

The Role of Social Media, Entrepreneurial Orientation and Business Strategy on Business Performance: In Culinary Business in Kendari

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Abstract

This study aims to measure and analyze the Role of Social Media, Entrepreneurial Orientation and Business Strategy on Business Performance in Culinary Businesses in Kendari City. The object of the study is Culinary Businesses in Kendari City. This study uses primary data. The population is 153 Culinary Businesses. The sampling technique uses the census method. The data analysis used is Multiple Regression Analysis. The results of the study indicate that: The Role of Social Media, Entrepreneurial Orientation and business strategy and business performance can affect business performance. The role of Social Media affects business performance. Entrepreneurial Orientation can affect business performance, strategy can improve business performance

Keywords: Social Media, Entrepreneurship Orientation, Business Strategy, Business Performance, Culinary Business

1. Introduction

In 2022, the Covid-19 pandemic began to be controlled throughout the world, the discovery of the Covid-19 vaccine has had a major impact on controlling the spread and impact of Covid-19 throughout the world. Several countries in Europe and America have even declared the end of the Covid-19 pandemic in their countries. In Indonesia itself, although in general the Covid-19 pandemic is under control, the government has not revoked the pandemic status because the vaccine target for the population has not been met. This condition certainly has an impact on almost all sectors in Indonesia, including the economic sector. Previously in 2021 there was a disruption in people's economic activities which affected the Indonesian economy to the point of deflation due to unstable economic growth movements¹⁾. Data from the Central Statistics Agency even recorded a decline in Indonesia's economic growth in 2020 reaching 2.07 percent. Starting in 2022, since the discovery of the Covid-19 vaccine, mobility has returned to normal, the economy has again recorded positive growth of 5.3 percent.

Some challenges faced by culinary businesses in Kendari can be seen from internal and external aspects. In the internal aspect, for example, the weakness of culinary businesses in capturing market opportunities, weaknesses in accessing technology and capital, low financial management, including weaknesses in utilizing technology (Muhammad Zen, 2009). These weaknesses have an

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impact on the ability to increase business turnover, the inability to meet market demand (in terms of quantity) and consumer tastes (in terms of quality), as well as management inefficiency, difficulty competing with existing businesses in other areas and lack of innovation

Empirically, there are three challenges related to the development of small businesses. First, since the economic crisis and the Corona Virus Disease (Covid-19) pandemic several years ago, many large companies have not been able to survive, but small businesses have been able to develop businesses and labor-intensive businesses. Second, the development of small and medium businesses into businesses can achieve success in the short term, and can also be sustainable. Third, the low performance of small businesses is related to several factors, such as lack of managerial skills and also lack of competitive strategies. Ansir (2009) stated that company performance is influenced by the external environment and business strategy.

Hsu (2012) defines the use of social media as a place where a large number of consumers gather, a warehouse of customer information that functions to disseminate information to build a market presence. Paridon and Carraher (2009) argue that social media is a cost-effective method for marketing activities. From this explanation, the use of social media is an innovation implemented by companies to reach potential customers, facilitate the dissemination of information and is useful for increasing competitive advantage and functions to maintain good relations with various parties.

Social media is an effective virtual world for accessing reliable and updated information (Sigala, 2012). The immense popularity and use of social media facilitate online learning and information sharing (Hur, Kim, Karatepe, & Lee, 2017). Social media allows users, without the need for physical presence, to communicate and produce content (Zhang, Guo, Hu, & Liu, 2017). In addition, social media has been viewed as an effective billboard for corporate commercial purposes and better business performance (Rapp, Beitelspacher, Grewal, & Hughes, 2013). Furthermore, social media influences corporate branding strategies leading to eWOM (electronic word of mouth) (Barreda, Bilgihan, Nusair, & Okumus, 2015). Therefore, eWOM attracts consumers and increases their purchase intention (Xie et al., 2016). Companies' involvement in social media offers value to their business including enhanced brand value (Gensler, Völckner, Liu Thompkins, & Wiertz, 2013; Hudson, Huang, Roth, & Madden, 2016; Nisar & Whitehead, 2016); sales growth (Kumar, Bhaskaran, Mirchandani, & Shah, 2013); e-commerce and social commerce (M. N. Hajli, 2014). Tajvidi, Rana; Karami, Azhdar (2021) stated that the use of social media results in better performance for companies.

This findings indicate that Business Performance has a positive relationship with proactiveness and Entrepreneurship orientation. According to McClelland (1990), there are four type of entrepreneur. First, people who have become entrepreneur, having average success rate that higher

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when compared to others in general. Second, people with a high need for success and also have a tendency to take moderate risk. This means they choose risk situation with results will be controlled by them. This is contrast with betting situation where result only depends on opportunities. Third, research shows that many successful entrepreneurs are those who believe in yourself, acknowledge the problem to launch a new company, but trust on ability to resolve problems. Fourth, many entrepreneurs consider their couriousness that known as a strong desire to do business with any purpose, creates endurance, and willingness to work hard.

Culhane, Jann-Marie Hal Vorsen (2003) stated that company's performance is not only determined by Entrepreneurship orientation. It is related interaction of strategy process and changes in economic conditions of each country. Entrepreneurship orientation significantly affect on company performance. Andersen (2010) states that there is a significant relationship between Entrepreneurship orientation on firm size. This study findings also indicate that indicators of Entrepreneurship orientation is proactiveness that having significant connection to company's sales growth and performance Contrary with Frank. et. al (2010), this study repeat study of Wiklund and Shepherd (2005) to identify a positive relationship between Entrepreneurship orientation and Business Performance (Lisbijanto, Budiyanto, 2014). However, it is not replication of Frank. et al (2010) which showed a negative relationship between Entrepreneurship orientation and business performance. Frank et al. (2010) shows: first, Entrepreneurship orientation have positive relationship with Business Performance only in cases where a dynamic environment is combined with high capital access. Second, stable environment is combined with lack of capital access.

Zainol and Ayadurai (2011) examines Entrepreneurship orientation in Malaysia family firms by taking into personality traits as antecedents. This research is used to describe effect of Entrepreneurship orientation on firm performance. The effect of personality traits on firm performance observed in Malaysia family firms. In Malaysia company, personality traits do not affect on company performance that mediated by Entrepreneurship orientation. However, it become significant predictor of company performance. Subsequent research should consider design or using objective data to increase reliability and validity of analysis. Another limitation is measurement of company performance . The measures used are sales growth rate, market share, profit after tax and overall performance. Dess Lumpkin Eisner (2008) develop Entrepreneurship Karakteristik (Entrepreneurial Orientation) stating that there are 5 dimensions of Entrepreneurial orientation, namely autonomy, innovation, risk taking, proactiveness, and competitive aggressiveness. Entrepreneurial orientation shows a significant influence on performance (Miller & Friesen, 1982; Lumpkin and Dess, 1996, and Lyon, Lumpkin and Dess 2000).

Research the effect of business strategy on performance has been proven that companies that implement business strategies from Porter bring a positive effect on performance (Hashim, wafa & Solomon, 2001; Allen & Helms, (2006), James W Kroeger (2007); Amir Gristein (2008). Homburg (2004) found that differentiation strategy to premium product have direct and indirect effect. However, Rahayu (2009) found that competitive strategy that combines low cost with differentiation strategy can not improve the performance of SMEs in East Java (having negative affect on performance) Kroeger. J. W (2007) show about research purposes to use approach that combines the Entrepreneurship orientation (EO) with practice management in planning strategy. It is key for companies to get competitive advantage and improve company performance. This study states tat company performance is affected by positive effect of Entrepreneurship orientation in a company. However, positive relationship between company's strategic planning and performance, environmental uncertainty is shown to have an effect on relationship between Entrepreneurship orientation and performance. While external factors significantly affect on performance, survival, and company growth.

2. Literature Review

The use of social media has become one of the most dominant tools for marketing and networking for companies operating in the hospitality industry. the use of social media results in better performance for companies, but their performance can be improved if the company develops and has marketing capabilities, namely branding and innovation capabilities according to Tajvidi, Rana; Karami, Azhdar (2021). Therefore, the hypothesis is presented as follows:

Hypothesis 1: The Role of social media will be able to improve the business performance

Effect of Entrepreneurship orientation on business performance Research findings on role of Entrepreneurship orientation that focuses on development of Entrepreneurship characteristics can improve business performance. Ansir Research (2009); Holy (2009); Lumpkin & Des (1996); Rauch, Wiklund. Lumpkin and Michael Frese (2004); Jim Andersen (2010); Fairouz, Hirobumi, Tanaka (2010); Amonrat Thoumrungroje (2010); Tang J et al, (2008); James W Kroeger (2007) demonstrated that Entrepreneurship orientation affect on business performance. Therefore, the hypothesis is presented as follows:

Hypothesis 2: Increased Entrepreneurship orientation will be able to improve the business performance

According to Edelman, Brush Manolova (2002) Hospitals that run differentiation strategy has a stronger market orientation than hospitals that implement low cost strategy. While in

differentiation strategy group, consumer orientation and orientation have a significant effect on performance. Therefore, the hypothesis is presented as follows:

Hypothesis 3: Increased business strategy will be able to improve business performance

3. Research Method

This study was explanatory research which explain position of studied variables and relationship and effect of one variable to another variable (Sugiyono, 2002). This study uses a quantitative approach, an approach that emphasizes the testing of theories or concepts through the measurement of variables and perform data analysis procedures with statistical tools to test the hypothesis. This research is conducted in city of Kendari. Study population was Culinary Business with analysis unit are owners/managers of Culinary Business in city of Kendari. Total population is 153 Culinary Business. Entire population were selected to become sample, therefore this study using census or complete enumeratio. Questionnaires distributed to respondents to collect research data. Data were analyzed deengan using Multiple Regression Analysis

4. Finding and Discussion

Hypothesis Testing. Results of hypothesis testing using Multiple Regression Analysis revealed that two hypotheses show significant effect. The test results are shown in following table.

Table 1. Results of Hypothesis Testing

Variabel Bebas	Koefisien Regresi (b)	t _{hitung}	t _{sig}	Hasilnya
<i>Social Media → Business Performance</i>	0,591	5,720	0,000	Accepted
<i>Entrepreneurship Orientation → Business Performance</i>	0,327	2,772	0,009	Accepted
<i>Business Strategy → Business Performance</i>	0,370	2,693	0,003	Accepted
R = 0.905				
R Square (R ²) = 0.819				
F _{hitung} = 54.138				
F _{sig} = 0.000				

Based on the results of testing the regression model, the regression model which states The Role of Social Media, Entrepreneurship Orientation and Business Strategy on Business Performance can be stated as follows:

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The R value (correlation coefficient number) of 0.905 indicates that the closeness of the direct relationship between the variables The Role of Social Media, Entrepreneurship Orientation and Business Strategy on Business Performance is 0.905. This value is included in the strong category. So it can be concluded that there is a strong relationship between the variables The Role of Social Media, Entrepreneurship Orientation and Business Strategy on Business Performance. The value of R² (R Square) is 0.819 which means that Business Performance (Y) is 81.9% which is determined by The Role of Social Media, Entrepreneurship Orientation and Business Strategy on Business Performance so that the influence of other variables not explained in this study is 18.1%. F count = 54,138 with a significant value of F sig = 0,000 which means that (F sig < 0.05), statistically the role of social media, entrepreneurship orientation and business strategy variable simultaneously has a significant effect on Business Performance. F sig is to test the significance of the independent variable, in this study, it shows the role of social media, entrepreneurship orientation and business strategy variables have a significance value of $0.000 \leq \alpha = 0.05$. Therefore the role of social media, entrepreneurship orientation and business strategy have a positive effect on Business Performance.

The important role of social media in developing relationships and trust with customers, suppliers, and potential partners is a significant consideration for company performance (Rapp et al., 2013). Company involvement in social media offers value to their business including enhanced brand value (Gensler, Völckner, Liu Thompkins, & Wiertz, 2013; Hudson, Huang, Roth, & Madden, 2016; Nisar & Whitehead, 2016); sales growth (Kumar, Bhaskaran, Mirchandani, & Shah, 2013); e-commerce and social commerce (M. N. Hajli, 2014); innovation and new product development (Palacios-Marqués, Merigó, & Soto-Acosta, 2015; Roberts & Candi, 2014). Tajvidi, Rana; Karami, Azhdar (2021) stated that the role of social media usage results in better performance for companies.

Orientation entrepreneurship has significant effect on Business Performance. This means that a good entrepreneurship orientation will improve Business Performance. The findings of this study support Jim Andersen (2010) that performance is affected by Entrepreneurship orientation (Miller, 1983), Ireland, Hitt and Sirmon, 2003). In an environment of rapid change and short product life cycles and business models, future profit of business is uncertain and companies need to be constantly looking for new opportunities. Therefore, the company could benefit from adopting an Entrepreneurship orientation.

The business strategy is ability of business/company to analyse of company's internal and external environment, formulation strategy, implementation plans that designed to achieve company goals, as well as an evaluation to get feedback in formulating strategies. These study finding support idea of Whelen (2004) that in era of globalization, ability to make good decisions, creativity, innovation,

courage to take risks and proactive to changes can determine organization success. Business Strategy has significant effect on Business Performance. This means that good business strategy will improve Business Performance. These study's findings reinforce the enactment of three generic strategies of Porter to small and medium enterprises. This study result consistent with Hashim, Wafa and Solomon (2001). This means that company should be able to choose the right strategy from three generic strategies. companies can choose to implement low cost, differentiation or focus strategy.

5. Conclusion

Based on discussion and findings of study, some conclusions can be stated as follows: (1) This study result demonstrates that role of social media, entrepreneurship orientation and business strategy has positive and significant effect on Business Performance. (2) This study result demonstrates that role of social media has positive and significant effect on Business Performance. (3) This study result demonstrates that entrepreneurship orientation has positive and significant effect on Business Performance. (4) This study result demonstrates that business strategy has positive and significant effect on Business Performance. Based on conclusions of this study, suggestions of this study firms operating in the culinary business in city kendari prefer to use the online networking sites such as Facebook, Instagram, TikTok, WhatsApp, Telegram, Line, YouTube to make contact with customers and their business partners rather than use offline networks. These online networks are important, but they need to be put into good use to fully recoup their advantages. Culiner business can improve Entrepreneurship orientation by taking the risks appropriately. Therefore, culiner business managers must be willing to take risks but must be careful in making a decision. Culinary business can implement a business strategy with a focus on selecting right particular market. Therefore, culinary business managers must specialize to a particular customer group, specializing in a particular culiner products and specialize in a particular segment. Culinary business has a good business performance. To increase business performance they must increase sales growth. Sales Growth is increased through higher sales volume. Based on this research, several limitations that become future research agenda are aneed to do more research on same topic in different area/objects to determine the consistency of findings. A need to do more research to modify indicator of social media with a behavioral approach. A need to do research with same theme through a longitudinal approach.

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