

The Role of Innovative Behavior, E-Commerce Literacy, and Resilience Attitude on the Performance of Micro-Small Enterprises in Cilegon City

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ABSTRACT

The purpose of this research is to analyze the role of innovative behavior, e-commerce literacy, and resilience attitude on the performance of Micro-Small Enterprises in Cilegon City. This research is a quantitative research with a correlational approach. The population in this research is the perpetrators of Micro-Small Enterprises in Cilegon. Based on data for 2021 the Office of Cooperatives and Micro-Small Enterprises in Cilegon, the number of Micro-Small Enterprises in Cilegon is 6,546. The sampling technique in this study is by using a proportionate random sampling technique, with a sample size of 160 people. The analysis technique uses structural equation modeling-partial least squares (SEM-PLS) through SmartPLS software. The results of the study show that innovative behavior has a significant effect on e-commerce literacy of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on resilience attitude of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. E-commerce literacy has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. Resilience attitude has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City through the mediation of e-commerce literacy. Innovative

behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City through the mediation of resilience attitude.

Keywords: Innovative Behavior, E-Commerce Literacy, Resilience Attitude, Performance

INTRODUCTION

An organization or agency cannot avoid difficulties that can threaten the function or performance contained therein. One example is the economic turmoil (2019 to 2021) that has resulted in various impacts affecting the national and global economy, such as the global economic crisis. This economic turmoil has affected various sectors with the scale of losses that tend to be very broad and multi-sectoral, one of the sectors affected by the crisis, namely Micro-Small Enterprises. Facing crises, uncertainties, or failures is normal for entrepreneurs or Micro-Small Enterprises, even when crises are caused by economic turmoil (Purbasari et al., 2021).

Out of 10,000 micro and small business owners, 96% were affected by economic turmoil (Sachs 1981). This percentage is divided into 51% unable to maintain their business after a 3-month economic shutdown, 67% having difficulty accessing emergency funds, and 53% admitting that they have difficulty telecommuting. The

statistical results show that there is an economic impact that greatly affects micro and small business owners.

Efforts that can be made, namely by maintaining enthusiasm, determination, and fortitude that can encourage entrepreneurs to maintain their businesses (Liguori and Pittz, 2020).

Change requires owners of Micro-Small Enterprises to be able to innovate by having innovative behavior. Innovation is an important factor in achieving competitive advantage and the success of an organization. Innovative work behavior is defined as individual behavior that aims to achieve intentional initiation and recognition, such as new ideas, processes, products or procedures that are useful.

Owners of Micro-Small Enterprises need capabilities that can help them maintain the existence of their businesses to adapt to the economic crisis. In the business world, innovation often becomes an uncertainty that can create a feeling of insecurity that makes individuals not dare to innovate and choose to stay in their comfort zone.

The 2019-2021 economic turmoil has caused business costs to decrease significantly due to increased or fixed production while sales have decreased, such as raw materials, transportation, labor, and other costs. The survey results explain the vulnerability of Micro-Small Enterprises where 47.13% of businesses only survive until August 2020 and 4.72.02% of businesses closed after November 2020, while the remaining 85.42% of businesses were only able to survive for 1 year since the pandemic. Based on statistical data for Banten Province released in 2021, the highest number of Micro-Small Enterprises is in Lebak Regency (50,341 Micro-Small Enterprises), and the lowest is in Pandeglang Regency (1,005 Micro-Small Enterprises).

The purpose of this research is to analyze the role of innovative behavior, e-commerce literacy, and resilience attitude on the performance of Micro-Small Enterprises in Cilegon City.

RESEARCH METHODS

This research is a quantitative research with a correlational approach. Judging from the type of analysis, this research can also be called verification research, namely research that seeks to verify the influence of one variable on other variables and verify the factors (exogenous variables) that influence endogenous variables (Basrowi, 2012). In relation to the generalization of findings, this research includes an explanatory survey method in which this research was conducted to take a generalization from a representative sample. The explanatory survey method is also a research approach to test theory by collecting data in the field using a questionnaire and then testing the hypotheses that have been compiled based on generally accepted theories (Bahri, 2018). In other words, this research can be said to be a deductive research, from generally accepted theories which are formulated in the form of research hypotheses which are then tested based on survey data on samples at certain specific locations.

The population is a collection of all parts in the form of living or inanimate objects that have the same characteristics (Ferdinand, 2014). The population is the area that will be used to generalize research findings which include subjects or objects that have the same characteristics. The population in this research is the perpetrators of Micro-Small Enterprises in Cilegon. Based on data for 2021 the Office of Cooperatives and Micro-Small Enterprises in Cilegon, the number of Micro-Small Enterprises in Cilegon is 6,546. The sample is part of the population which represents all the characteristics possessed by the population (Hair et al., 2010). The sample in this research is Micro-Small Enterprises in Cilegon. The sample size used in this study is adjusted to the analytical method used, namely the structural equation model. In the structural equation model method, the required number of samples is at least five times to ten times the number of dimensions (Sugiyono, 2015). The sampling technique

in this study is by using a proportionate random sampling technique, with a sample size of 160 people.

The analysis technique uses structural equation modeling-partial least squares (SEM-PLS) through SmartPLS software. PLS is an analysis of structural equations based on variance which can simultaneously test the measurement model as well as test the structural model (Sholihin and Ratmono, 2013). The structural model developed in the study involved 2 exogenous variables, 1 intervening variable, and 1 endogenous variable.

RESULTS

Overview of Respondents

At the beginning of the questionnaire that is distributed there are fields that are used to obtain data about the characteristics of the respondents. There are four characteristic components that appear in the questionnaire, namely: gender, education level, certification status, and employee status.

Based on the results of data processing regarding the characteristics of respondents according to gender, it can be seen that the number of male respondents is 102 people or 63.75%, this is more than the number of female respondents who were 58 people or 36.25%.

From the results of data processing, it can be seen that the age of the majority of respondents is <30 years old with a total of 54 respondents or 33.75%, followed by respondents aged between 30-40 years with

a total of 43 respondents or 26.88%, then those aged between 41–50 years 35 people (21.88%) and lastly aged >50 years, totaling 28 respondents or 17.50%.

From the results of data processing, it can be seen that most of the respondents has undergraduate education with a total of 82 respondents or 51.25%, followed by high school graduates with 40 people (25%), then diploma III graduates with 28 people (17.50%), and only 10 respondents or 6.25% whose last level of education is a master's degree.

From the results of data processing, it can be seen that most of the respondents have Micro-Small Enterprises in the range of 5-10 years with a total of 67 respondents or 41.88%, then those who have been in business for between 11-20 years with a total of 52 respondents or 32.50%, then there are 29 people (18.13%) whose length of business was <5 years and finally 12 or 7.50% of respondents who owned Micro-Small Enterprises.

Hypothesis Testing

To measure the significance value of accepting a hypothesis, it is done by looking at the p-values. The research hypothesis can be declared accepted if the p-values are < 0.05. To see the p-values in SmartPLS, it is done through a bootstrapping process on models that are valid and reliable and meet the eligibility of the model. The results of bootstrapping can be seen in Table 1:

Table 1. Path Coefficients

Construct	Original (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Innovative Behavior ->E-Commerce Literacy	0.699	0.706	0.058	11.999	0.000
Innovative Behavior ->Resilience Attitude	0.773	0.776	0.051	15.080	0.000
Innovative Behavior ->Performance	0.324	0.347	0.145	2.229	0.026
E-Commerce Literacy ->Performance	0.327	0.338	0.116	2.827	0.005
Resilience Attitude ->Performance	0.828	0.842	0.120	6.910	0.000

Source: Data Processed by SmartPLS

Innovative behavior has a significant effect on e-commerce literacy of Micro-Small

Enterprises in Cilegon City. Innovative behavior has a significant effect on

resilience attitude of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. E-commerce literacy has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. Resilience attitude has a significant effect on the performance of Micro-Small Enterprises in Cilegon City.

Mediation Test

Testing the mediating effect is carried out to see the relationship between the independent variables and the dependent variable through mediating or connecting variables. This test is carried out when it is suspected that between the independent and dependent variables there is an intervening variable. This means that the influence of the independent variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable (Jogiyanto, 2014).

Table 2. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
E-Commerce Literacy -> Performance	0.327	0.338	0.116	2.827	0.005
Innovative Behavior -> Performance	0.543	0.550	0.074	7.300	0.000
Innovative Behavior ->E-Commerce Literacy	0.699	0.706	0.058	11.999	0.000
Innovative Behavior ->Resilience Attitude	0.773	0.776	0.051	15.080	0.000
Resilience Attitude ->Performance	0.828	0.842	0.120	6.910	0.000

Source: Data Processed by SmartPLS

Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City through the mediation of e-commerce literacy. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City through the mediation of resilience attitude.

CONCLUSION AND SUGGESTION

The results of the study show that innovative behavior has a significant effect on e-commerce literacy of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on resilience attitude of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. E-commerce literacy has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. Resilience attitude has a significant effect on the performance of Micro-Small Enterprises in Cilegon City. Innovative behavior has a significant effect on the

performance of Micro-Small Enterprises in Cilegon City through the mediation of e-commerce literacy. Innovative behavior has a significant effect on the performance of Micro-Small Enterprises in Cilegon City through the mediation of resilience attitude. Based on the results of the conclusions, the suggestions for improving further research are:

1. For Agencies

This research has proven theories that support and are believed to be scientifically correct about improving the performance of Micro-Small Enterprises, therefore these findings are expected to be one of the foundations in making policies for the Office of Cooperatives and Micro-Small Enterprises in Cilegon City to encourage the creation of Micro-Small Enterprises that are able to compete well in national and even international markets.

2. For Micro-Small Enterprises Actors

An innovative behavior and resilience attitude are skills that must be possessed

because it is proven to be able to help them to maintain the existence of their business to adapt to the economic crisis.

3. For Further Researchers

This study uses a quantitative approach with limited variables, which only discusses the relationship between innovative behavior, e-commerce literacy, and resilience attitude on the performance in Micro-Small Enterprises in Cilegon City, while there are many factors that can affect company performance, for this reason, it is suggested that future researchers can carry out development by adding other variables that can also affect the performance of Micro-Small Enterprises such as human resource competence, managerial competence, and business competitiveness, then the object of research can be expanded not only in Cilegon City but in the province, regional, and even national.

Declaration by Authors

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