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The influence of product innovation, market orientation and social media on the performance of MSMEs in the food sector in South Sumatra Province

Zainal Abidin[1], Sulaiman Helmi[2], Isnawijayani[3], Dewi Sartika[4]
[1,2,3,4]Master of Management Department, Universitas Bina Darma, Palembang, Indonesia

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ABSTRACT
Abstract:
This research aims to investigate the influence of product innovation, market orientation and social media on the performance of Micro, Small and Medium Enterprises (MSMEs) in the food sector in South Sumatra Province. The research method used is quantitative using primary data collected through questionnaires from 70 food MSMEs who are members of the International Council of Small Business (ICSB) South Sumatra. Data analysis was carried out using Smart PLS version 4.0 software with the Partial Least Squares (PLS-SEM) approach, a variance-based structural equation analysis (SEM) method. The research results show that Market Orientation does not have a significant influence on MSME performance, while Product Innovation and social media have a significant positive influence. Analysis of variance (ANOVA) shows that together, product innovation, market orientation and social media have a significant influence on MSME performance. The conclusion of this research is that product innovation and market orientation are key factors that can improve the performance of MSMEs in the food sector. Although market orientation individually is not significant, in the overall context, all three have a significant contribution to variations in MSME performance. Therefore, MSME players in the food sector are advised to pay more attention to product innovation and market orientation as strategies for developing their business.

Corresponding Author:
Sulaiman Helmi
Universitas Bina Darma
Jalan Jenderal Ahmad Yani No.3, 9/10 Ulu
sulaimanhelmi@binadarma.ac.id

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are a large part of the country's economy because they have a very important role in improving the community's economy. The existence of small, medium, and micro businesses is very important for the country's economic growth and can be beneficial for equal distribution of people's income (Helmi et al., 2022; S. A. Putri et al., 2023). MSMEs also make a significant contribution to the income of various regions and countries and can reduce the number of unemployed in various countries. This is very reasonable because small and medium businesses are a large

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contributor to the workforce and provide many job opportunities. Indonesia is a country that has many small and medium businesses.

Based on data released by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM), throughout 2022, MSMEs in the country are recorded to have grown very well, the figure has reached 8.71 million units. MSMEs in Indonesia continue to grow until Indonesia can compete with other countries in the ASEAN region. Indonesia is ranked first with the largest number of MSMEs in the ASEAN region. Table 1.1 below will explain the growth of MSMEs in Indonesia and several other countries in the ASEAN region.

The report states that the number of small, medium, and micro businesses in Indonesia will reach around 65.46 million in 2022. Based on the graph, this figure is much higher than neighboring countries. Based on records, in 2022, Indonesian small and medium businesses will be able to absorb 97% of the workforce, contribute 60.3% to gross domestic product (GDP), and contribute 14.4% to the country's exports. The proportion of the workforce absorbed by small and medium enterprises in Indonesia is the largest in ASEAN. In neighboring countries, MSMEs only absorb 35% to 85% of the workforce. However, in terms of performance, Indonesia is still lagging Myanmar, whose small, medium, and micro businesses contribute 69.3% to local GDP; Indonesian small and medium enterprises also lag behind Singapore's small and medium enterprises, whose export contribution rate reached 38.3%, and Thailand 28.7%, Myanmar 23.7% and Vietnam 18.7%. This also serves as a reference for related parties, especially small, medium, and micro businesses, to continue to improve the performance of small, medium, and micro businesses. MSME performance is a benchmark for the success of MSMEs in the businesses they run. MSMEs themselves must have strong competitiveness to be able to compete with domestic and foreign MSMEs to maintain their existence.

Performance is a measure of the success of a business entity in achieving its goals. Performance is the result of work that has a strong relationship with the organization's strategic goals, customer satisfaction and contributes to the economy (Lestari, 2021). Performance is an achievement obtained by a person, or company in achieving a goal (Alamsyah, 2020). With good MSME performance, MSMEs are able to act as the backbone of the national economy (Aliyah, 2022). To achieve this, a company culture is needed that is able to implement marketing concepts in the form of product innovation (Rahmawati et al., 2019) , market orientation and product innovation (Ulya, 2019) which have been considered by several experts as factors that can influence the company's efforts to improve marketing effectiveness.

Innovation is an important factor in improving the performance of MSMEs (Komariah et al., 2022). Companies must innovate the products they produce so that these products do not compete with more innovative competitor products and are able to provide added value and consumer value applied to their products, so that ultimately, they can increase marketing effectiveness. Product innovation is a process that seeks to provide solutions to current problems (Harini et al., 2022). Problems that often arise in business are good but expensive products or cheap products but poor quality (Setyadi et al., 2022). This means

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that companies that can design their products according to customer wishes will be able to survive the competition because their products are always in demand by consumers (Nizam et al., 2020).

The second factor that is considered very important for MSME performance is market orientation. Market orientation is a strategic orientation characterized by a series of behaviors and activities related to a strong SME customer focus, coordinated marketing activities across the organization, and profitability (Israwati et al., 2023) . Market orientation is also expressed for organizational behavior by identifying customer needs, competitor behavior, disseminating information about market conditions in each organization as well as providing responses for coordination, punctuality, and calculating and estimating profits (Zulkarnain & Mukarramah, 2019). The aim of market orientation is creating an organization that is sensitive to market changes. With sensitivity, you can create value that suits the target's needs (Mamengko et al. , 2023) .

MSMEs in the Food Sector which are members of the International Council for Small Business (ICSB) in South Sumatra Province were chosen because MSMEs are interesting to discuss, especially in terms of their performance, and researchers also feel it is necessary to find out how much influence product innovation, market orientation and social media have on MSMEs in the Food Sector in the Province. South Sumatra.

The International Council for Small Business (ICSB) is a world non-profit organization that functions as an umbrella in integrating the activities of various organizations and professionals that are directly related to small businesses (small and medium enterprises). ICSB is headquartered in Washington, has 80 member countries, has regional affiliates in 16 countries, including Indonesia. Based on the description above, the author is interested in researching the influence of product innovation, market orientation and social media on the performance of MSMEs in the food sector in South Sumatra Province.

METHODS

This research method uses a type of quantitative research which is used to measure the strength of the relationship between dependent and independent variables in a population. Quantitative methods are a form of research that is based on data collected systematically from the object under study by combining the relationships between the variables involved.

In general, the objects of this research are all MSME actors in the food sector in South Sumatra Province. The population in research can also be interpreted as the entire unit of analysis whose characteristics will be estimated. The unit of analysis is the unit/units that will be researched or analyzed. The population in this research is MSMEs in the Food Sector in South Sumatra Province which are members of the International Council of Small Business (ICSB) South Sumatra, totaling 422 MSMEs. For sampling techniques, researchers used cluster sampling. The cluster sampling method is part of probability sampling. In this research, the number of survey indicators is nine, so the maximum sample size is 10 times the number of indicators or 5 x 14 = 70. Therefore, the number of samples used in this research is 70 people.

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Method _ analysis data with use software Smart PLS version 4.0 which is executed with media computer. In general, SEM models are built using a covariance-based approach (Covariance-Based Structural Equation Model or CB-SEM) and variance or component-based (Variance-Based Structural Equation Model or PartialLeastSquare Structural Equation Model or PLS-SEM) (Am & Setiawati, 2023; Gunarto & Cahyawati, 2022). PLS (PartialLeastSquares) is a variance-based structural equation analysis (SEM) that can be used to test measurements and structural models simultaneously (AM et al., 2023). The measurement model is used to test validity and reliability. Structural models are currently used to test causal relationships (AM et al., 2022). PLS (PartialLessSquares) is a soft modeling analysis because it does not assume that the data must be on a certain measurement scale. This means that the number of samples can be small (less than 100 samples).

Partial Least Square (PLS) Analysis

Partial Least Squares (PLS) analysis aims to obtain latent variable relationships and predict the structural indicators of the construct. Because PLS does not assume any particular distribution when estimating parameters, parametric techniques are not required to test the significance of parameters. PLS is based on predictive measurements with nonparametric properties. The partial least squares (PLS) method was used to test all hypotheses. The t-test consists of testing the significance of each constant and independent variable in the equation to see whether they affect the value of the dependent variable.

Here, if the R-squared (R2) value is close to 1 then it has a large influence. In the PLS evaluation model there are the following stages:

1. Measurement Model or OuterModel
2. Evaluation of Inner Model (Structural model).
3. Hypothesis test

The decision to accept the hypothesis in this study was taken with the assumption that the one-sided T-table test value obtained in this study was 1.645, which means a significance of 0.05. In addition, the value in the t-table is used as a threshold for accepting or rejecting the hypothesis proposed in:

1. The outer weight value of each indicator and its significance value. The recommended weight value is exceeded, and the t-statistic exceeds the t-table value of 1.645 for $\alpha = 0.05$ for a one-sided test.
2. Displays the innerweight value of the relationship between latent variables. The weight value of this relationship should show a positive t-statistic value greater than the t-table value of 1.645 for $\alpha = 0.05$ in a one-sided test.
3. The research hypothesis is accepted if the weight value of the relationship between latent variables shows a direction where the t-statistic value exceeds 1.645 with $\alpha = 0.05$. The weight value of the relationship between variables shows that the t-statistic for α is 0.05. t is below the table value.

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RESULTS AND DISCUSSION

MSME performance

MSME performance is a measure of individual success both in terms of sales, capital, number of employees, market share and profits which continue to grow (Angga Kurniawan, Elmira Febri Darmayanti, 2023). Performance is the result of a production process carried out within a certain period according to predetermined standards. Performance must also be able to realistically measure and describe the health of the business using agreed metrics. Performance is a description of the degree of success in implementing a program or policy in achieving the goals, objectives, vision and mission of an organization as outlined in the organization's strategic planning (Anderson and Hidayah, 2023) . Performance is the result of work and standards set by the organization. Achieving performance results is about good quality performance and within the organization based on the tasks and responsibilities given (Sari and Sianggaran, 2022) .

The factors that influence MSME performance are: (Sari and Sianggaran, 2022) (a) Rewards (b) Encouragement (c) Ability (d) Needs and traits (e) Perception of tasks (f) Internal rewards (g) Rewards external (h) Perception of job satisfaction.

MSME Performance Indicators are: (Laia, 2022).

1. Increased Sales Growth Rate
   Sales growth has been a successful investment in the past and can be used as a forecast for future growth. Revenue growth reflects market acceptance of a company's products or services, which will affect its ability to stay in business. Strong sales growth will increase revenue, which in turn will also have an impact on improving business performance. Revenue growth is measured as the percentage change in revenue between the current period and the previous period.
2. Increased Capital/Financial Growth Rate
   Capital growth is the rate of change in capital used for business activities compared to the amount of capital used in the previous period. Business capital includes own capital and outside capital. Capital plays an important role in generating profits, so a high level of capital growth will increase business efficiency. Capital growth is measured as the percentage change in capital between the current period and the previous period used in business operations, both in the form of equity capital and external capital.
3. High Employment Growth Rate
   Workers are people who work for the business owner to carry out every activity within the company. The bigger the company, the more activities there are in the company, so the more workforce the company uses. Therefore, high workforce growth reflects better business performance. Labor growth is measured by the percentage change in the workforce in the current period compared to the previous period.
4. Extensive Growth Rate
   Market growth reflects the level of change in market acceptance of the products or services offered by the company. The higher market growth will increase the rate of

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return on investment, so that the company's performance will be better. Market share growth can be determined through a demand approach and a supply approach. The demand approach is analyzed from target consumers, number of consumers, number of needs, and total needs per year. Meanwhile, the offering approach is known through entrepreneurial abilities in making a product/goods.

5. Profit/Profit Growth Rate Continuously Increases
   Profit is the portion of income that exceeds the costs incurred by a business. Every business activity aims to obtain maximum profits in order to maintain the continuity of business operations. Profit is often used as a measure of a company's performance. Therefore, high profit growth reflects the company's increasingly better performance. Profit growth is measured as the percentage change in profit in the current period compared to the previous period.

Product Innovation

The types of product innovation are as follows: (Amin, Sudarwati and Maryam, 2019) (1) New according to the company's perception, a product can be said to be new if the product produced is truly newly created by the company and is not similar to products launched previously. (2) New according to consumer perception, new according to consumer assessment if the goods offered have advantages in use and prices that are different from existing products. An important thing that companies must pay attention to is consumer opinion because it can influence the number of product purchases. Indicators of product innovation are: (Anderson and Hidayah, 2023) (1) Product development is a strategy and process carried out by companies in developing products, improving old products and increasing the use of products in existing market segments with the assumption that consumers want new elements regarding new products. (2) The large number of new product creations is a market strategy to increase the number of products in the company. (3) Company leadership in new products produced.

Market Orientation

There are 3 market orientation concepts, namely as follows: (Amin, Sudarwati and Maryam, 2019) (1) Focus more on consumers who have desires and wishes, so that companies can differentiate the products offered from competitors' products. (2) Responsible for consumer policies in terms of legitimate needs and desires, achieving these goals creates a sense of satisfaction for customers in the long term. (3) Focusing all activities carried out within the company, including product innovation, to generate profits and meet consumer needs.

The benefits of market orientation are as follows: (Amin, Sudarwati and Maryam, 2019) (1) Helps companies produce a product that meets customer perceptions. (2) Helps in the manufacturing process efficiently. (3) Helps determine the differences in a company's achievements. (4) Helping companies to have a competitive adventure direction.

Market orientation indicators according to Kurniati et al (2022) (1) Customer orientation (2) Competitor orientation (3) Interfunctional coordination . Competitor orientation is the approach a company chooses to be able to produce products that meet customer needs. Competitor orientation is a company's ability to monitor or investigate the strategies

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used by competitors. Functional coordination is coordination between a company's human resources to work together to create products for the target market.

Social media

Social media is a medium based on internet technology (online media) that allows people to interact socially, communicate and collaborate, and share with people. The benefits of using social media are: (Ruswandi and Suciati, 2023) The advantage of creating a personal image through social media is the secret to becoming famous. Because social media is a means for people to communicate via social media, discuss with their audience and express themselves freely. Social media provides a personal opportunity to get closer to consumers through focused interactions. Social media allows us to freely provide personal forms of communication and build deeper relationships. The social indicators of social media are (1) Convenience (2) Trust (3) Information Quality.

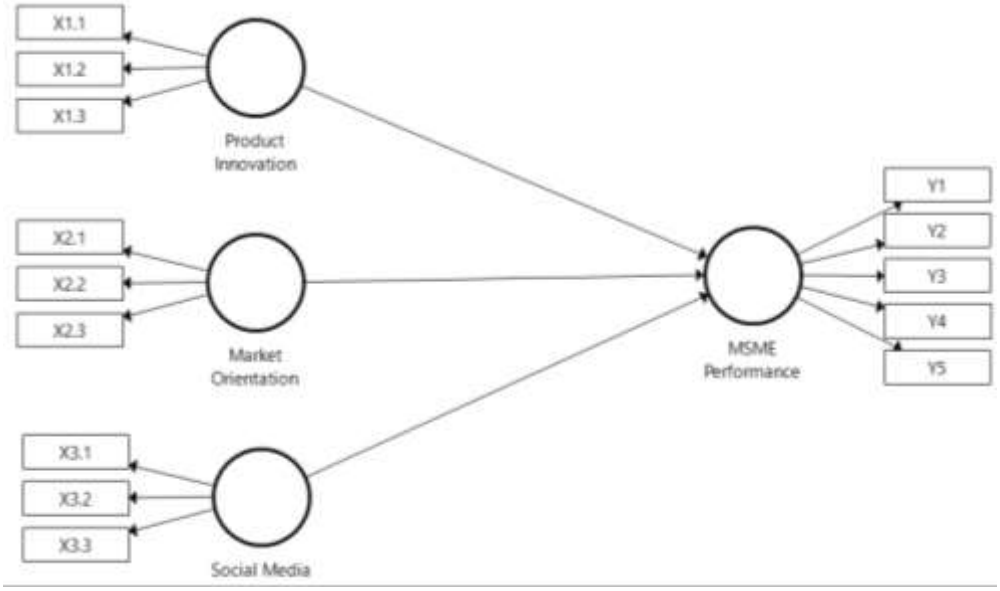

Figure 1. Model framework

Outer Model

Outer model analysis was carried out to describe the relationship between the indicator blocks and the latent variables. There are measurement criteria for assessing the outer model, namely Convergent Validity, Discriminate Validity, Reliability Estimate.

Convergent Validity

Table 1. Convergent Validity

Items	MSME Performance	Market Orientation	Product Innovation	Social Media
X1.1			0.878	
X1.2			0.877	
X1.3			0.733	
X2.1		0.800		
X2.2		0.845		
X2.3		0.860		

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X3.1			0.842
X3.2			0.931
X3.3			0.871
Y1	0.867		
Y2	0.785		
Y3	0.778		
Y5	0.842		

Source: SmartPLS processed data

From these results, it can be concluded that MSME performance (MSME Performance) has a significant positive correlation with market orientation and product innovation, indicating that MSMEs that have high market orientation and product innovation tend to have better performance. In addition, the relationship between market orientation and social media utilization also appears significant, indicating that MSMEs with a strong market orientation are more likely to utilize social media in their marketing strategies. However, some relationships were not proven to be significant, such as the relationship between market orientation and product innovation. Thus, Table 1 not only provides an overview of the validity of the measurement instruments, but also provides insight into the extent to which these research variables are correlated with each other, providing a strong empirical foundation for further analysis regarding the factors influencing MSME performance.

Discriminate Validity

Table 2. Discriminant Validity

Variables	MSME Performance	Market Orientation	Product Innovation
Market Orientation	0.734		
Product Innovation	0.797	0.937	
Social Media	0.594	0.517	0.641

Source: SmartPLS processed data

Table 2. which reflects the results of the discriminant validity analysis, provides very relevant information to understand the extent to which the variables of this study can be differentiated from each other. This table shows the correlation coefficient between the variables MSME Performance, Market Orientation, Product Innovation, and social media. Specifically, the main diagonal of the table gives the correlation value between the variable and itself, which should always be 1.0. Additionally, values outside the main diagonal reflect the correlation between two different variables. From these results, the correlation between the different variables is not too high. For example, the correlation between Market Orientation and Product Innovation is 0.734, between Product Innovation and social media is 0.641, and between Market Orientation and social media is 0.594. These values indicate that these variables have a low level of correlation with each other, supporting the discriminant validity of the measurement instrument.

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Reliability Estimate

Table 3. Reliability Test

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
MSME Performance	0.836	0.844	0.890	0.670
Market Orientation	0.784	0.791	0.874	0.698
Product Innovation	0.779	0.815	0.870	0.692
Social Media	0.857	0.875	0.913	0.778

Source: Processed SmartPLS Data

Table 3, which includes the results of reliability tests, provides a comprehensive overview of the reliability of the measurement instruments used to measure the research variables. This reliability is measured through four main indicators: Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). First, the Cronbach's Alpha value, which measures the internal consistency of an instrument, shows a good level of reliability for all variables. MSME Performance has a value of 0.836, Market Orientation is 0.784, Product Innovation is 0.779, and social media has the highest value, namely 0.857. These values exceed the often-accepted minimum limit, namely 0.70, indicating that these instruments are reliable in measuring the variables in question.

Finally, Average Variance Extracted (AVE) provides an overview of the extent to which a variable can explain the variance of its own construct. MSME Performance has a value of 0.670, Market Orientation is 0.698, Product Innovation is 0.692, and social media has the highest value, namely 0.778. These values indicate that these variables are quite good at explaining the variability of the concepts they measure. Overall, Table 3 provides confidence that the measurement instruments used in this research have adequate reliability, support the validity of the research results, and ensure that the variables measured can be relied upon as a basis for further analysis.

Inner Model

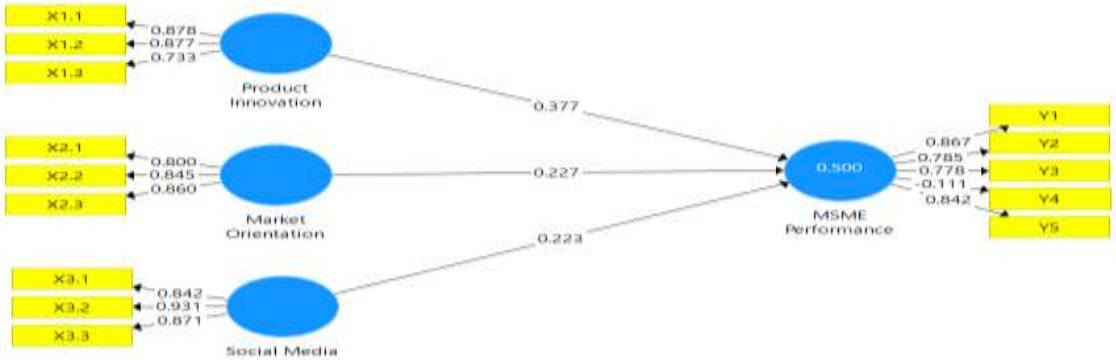

Figure 2. Initial Model
Source: Smart Data Processing PLS

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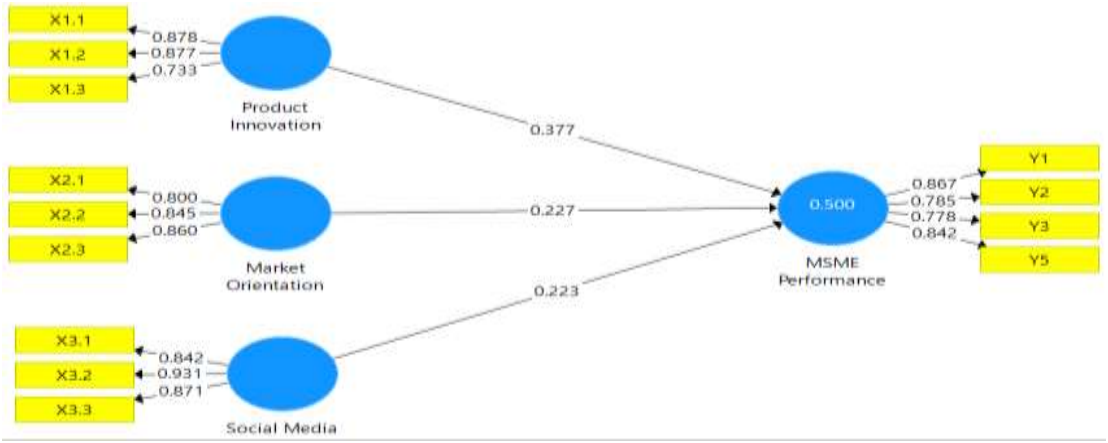

Figure 3. Vinal Model
Source: Smart Data Processing PLS

Multicollinearity Test

Table 4. Collinearity Statistics (VIF)

Items	VIF
X1.1	1,864
X1.2	1,794
X1.3	1,415
X2.1	1,487
X2.2	1,811
X2.3	1,725
X3.1	1,798
X3.2	3,064
X3.3	2,532
Y1	2,163
Y2	1,688
Y3	1,661
Y5	2,028

Source: Smart Data Processing PLS

Table 4, which contains the results of the multicollinearity test via Collinearity Statistics (VIF), provides important insight regarding how much multicollinearity problems might influence the results of the regression analysis. Variance Inflation Factor (VIF) measures the level of correlation between independent variables, and VIF values above a certain limit can indicate significant multicollinearity. From these results, the VIF values for most variables are at an acceptable level, namely below 2.5. This value indicates that multicollinearity is not a serious problem in the regression model. However, there are two variables, namely X3.2 and X3.3, which have VIF values above 2.5 (3.064 and 2.532). This indicates that there is a higher degree of multicollinearity between the two variables.

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Coefficient of Determination

Table 5. R Square

Variables	R Square	R Square Adjusted
MSME Performance	0.500	0.477

Source: Smart Data Processing PLS

Table 5, which presents the Coefficient of Determination (R Square) for the MSME Performance variable, provides an overview of how well the regression model can explain variations in the dependent variable. R Square is the proportion of variability in the dependent variable that can be explained by the independent variables in the model. The results show that the regression model can explain around 50% (0.500) of the variation that occurs in MSME Performance. This indicates that the independent variables included in the model can provide a good picture of the factors that influence MSME performance.

Effect Size

Table 6. F Square

Variables	MSME Performance
Market Orientation	0.048
Product Innovation	0.117
Social Media	0.072

Source: Smart Data Processing PLS

Table 6, which contains information regarding Effect Size via F Square, provides an overview of how big the relative contribution of each independent variable is to variations in the dependent variable, namely MSME Performance (UMKM Performance). Effect Size is a measure of how big the impact of the independent variable is on the dependent variable in the regression model. From these results, Market Orientation has an F Square of 0.048, Product Innovation of 0.117, and social media of 0.072. A higher F Square indicates a greater contribution to variation in MSME Performance.

The interpretation of these F Square values indicates that the Product Innovation variable has a more significant influence on variations in MSME Performance compared to Market Orientation and social media. The relatively high F Square value for Product Innovation (0.117) indicates that product innovation makes a substantial contribution to variations in MSME performance. Although Market Orientation and social media also make a positive contribution, their influence on variations in MSME Performance is relatively lower compared to Product Innovation. Therefore, an emphasis on product innovation strategies may be more crucial in improving MSME performance in this context.

Proving Hypothesis

Table 7, which shows the results of hypothesis verification through Path Coefficients, provides an in-depth understanding of the extent to which the independent variables, namely Market Orientation, Product Innovation, and social media, influence the dependent variable MSME Performance (UMKM Performance). The results of this analysis are

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presented in the form of path coefficients, T Statistics, P Values, and information regarding the significant influence of each independent variable on MSME Performance.

Table 7. Path Coefficient

Hypothesis	T Statistics	P Values	Information
Market Orientation -> MSME Performance	1,471	0.142	No Significant Effect
Product Innovation -> MSME Performance	2,412	0.016	Significant Influence
Social Media -> MSME Performance	1,849	0.065	No Significant Effect

Source: Smart Data Processing PLS

From these results, it can be concluded that:

1. Market Orientation -> MSME Performance: Path coefficient of 1.471, with P-value of 0.142. Although this path coefficient is positive, because the P-value is greater than the 0.05 significance level, there is not enough statistical evidence to reject the null hypothesis. Therefore, it can be interpreted that Market Orientation does not significantly influence MSME Performance in the context of this research.
2. Product Innovation -> MSME Performance: Path coefficient of 2.412, with P-value of 0.016. With a P-value smaller than the 0.05 significance level, we can conclude that there is sufficient statistical evidence to reject the null hypothesis. Thus, it can be acknowledged that the relationship between Product Innovation and MSME Performance has a significant effect, supporting the hypothesis that product innovation plays an important role in improving MSME performance.
3. Social Media -> MSME Performance: Path coefficient of 1.849, with P-value of 0.065. Even though the P-value has almost reached the significance level of 0.05, it is still above this threshold. Therefore, we do not have sufficient statistical evidence to reject the null hypothesis, so it can be concluded that the relationship between social media and MSME Performance does not have a significant effect.

Thus, Table 7 provides critical knowledge about the applicability of certain hypotheses in the context of the relationships between research variables. This information can help researchers and practitioners to understand the relative influence of each independent variable on MSME Performance, providing a basis for more targeted policies and strategies in supporting MSME growth.

Simultaneous Test

Table 8. Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260,191	3	86,730	3,633	.017 [b]
	Residual	1575,595	66	23,873		
	Total	1835,786	69			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1

The results of analysis of variance (ANOVA) in the regression model show that product innovation (X1), market orientation (X2), and social media (X3) together have a

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significant influence on the performance of Micro, Small and Medium Enterprises (MSMEs). The regression model can explain variations in MSME performance of 1835,786, with significant contributions from the three predictors. From the ANOVA table, the F-ratio value is 3.633 with a p value (Sig.) of 0.017, which indicates statistical significance. This indicates that the overall regression model makes a significant contribution to variability in MSME performance. In addition, the Mean Square (MS) value for the regression and residual provides information about how much variation is explained by the model and how much variation is not explained. Further analysis of the regression coefficients for each predictor can provide deeper insight into the direction and magnitude of the influence of product innovation, market orientation and social media on MSME performance. These results can be the basis for a more effective MSME development strategy in improving their performance.

CONCLUSION

From the results of the research and discussion, several conclusions can be drawn. First, Market Orientation does not have a significant influence on MSME Performance, as can be seen from the path coefficient of 1.471 with a P Value of 0.142. Meanwhile, secondly, Product Innovation and MSME Performance show a significant influence, with a path coefficient of 2.412 and a P Value of 0.016. This means that product innovation contributes positively to the performance of MSMEs. Third, social media and MSME Performance do not have a significant effect, with a path coefficient of 1.849 and a P value of 0.065. In addition, the results of analysis of variance (ANOVA) in the regression model show that product innovation (X1), market orientation (X2), and social media (X3) together have a significant influence on the performance of Micro, Small and Medium Enterprises (MSMEs). This regression model can explain variations in MSME performance of 1835,786, with significant contributions from the three predictors. Therefore, it can be concluded that to improve the performance of MSMEs, focusing on product innovation and market orientation is very important, although individual market orientation does not show a significant influence. Based on the results of the research that has been carried out, researchers provide suggestions that can be useful for MSMEs in the food business in South Sumatra province. MSME players are advised to increase market and social media orientation towards MSME performance in the food sector, so that they can develop food MSMEs that are better known to many people. For further research, it is hoped that the number of respondents will be increased so that they can better represent MSMEs in the South Sumatra province region. And further researchers can develop other independent variables that can influence the performance of MSMEs.

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