada, 2015; Ahmad, Abu Bakar, & Ahmad, 2019).

By social media, we mean software that is used by individuals and groups to interact online and to share information in the forms of text, images, videos, and audio. Social media sites mostly used for the promotion and marketing of MSMEs products are Facebook and Instagram (Gumilar, 2015). Social media plays a significant role in improving business performance by increasing profit and sales, facilitating customer and supplier transactions, reducing marketing expenses, and increasing the market share of products (Slamet et al., 2017; Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019).

### *Creativity*

Creativity is the act of turning new ideas into valuable and useful products (Hadiyati, 2011). MSMEs need to improve their creativity in their business to beat their business competitors (Sari, 2013). Creativity serves an essential function for MSMEs to gain and maintain their business effectiveness as well as the competitiveness. MSMEs that adopt creativity about their business will be able to improve their profit and expand their market share (Indriartiningtias, Subagyo, & Hartono, 2019). Creativity can stimulate new ideas to develop competitive advantages of MSMEs, especially to increase their sales turnover and, thereby, their business performance (Sari, 2013).

### *Performance*

Performance is the level of success achieved in carrying out tasks in compliance with the agreed-upon work standards based on dexterity, experience, and seriousness (Harahap, 2014). The performance can be measured by analyzing both financial and non-financial performance. Business growth can be seen from the growth of sales and profits, employment, and stocks. Financial performance can be evaluated using analysis of trend ratio such as return on assets (ROA), return on equity (ROE), and return on sales. Non-financial performance can be seen in terms of strategic advantage, competitive advantage,

productivity, and exports (Purnomo, 2019). Therefore, the success of MSMEs in keeping ahead of the competition is reflected in their business performance (Utaminingsih, 2016).

Social media is defined as a web-based technology to create programs that enable the users to share, cooperate, interact, and make the content conversion (Virtanen, Björk, & Sjöström, 2017). The most effective social media platforms in Indonesia are Facebook and Instagram, with the users continue to increase (Kusumawardhany, 2018). Facebook is believed to be an effective platform for online product marketing at a lower cost and considered as an interactive media that facilitate two-way interaction and information distribution (Ainin, Parveen, Moghavvemi, Jaafar, & Shuib, 2015; Alzougool, 2019). Facebook can effectively improve MSMEs performance By attracting more customers, distributors, and stakeholders (Djatikusumo, 2016). As Instagram's popularity continues to grow, there has been an increasing number of MSME entrepreneurs that use this platform for marketing their products (Abed, 2018). Instagram has added paid features to promote products online that are claimed as being very useful. Instagram can attract more customers and, therefore, significantly improve MSMEs performance (Rahayu, 2019). Based on the description presented above, we formulate the following hypothesis:

*H<sub>1</sub>: There are different MSMEs' entrepreneurial performance-based on social media they use*

Creativity is defined as the development of ideas to create skills from a new perspective, ideas, and methods to capitalize on business opportunities (Sari, 2013). MSMEs entrepreneurs need to develop creativity to increase the value of their business, to create added value, and to take business opportunities (Suprani & Koiron, 2019). Craft, design, fashion, filmmaking, videography, and photography fall into the creative sector (Junaidi, 2017). Creativity is indispensable for MSME entrepreneurs in devising a marketing strategy and optimizing their business performance (Methasari, Kurniawan, & Sidik, 2018). Highly creative entrepreneurs may affect their MSMEs performance. The more creative the entrepreneurs, the higher their business performance would be (Purwaningsih & Kusuma Damar, 2015). From the points illustrated above, we formulate the following hypothesis:

*H<sub>2</sub>: There are different MSMEs' entrepreneurial performance-based on their creativity*

## **RESEARCH METHOD**

The population of this study consists of MSMEs entrepreneurs in the Special Region of Yogyakarta in 2019. The sample size of this study is based on Sekaran & Bougie (2014) that proposes the following rule of thumb: 1) Sample sizes larger than 30 and less than 500 are appropriate for most research; and 2) where samples are to be broken into subsamples; (males/females, juniors/seniors, etc.), a minimum sample size of 30 for each category is necessary. We use a sample size of 120 for social media platforms of Facebook or Instagram, and creative or non-creative MSMEs sector. The sample was selected using purposive sampling technique with the following criteria: 1) MSMEs domiciled in Special Region of Yogyakarta; 2) Respondents are owners or managers of MSMEs; 3) MSMEs promote their products on social media sites like Facebook or Instagram; and 4) Employ less than 10 employees and not more than 300 employees. This study used primary data collected using a questionnaire.

Entrepreneurial Performance is measured using indicators developed by Purnomo, (2019), financial and non-financial performance measurements. The indicators comply with those recommended by (Runyan, Ge, Dong, & Swinney, 2012; Stam, Arzlanian, & Elfring, 2014) by asking two questions for financial performance and two questions for non-financial performance. Measurement of MSMEs performance is conducted using the 5-point scale, from 1 = completely disagree to 5 = agree.

The measurement of social media is based on the data released by We Are Social, which states that social media platforms most frequently used in Indonesia are Facebook and Instagram (Gumilar, 2015). The measurement of social media employed a numeric scale, where 1 for Facebook users and 2 for Instagram users.

Measurement of creativity is conducted using indicators developed by (Junaidi, 2017), which state that MSMEs can be divided into two types of business sectors; creative and non-creative. MSME creativity is categorized based on a study of original industry mapping conducted by the Ministry of Trade of the Republic of Indonesia. Those classified as creative industry include: craft, advertising, architecture, art market, design, fashion, filmmaking, videography, and photography of interactive players, music, performing arts, publishing and printing, book publishing, journals, newspapers, computer and software services, and information technology—and the rest are classified as non-creative. This study employed a numeric scale to identify the type of MSMEs business: 1 for creative MSME and 2 for non-creative MSMEs.

## RESULTS AND DISCUSSION

The study population consists of all MSMEs in the Special Region of Yogyakarta. The number of questionnaires distributed is 140, and the rate of return is 85%. Total data processed amounted to 120 questionnaires, and the rest 20 questionnaires cannot be processed for incomplete data. The results of questionnaire distribution are illustrated in Table 1.

**Table 1.** Description of Respondent

Description		Yogyakarta	Bantul	Sleman	Gunung Kidul	Kulon Progo	Total
Age	<26	11	24	9	1	4	49
	26-34	12	4	2		5	23
	35-44	18	6	2	2	1	29
	45-54	7	5	2	1	2	17
	>55	2					2
Gender	Male	20	19	9	4	7	59
	Female	30	21	5		5	61
Last Education	Non-bachelor	36	22	12	2	11	83
	Bachelor	14	17	3	1	2	37
Type of Business	Creative	31	22	6	1	10	70
	Non-creative	19	17	9	2	3	50
Social Media	Facebook	33	8	5	1	6	53
	Instagram	17	31	10	2	7	67

Following the analysis of respondent characteristics, a data test was conducted to determine the validity and reliability of all instruments. The testing of validity was

performed using the Pearson correlation coefficient with a p-value < 0.05. As for the reliability testing, the cut off value for Cronbach alpha is 0.6. The results of validity testing for performance are illustrated in Table 2. The Cronbach alpha for reliability testing is 0.807.

**Table 2.** Validity Testing of MSMEs Entrepreneurial Performance

No	Instrument	Pearson Correlation
1	Compared to last year, your enterprise has made an increase in sales.	0.716**
2	How do you describe your business creativity in comparison to that of others?	0.797**
3	Your business activities have received many awards and appreciations from customers.	0.770**
4	I am very satisfied with my business.	0.820**

\*\* Significant <1%

After data testing, hypothesis testing was conducted to determine whether differences exist between MSMEs’ entrepreneurial performance based on their social media platform and their creativity. The results of entrepreneurial performance testing based on the social media that they use are illustrated in table 3.

We can see that MSMEs that use Instagram perform better than those that use Facebook (Table 3). The most significant difference was found in instrument no 2, with an average value of 3.96 for Instagram and 3.43 for Facebook. The results of this study confirm those of the previous research that Instagram can affect MSMEs entrepreneurial performance. The use of Instagram is one strategy to attract customers by displaying more exciting content than that of other social media sites. The correct choice of social media site will bring MSMEs the benefit of gaining more popularity among the customers (Rahayu, 2019).

**Table 3.** The results of independent sample t-test for social media

No	Instrument	Mean		Levene’s Test	P value
		F	I		
1	Compared to last year, your enterprise has made an increase in sales.	3.37	3.90	0.406	0.007*
2	How do you describe your business creativity in comparison to that of others?	3.43	3.96	0.428	0.003*
3	Your business activities have received many awards and appreciations from customers.	3.82	4.21	0.019	0.045*
4	I am very satisfied with my business.	3.49	4.10	0.544	0.005*

\*Significant <5%

**Table 4.** Independent sampel t-test for the type of MSMEs business

No	Instrument	Mean		Levene's Test	P value
		Creative	Non		
1	Compared to last year, your enterprise has made an increase in sales.	3.79	3.53	0.368	0.188
2	How do you describe your business creativity in comparison to that of others?	4.01	3.41	0.006	0.001*
3	Your business activities have received many awards and appreciations from customers.	4.13	3.96	0.272	0.384
4	I am very satisfied with my business.	4.10	3.55	0.023	0.011*

\*Significant <5%

Table 4 indicates the difference in performance based on the types of MSMEs business. MSMEs in a creative business category perform better than those in a non-creative group. The most significant difference was found in instrument number 2. MSMEs in a creative business category have a higher mean score than those in the non-creative category: 4.01 compared to 3.41. The results of this study confirm those of the previous study that MSMEs' creativity will improve their performance (Sari, 2013). Creativity plays an essential role in business performance. Creative MSMEs are quick to conduct an experiment and to express their ideas that accommodate consumers' needs. MSMEs' creativity can generate various innovative ideas for the design, motifs, and colors that grab most customers' attention and, thereby, optimally increase their profit (Indriartiningtias et al., 2019).

## CONCLUSION

Based on the data analysis conducted in this study, it can be concluded that MSMEs that use Instagram perform better than those that use Facebook. Besides, MSMEs that fall in a creative business category perform better than those in a non-creative group. The limitations of this study are: first, it studied only two social media platforms, i.e., Facebook and Instagram. For future researches, we recommend additional variables, not only Facebook and Instagram, but also Twitter, Youtube and other social media sites for product promotion that enable MSMEs to improve their entrepreneurial performance, to determine which social media platform that most significantly affects business performance (Zahrul & Syaichu, 2017). Secondly, the present study covers only the Special Region of Yogyakarta. It is further recommended that future researches expand their scope of study because of the broader scope of the study will ensure more detailed explanation and analysis (Susanto, 2014).

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