

## The Impact of Social Media Usage on MSME Performance: The Role of Innovation Capability as a Moderating Factor

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### Abstract

The study seeks to investigate the impact of social media use on Micro, Small and Medium Enterprise (MSME) performance, and the moderating effect of innovation capability on the link. Amid the digital technology boom, MSMEs leverage TikTok, Instagram, Facebook among others to widen market reach, brand presence and talk to their audience directly. The opportunity and threat of social media but can be a double-edged sword in terms of the MSME'S level of capability to innovate in relation to marketing strategy. Innovation capability (product development, technology use, market responsiveness) as a moderator has proved to have the most mediating processes between social media and MSMEs performance. This research is quantitative by distributing a questionnaire of 300 MSME respondents that using social media. The findings indicate that the utilisation of social media has a significant effect on the performance of MSMEs, which is also moderated by innovativeness. Its effect on performance is however not the same for all SNSs. This finding indicates that innovative-related MSMEs have potential to utilize social media to improve business performance and growth better.

### Keywords:

Social media; MSMEs; Innovation capability; Performance; Digital marketing.

## 1. INTRODUCTION

Social media has simply become a way of life for individuals and businesses all around and it grew and continues to grow exponentially as new technology makes it possible. Micro Small Medium Enterprises (MSMEs) in Indonesia have been using digital technology to expand market, increase the presence of their products, and communicate with customers. It has been an excellent opportunity for MSMEs to maximise their business and leveraging the potential of the business in this cost-effective technique unlike social media where they have had a wider approach to tackle. Instagram, Facebook, TikTok, and many other social media platforms have helped lots of MSME operators to connect with the clients to market their goods and services. But there are also channels through which the use of this social media impact on the performance of the MSMEs which are broader than just the operation of the technology itself. The youngins is all over social media. Social media would grow on the extent to which MSME's have prepared themselves to face the market dynamics and to capture value for their customers via social media. Innovation capability is one of the most important factors of success in social media use. This is the pace that MSMEs can build new products, embrace technology and metamorphose themselves to newer consumer requirement.

Innovation capability as a mediating variable Moderated mediation Mediation occurs because innovation capability plays an important role in the connection among social media, use and MSME performance. Innovation As MSMEs grow with knowledge of technology, they also launch new concepts, and initiatives that enable them to connect and reach their customers, develop products in a more appealing form and then market products. Inversely, those that with the low innovation capacitance were likely to be continuously using the social media in a simple form, so their use have no positive effect on their business

results. The study investigates the effect of social media on MSME performance moderated by innovation capability. The objective is to provide evidence that to maximize the role of social media for MSMEs innovation should be considered and to provide policy recommendations for what should be done to help MSMEs grow in the future.

MSMEs are a backbone of Indonesian economy. This sector does not just enrich the GDP and create jobs, but it also acts as a driver of many economies across the world. However, in the competitive condition of the market, MSMEs are encouraged to be adaptable in response towards the current technological development, in particular, in the context of how to optimally capture the usage of social media in marketing and business development activities (Anggraini et al., 2023). Role of social media to MSMEs MSMEs can use social media *par se* and share on a social network sites to exhibit their products, convey with customers and expand a customer base. These Internet portals enable entrepreneurs to promote their business cheaply, efficiently and allow them to get direct customer feedback (Wardaningrum et al., 2022). However, the use of social media has not been all about the usage, but also on how entrepreneurs are skilled and innovative in developing appropriate, and flexible marketing plans (Daswal et al., 2023). MSMEs will have to create value through innovation, and not just for product innovation but innovation in processes, and in the way the communication line is with the end consumer to make the most out of social media. Entrepreneurs who able to make innovation on marketing or products promotion and produced a new or different innovation product will have competitive advantage (Hariyanto & Soelaiman, 2021).

Innovation capability also affects the significant of social media utilization on MSMEs (Sidiq & Wijayanti, 2018). It is in this light that this study seeks to reveal the role that social media use play on MSMEs performance including the moderating influence of the relationship innovation. The learnings from this specific study is anticipated to provide ample promise of better insight to contribute to what innovation means in using social media to catalyze the growth and success of MSME. Micro, Small and Medium Enterprises (MSMEs) have great contribution to the Indonesian economy, both for absorbing the labour forces and GDP. But for them to expand and remain competitive, MSMEs must have access to available technologies, particularly in marketing and, consequently, business performance. A technology increasingly being utilized is social media. By the existence of digital channels, it makes it easier for MSMEs to bring products to the market at a small cost (Diniati, Sutarjo, & Primasari, 2023). Using social media for marketing is a proven success as it adds the visibility of the product and a more personal relationship with the customers (Mardikaningsih, 2023). MSMEs, who earlier could reach their market only limitedly, could optimally marketing well the limited budget and communicate with customers directly using the social media (Indarto, Lestari & Budiati, 2023). The reality is that most MSMEs are already active on social media, but there are a number of factors that largely contribute to your success on these platforms. One of the reasons is the social media innovation capability.

Ability to innovate is the capacity of MSMEs to develop new concepts and adapt to changing markets while creatively utilizing the social media to achieve marketing objectives. Some other works reveal that creative use of social media can help improve consumer engagement and MSMEs performance (Atmojo & Hamdi, 2022). This is an indication that it is not only in relation to social media optimization that innovation becomes a driver; rather it is equally significant in terms of separating successful MSMEs from their less privileged counterparts. This study seeks to analyze the influence of social media in financial performance of MSMEs with the mediating role of innovation capability as a moderator. The results will hopefully provide useful recommendation in how MSMEs can better utilize social media, and its role improving the innovation capability to encourage a more successful result in digital marketing (Purba et al., 2024).

MSME are the backbone of the Indonesian economy as they generate a large part of employment opportunities and economic development. To survive and expand, MSMEs must employ technology, social media is an excellent channel for marketing. The use of social media also potentially provides new market opportunities for MSME owners, as well as increased consumer engagement and product acceptance and increased sales at a lower cost compared to traditional marketing activities (Putriasih and Giantari, 2021). But not all MSMEs have made good use of social media. However some are still struggling to fully harness these platforms. This implies that along with technology adoption, innovation also has a significant influence on improving the performance of social media use for marketing purposes. Innovation in social media management and product development may contribute as a factor for successful and non-successful MSMEs entrepreneurs (Pambudy & Handayati, 2022).

Innovation in products, services, marketing is crucial to gaining the competitive edge. Studies indicate that technologically supported product and marketing innovations are likely to improve competitiveness and performance of MSMEs (Hartini, 2012). Through innovations in using social media, MSMEs are able to create good customer relationships and they can face the dynamism of the market well (Sustrastanti & Rachmawati, 2023). The objective of this paper is to explore the influence of social media on MSMEs' performance and the extent to which innovation enhance or moderate this relationship. The results will provide information on how MSMEs are able to benefit from social media effectively, and the necessity of developing innovation to gain better business performance in digital era (Zandroto, Purba, & Lubis, 2024).

## 2. RESEARCH METHOD

**Methodology** This is a quantitative, exploratory and causal study. The primary objective is collecting the data by means of a survey based on a structured questioner. The data is cross-sectional, that is it's taken all at once. The data were gathered through an off-line survey among MSMEs operating in Indonesia. Non-probability (purposive) sampling was used to select participants. Selection criteria for MSME owners or managers were those active in using social media platforms, including Tik Tok, Instagram, and Facebook, for marketing purposes. To test the hypotheses, Partial Least Squares (PLS) method was utilized, and it was analyzed with SmartPLS version 3. This technique was selected because of its ability to analyse complex path models and good performance when applied to small sample sizes and high multicollinearity data. The PLS method is particularly well suited to structure models with several variables, and especially for such that involve non-Normal data and complicated models. Through the use of this method, the paper seeks to investigate the relationship between social media use, innovation capability, and MSMEs performance in the context of the challenges of sample size and interrelated data.

### 2.1. Measurement

The variables included in this study were measured with a number of items that were based on previous research. Social media use was measured through seven items, newness capability was assessed by four items, and MSME performance was measured through six items. A 5-point Likert scale, from “strongly disagree” (1) to “strongly agree” (5), was used for all measures. This continuum measured the extent of agreement or disagreement with each statement, yielding a straightforward and standardised way for eliciting the respondents' views and experiences. Other items were chosen to cover each construct in a manner that was in line with the best practices in measurement across prior research studies. This technique permits a reliable and reproducible evaluation of the important variables, so as to have valid and meaningful results with respect to the goals of the study.

### 2.2. Questionnaire and Measurement Items

The measurement items for constructs are given in the following table. Each construct is measured with particular items that are intended to account for the most important dimensions of social media use, innovation capability, and MSME performance. Details about these items are given in the appendix, and they were drawn selectively and adapted from the existing literature to fit into the goals of the study. These measurement items enable valid data to be gathered, which are an accurate reflection of respondents' experiences and perceptions, thus facilitating the examination of relationships between the constructs. The objective is a clear and regular framework of key variable-testings.

Table 1. Questionnaire and Measurement Items

Construct	Item Code	Item
Social Media Usage	TU.1	TikTok helps promote the business.
Social Media Usage	TU.2	TikTok makes it easier to find information about consumers.
Social Media Usage	TU.3	TikTok simplifies building relationships with consumers.
Social Media Usage	TU.4	TikTok helps with customer service activities.
Social Media Usage	TU.5	TikTok facilitates receiving feedback from consumers.
Social Media Usage	TU.6	TikTok makes it easier to gather information about competitors.
Social Media Usage	TU.7	TikTok helps obtain information on market trends.
Social Media Usage	IUs.1	Instagram helps promote the business.
Social Media Usage	IUs.2	Instagram makes it easier to find information about consumers.
Social Media Usage	IUs.3	Instagram simplifies building relationships with consumers.
Social Media Usage	IUs.4	Instagram helps with customer service activities.
Social Media Usage	IUs.5	Instagram facilitates receiving feedback from consumers.
Social Media Usage	IUs.6	Instagram makes it easier to gather information about competitors.
Social Media Usage	IUs.7	Instagram helps obtain information on market trends.
Social Media Usage	FUs.1	Facebook helps promote the business.
Social Media Usage	FUs.2	Facebook makes it easier to find information about consumers.
Social Media Usage	FUs.3	Facebook simplifies building relationships with consumers.
Social Media Usage	FUs.4	Facebook helps with customer service activities.
Social Media Usage	FUs.5	Facebook facilitates receiving feedback from consumers.
Social Media Usage	FUs.6	Facebook makes it easier to gather information about competitors.
Social Media Usage	FUs.7	Facebook helps obtain information on market trends.
Innovation Capability	IC.1	Consistently develops new ideas.
Innovation Capability	IC.2	Consistently introduces new products/services.
Innovation Capability	IC.3	Creativity in running the business.
Innovation Capability	IC.4	Seeks new ways to innovate.
MSME Performance	MPer1	Increases customer base.

MSME Performance	MPer2	Improves relationships with customers.
MSME Performance	MPer3	Enhances brand visibility.
MSME Performance	MPer4	Saves time-related costs in marketing or customer service.
MSME Performance	MPer5	Increases sales transactions.
MSME Performance	MPer6	Boosts sales volume.

### 2.3. Data Collection Procedure

Data were collected through off-line survey, from MSME owners / managers who fulfilled the selection criteria. Respondents were asked to fill a survey form containing details of their social media practice for marketing innovation conceptualization for the business and their perception of MSME performance after its use of the social media. This survey was developed to gather relevant information related with the impact of social media on business results and innovation in it. Filled questionnaires were retrieved and MSME performance was tested with the use of social media. The study also investigated moderation in the relationship by innovative capability. A significant implication of the study will be the insights the study will provide into the contribution factors influencing the successful in-servicing of social media in business strategy in the context of how the innovation will make the saleable of the technology effective.

### 2.4. Data Analysis

Another reason is: it has become a part of life for any individual or company and it was growing at rapid rate because of the tech. Micro Small Medium Enterprises (MSME) that operate in Indonesia have used digital technology to increase marketplace, their product presence and in communication directly with the customers. Social media is cost effective, and has limitless tactics to harness; it has given small businesses an awesome opportunity to grow and optimize their business performance. For many of the MSME proprietors, platforms such as 'Instagram, Facebook, TikTok' etc. have been instrumental in tapping clients for their products and services. Nevertheless, the avenues through which social media influences the performance of the MSMEs extends beyond the application of technology. The youngins is all over social media. And social media growth will be hinged on how far the MSME has put their house in order to be market dynamic and derive value for their customers through social media. The ability to innovate is a key success factor for using social media. This will then represent the pace at which the MSMEs can innovate by creating new products, adopting technologies and also change as per the newer consumer requirement.

## 3. RESULTS AND DISCUSSION

### 3.1. Results

Data collected from 300 participants who met the inclusion criteria were included in the present survey. Respondents are owner or manager of MSME which are currently using social media (TikTok, Instagram, and Facebook) in their business. The majority of the participants, as per the results, were 40 years old and above (38%) and 25 to 30 years of age (25%). Males were in majority, accounting for 60% of the total sample. The majority had a bachelor's degree (38%) among respondents by educational background, diploma (24%) Next. The majority of respondents (41%) had been employing the social media for their business just for the period of 1-2 years, and a very small number (3%) less than one year. Regarding type of workplace, the industry was dominated by the food sector (48%) followed by manufacturing (26%). The most common form of ownerships of MSMEs in Indonesia was private individual (50%) and partnership (49%). Specific data are reported in Table 2.

Table 2. Respondent Characteristics (N = 300)

Variable	Frequency	Percentage
Male	179	60%
Female	121	40%
Less than 25 years	51	17%
Between 25 and 30 years	74	25%
Between 31 and 40 years	60	20%
Over 40 years	115	38%
Elementary School	53	18%
Junior High School	26	9%
Diploma	73	24%
Bachelor's Degree	115	38%
Master's Degree	5	2%
Never Received Formal Education	28	9%

Source: Primary Data Managed (2024)

Data on the characteristics of 300 respondents are presented in Table 2. Sixty percent were men and 40% women. This distribution of age range states that about 38% of the subjects were above 40 years and other participants had been aged between 25 to 30 years (25%), and between 31 to 40 years (20%). Regarding education, 38% had a college degree, 24% had a secondary-school level degree, and 18% had a primary-school level degree. Just 2% held a master's degree, while 9% received no education. Sure, these explain the demographics of the samples, no doubt.

### 3.1.1. Validity and Reliability

Construct validity was tested in the study using two approaches. The first approach examined convergent validity and examines factor loadings of each item of the questionnaire. Items with a factor loading of  $\geq 0.708$  are considered valid, as recommended. All of the items included in Table 3 also had a factor loading greater than 0.708, which validates their adequacy. This suggests that every item actually measures the desired construct. To test the constructs' internal consistency, Cronbach's alpha was used for reliability. A value in excess of 0.7 is interpreted as satisfactory, indicating that the items in each factor tends to measure the same underlying construct. Reliability test results indicated that all constructs were higher than the threshold of 0.7, which confirmed the reliability of the measurements. The validity and reliability tests of the questionnaires used in the study have been reliable and valid. This guarantees the credibility of results and underpins the validity of the conclusions on social media usage, innovation capability, and MSME performance.

Table 3. Measurement Model Evaluation

Construct	Item Code	Item	Loading	Cronbach's Alpha	CR	AVE
TikTok Usage	TU1	TikTok helps promote the business	0.877	0.941	0.952	0.739
TikTok Usage	TU2	TikTok makes it easier to find information	0.890			
TikTok Usage	TU3	TikTok simplifies relationships with consumers	0.868			
Instagram Usage	IU1	Instagram helps promote the business	0.900	0.953	0.961	0.779
Instagram Usage	IU2	Instagram makes it easier to find information	0.900			
Instagram Usage	IU3	Instagram simplifies relationships with consumers	0.891			
Facebook Usage	FU1	Facebook helps promote the business	0.863	0.939	0.950	0.733
Facebook Usage	FU2	Facebook makes it easier to find information	0.877			
Innovation Capability	IC1	Consistently develops new ideas	0.895	0.918	0.942	0.803
Innovation Capability	IC2	Consistently introduces new products/services	0.919			
MSME Performance	MPer1	Increases customer base	0.836	0.928	0.944	0.736

Source: Primary Data Managed (2024)

The measurement model was tested based on constructs i.e., TikTok, Instagram, Facebook usage, innovation capability and MSME Performance. All factor loadings of the items were above the recommended threshold of 0.708 indicating their validity. Strong reliability and internal consistency among the constructs were also observed according to Cronbach's Alpha, CR and AVE values. These findings of the measurement model indicate that it is valid and can be used to evaluate the effects of social media usage and innovation capability on MSME performance.

### 3.1.2. Structural Model Analysis

The structural model was tested by checking the R-square of each endogenous latent value. The predictive power of the structural model is indicated by the R-square and indicates the proportion by which the exogenous latent construct variables influence the endogenous variables. The greater the R-square, the better the model explains relationships between variables. R-square values have been calculated for the dependent variables for the current interpretation, in order to determine to what extent the model explains the data. The study enables us to evaluate the influence of social media usage and innovation capability on MSME performance as well as the fit of the model to the data. This is critical for understanding how the relationships are dynamic and to evaluate if the model is effective at making predictions.

Table 4. R-Square Results and Structural Model Fit Evaluation

Variable	R-Square	Adjusted Square	R-	Description
MSME Performance (MPer)	0.874	0.871		The model explains 87.4% of the variation in MSME performance.
TikTok Usage (TU)	0.800	0.790		TikTok usage explains 80% of the variation in MSMEs utilizing TikTok.
Instagram Usage (IU)	0.850	0.840		Instagram has a strong impact on MSME performance.
Facebook Usage (FU)	0.820	0.810		Facebook shows a significant impact on MSME performance.
Innovation Capability (IC)	0.790	0.780		Innovation capability plays a significant role in improving MSME performance.

Source: Primary Data Managed (2024)

The R-square and adjusted R-square values of the constructs in the structural model are shown in Table 4. The results show that 87.4% of the variance in MSME performance is predicted by the model. The variance in whether companies are using features or services of the platform is explained by TikTok (80 percent) and Instagram companies (85 percent). Facebook is contributing 82 per cent to MSME performance and innovativeness and innovativeness also shows major impact with R-square 79 %. These results reflect the satisfactory fit of the model to explain MSMEs performance and the significance of social media and innovation to business success.

### 3.1.3. Hypothesis Testing

Bootstrapping in SmartPLS 3 software was used for hypotheses testing. The findings demonstrated that TikTok, Instagram and Facebook use significantly influenced on MSME \_ performance. The stability of path coefficients was evaluated by bootstrapping through which the importance of each link in the model is judged. The results confirmed that social media use is a significant determinant of MSME performance. The results of hypotheses tested are as follows: TikTok usage has significant positive effect on MSME performance. Instagram was also significantly and positively associated with business outcomes. The use of Face book was also one social media that significantly influenced on MSME performance. Furthermore, innovation capability was identified as a moderator of these relationships, enhancing the influence of social media use on business expansion. These findings highlight the importance of using social media in combination with innovation to enhance MSME performance.

Table 5. Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Original Sample	P-Value	T-Statistic	Description
H1	TU -> MPer	0.262	0.000	4.000	Supported
H2	IU -> MPer	0.145	0.010	2.592	Supported
H3	FU -> MPer	0.311	0.000	5.157	Supported
H4	IC -> MPer	0.197	0.000	3.834	Supported
H5	TU -> IC -> MPer	-0.110	0.240	1.177	Not Supported
H6	IU -> IC -> MPer	0.164	0.020	2.342	Supported
H7	FU -> IC -> MPer	-0.096	0.221	1.225	Not Supported

Source: Primary Data Managed (2024)

The path coefficients and hypothesis testing for the relationship among the variables are presented in Table 5. Hypotheses 1, 2, 3, 4 and 6 (the influence of TikTok, Instagram and Facebook use and of innovation capability on MSME performance is significantly positive) are supported. Of these, TikTok (H1) and Facebook (H3) were the dominant sources of impact. However, hypotheses H5 and H7 on the mediating effect of innovation capability were not supported. This provides evidence that the impact of social media use on MSME performance has differing mediating effect by the platform.

## 3.2. Discussion

Implication This study results reveal that social media is positively influence the MSMEs performance in Indonesia. Social media platforms such as TikTok, Instagram, Facebook etc allow MSMEs to expand their market reach and engage with customers. MSMEs can easily promote their goods affordably on platforms like social media. These findings where consistence with This research is in line with the research by previous researcher like Diniati, Sutarjo, and Primasari (2023) on the importance of social media in digital marketing to the owner of MSME.

Most of the respondents were older than 40 years; indicating that despite their experience over the years, a significant number of MSME owners first started making use of digital technology in the later part of adopting social media having seen how it presented a ‘big opportunity’ for enhancing business performance.

This observation is in line with that of Angraini et al. (2023) who observed that older cohorts. But slower to the take-up of new technology types soon follow where they see utility in terms of the use for business sales and networking.

Innovation capability is an important driver in enhancing the association of social media use with MSME performance. The marketing innovation in designing attractive content and in reaching out to costumers have been shown to upgraded MSME product competitiveness. This is consistent with the finding of Hariyanto and Soelaiman (2021) where innovation has been found to be critical to regard from the perspective of handling of social media in terms of business performance. At the same time, innovative MSMEs can attract and retain consumer attention more easily, thereby increasing their competitiveness in the market.

The hypothesis testing mediation analysis showed the higher impact of Instagram towards the MSME performance compared to TikTok and Facebook. This could be due to the fact that Instagram is a very visual platform, which is conducive to advertising product with beautiful images and videos. This finding supports the findings of Mardikaningsih (2023), who noted that Instagram successfully builds close relationships with customers by providing aesthetically appealing pictures of products.

In the case of the predominant culinary business, which was investigated in this study, MSMEs in the culinary field quickly adopted social media marketing compared to other sectors such as manufacturing. According to Purba et al. (2024), the food industry generally could see the highest success rate of engaging consumers through social media advertising, as it lends itself strongly to the visual content that appeals to customers. So, this industry is ahead of the curve when it comes to using platforms such as Instagram for more products and engagement.

This research also implies, that for MSMEs intending to maximize the use of social media, innovations should continue to be developed in product offered as well as in marketing strategies. As noted by Daswal et al. (2023), as the capacity to adopt in social media use is a significant strategy to advance the power of MSMEs in an era of digital and competitive economy. With innovation, MSMEs can use social media to take their businesses to the next level and reduce costs.

## 4. CONCLUSION

This study confirmed that the utilization of social media has positive influence on performance of Micro Small Medium Enterprises (MSMEs) in Indonesia. TikTok, Instagram or Facebook- are all excellent channels for MSMEs to amplify product reach and reach customers in new geographic markets at a fraction of the cost compared to the past. You can also engage with your customer directly on these digital platforms – something that MSMEs can hope to develop a relationship with their customers through. But results shows that engagement in social media is not only variable to bring successful MSME performance. MSME owners' innovation capability is a significant driver for efficient use of social media. Product, technology and market innovation capability are prerequisites of the level of intensity needed on which MSMEs are able to accelerate ability to perform. Innovative use of social media can make MSMEs to be more creative in catching the interest of people, it can have a positive effect on the company performance.

The findings also suggest that innovation is a moderator for the relation between the use of social media towards performance of MSMEs, particularly in Instagram use. TX innovations filling this function for TikTok and Facebook were also less). It suggests that specific social media channels themselves may have different characteristics, which means MSMEs have to design a control of their SM channels depending on that specific social media and their intended audience to reach. The research also highlights the need for MSME owners to develop their capacity for innovation across several business dimensions, including in the field of social media management for marketing. Innovative MSMEs can better harness the strength of social media to improve performance. So if you're an entrepreneur who is either not flexible enough or is fundamentally unable to generate interesting marketing ideas, being successful on social will be a big ask.

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