

**The Role of Innovation Capability and Social Media
Marketing Capability to Improve SME's Social Media
Performance: Empirical Study in Java Florist Industry**

Oleh:



THESIS

Academic Research Project Report

Submitted as a Final Project in Order to

Obtain Master's Degree in Management (M.M)

In the Master's Program in Technology Management

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**UNIVERSITAS MULTIMEDIA NUSANTARA
FACULTY OF BUSINESS
MASTER IN TECHNOLOGY MANAGEMENT
TANGERANG**

2022

**PERAN INNOVATION CAPABILITY DAN
SOCIAL MEDIA MRKETING CAPABILITY
DALAM MENINGKATKAN SOCIAL MEDIA
PERFORMANCE : STUDI EMPIRICAL PADA
FLORIST DI JAWA**



TESIS

Laporan Proyek Penelitian Akademis
Diajukan sebagai Tugas Akhir dalam Rangka
untuk Memperoleh Gelar Magister Manajemen (M.M.)
pada Program Studi Magister Manajemen Teknologi, UMN

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Michelle Clysia Sabandar

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PROLOGUE

Praise God Almighty for His blessings, grace, grace, and abundance so that the author can complete the Thesis with the title: "The Role of Innovation Capability and Social Media Marketing Capability to Improve SME's Social Media Performance: Empirical Study in Java Florist." The writing of this Thesis was submitted as one of the graduation requirements to achieve a Master's degree in Technology Management at the Faculty of Business, Universitas Mutlimedia Nusantara.

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The author realizes this thesis is not perfect and hopes this research can be useful as a source of information or inspiration for the readers. Thanks. God bless.

Tangerang, June 20th 2022

Researcher



Michelle Clysia Sabandar

ABTRACT (English)

Social Media is one of the most important tools in running a business. With various features and conveniences offered, Social Media is one that business people rely on in building their business. Moreover, Social Media also helps business people better understand what customers need and a place to communicate with customers. This study aims to determine the role of Capability Innovation on Social Media Marketing Capability and Social Media Performance on SME's Florist in Java. Florist is part of a fairly large creative business industry in Indonesia. However, it is quite large. Until now, there is rarely any research that specifically discusses the previous creative florist industry.

Many Florists in Indonesia use Social. This quantitative research uses a purposive sampling technique that analyses 98 respondents who were collected using an online questionnaire. The theory used is Resource-Based Theory (RBT), where an analysis technique using SMART-PLS. Social Media Marketing Communication Capability, Social Media Product Development, and Innovation Capability are the variables studied to determine whether they will produce Social Media Performance for SME's Florist in Java.

The results showed that Innovation Capability did not produce Social Media Performance with a t-value of 0.618 and a p-value of 0.537. Furthermore, social Media Marketing Communication Capability can also not produce Social Media Performance with a t-value of 1.085 and a p-value of 0.278. Meanwhile, Social Media Product Development Capability has a big role in producing Social Media Performance. Of the three variables, only Social Media Product Development has a significant role in producing Social Media Performance.

The theoretical implication of this research is to provide insight for SMEs Florist in Java on which strategy is best to produce Social Media Performance. Furthermore, what can Florist use in setting strategy.

Recommendations for further research are to increase the number of respondents and take from different angles to learn more about what strategies SME florists can use in Java.

Keyword : Innovation Capability, Social Media Product Development, Social Media Marketing Communication , Resources Based Theory (RBT), SME, Florist, Creative Industry

ABSTRAK

Social Media menjadi salah satu alat yang terpenting dalam menjalani bisnis. Dengan berbagai fitur serta kemudahan yang ditawarkan, *Social Media* menjadi salah satu yang diandalkan pembisnis dalam membangun bisnisnya. Apalagi, *Social Media* juga membantu para pembisnis untuk bisa lebih memahami apa yang menjadi kebutuhan customer serta tempat untuk berkomunikasi dengan pelanggan. Penelitian ini bertujuan untuk mengetahui peranan *Innovasi Capability* terhadap *Social Media Marketing Capability* dan *Social Media Performance terhadap SME's Florist* di Jawa. *Florist* adalah bagian dari industry creative bisnis yang cukup besar di Indonesia. Meskipun cukup besar, namun hingga saat ini masih jarang ada penelitian yang secara spesifik membicarakan industri kreatif *Florist* sebelumnya.

Penelitian ini merupakan penelitian kuantitatif dengan teknik *purposive sampling* yang menganalisis 98 responden yang dikumpulkan menggunakan kuisioner *online*. Teori yang digunakan adalah *Resource Based Theory* (RBT) dimana dan teknik analisis dengan menggunakan SMART-PLS. *Social Media Marketing Communication Capability*, *Social Media Product Development*, dan *Innovation Capability* adalah *variable* yang diteliti untuk mengetahui apakah akan menghasilkan *Social Media Performance* untuk *SME's Florist* di Jawa.

Hasil penelitian menunjukkan bahwa *Innovation Capability* tidak menghasilkan *Social Media Performance* dengan *t-value* 0,618 dan *p-value* 0,537. *Social Media Marketing Communication Capability* juga tidak mampu menghasilkan *Social Media Performance* dengan *t-value* 1,085 dan *p-value* 0,278. Sedangkan *Social Media Product Development Capability* memiliki peranan yang besar dalam menghasilkan *Social Media Performance*. Artinya, dari ketiga *variable* tersebut, hanya *Social Media Product Development* yang memiliki peran *significant* dalam menghasilkan *Social Media Performance*.

Implikasi teoritis dari penelitian ini adalah memberikan insight bagi *SME's Florist* di Jawa strategi mana yang terbaik untuk menghasilkan *Social Media Performance*. Apa saja yang *Florist* bisa gunakan dalam mengatur strategi.

Rekomendasi untuk penelitian lebih lanjut, agar bisa menambah jumlah *respondent* dan mengambil dari angle yang berbeda sehingga bisa mencari tahu lebih dalam strategi apa yang bisa digunakan *SME's Florist* di Jawa.

Kata kunci : *Innovation Capability*, *Social Media Product Development*, *Social Media Marketing Communication* , *Resources Based Theory* (RBT), *SME*, *Florist*, *Creative Industry*

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