

THE ROLE OF INFORMATION TECHNOLOGY THROUGH MODERATING COMPETITION INTENSITY IN IMPROVING THE INNOVATION PERFORMANCE OF MSME ACTORS

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ABSTRACT

The purpose of this study was to determine: (1) The Influence of IT on the Innovation Performance of MSME Actors in Culinary Tourism MSME Actors in Kolaka Regency. (2) The Role of Competition Intensity in Strengthening IT in improving the Innovation Performance of MSME Actors in Culinary Tourism Kolaka Regency. This study uses a quantitative method approach. The population in this study were all culinary tourism MSME actors in Kolaka Regency. While the sample in this study amounted to 32 MSME actors. Testing of the research instrument used validity and reliability tests with SPSS 25.0. The data analysis technique used in this study was a measurement model and structural model testing using Smart PLS 3.0. Based on the results of the study, it is known that there is a positive and significant influence between the IT variable on the Innovation Performance of MSME Actors as indicated by the t-statistic 4.898 with a P-Value of 0.024. Meanwhile, the moderation of Competition Intensity is not able to strengthen the IT variable in improving Innovation Performance as indicated by the t-statistic of 0.022 with a P-Value of 0.994. It can be concluded that most MSME actors in culinary tourism in Kolaka Regency have used IT in carrying out innovation performance. However, in culinary tourism in Kolaka Regency, there is no feeling of competition intensity with the use of IT in improving the performance of MSME innovation actors.

Keywords: Competition Intensity; Information Technology; Innovation Performance.

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INTRODUCTION

As micro businesses develop in the era of the industrial revolution 4.0, more and more micro, small and medium enterprises (MSMEs) are growing and developing in society. According to Law of the Republic of Indonesia No. 20 of 2008 chapter 1 article 3 which states that, Micro, Small and Medium Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies owned by , controlled, or become part, either directly or indirectly, of a small business or large business that meets the criteria for small business as intended in the law. According to the Coordinating Ministry for the Indonesian Economy (2021), MSMEs are currently the most important pillar of the Indonesian economy. The contribution of MSMEs to the Indonesian economy can be seen from their ability to absorb 97% of the workforce and be able to collect total investment of 64.04%. However, the high number of MSMEs in Indonesia cannot be separated from various existing challenges such as the emergence of various competitors.

To answer these challenges, MSMEs are required to continue to innovate through the innovative performance of MSME actors so that they are able to continue to survive in the current modern era. According to Pratiwi & Fanani, (2019) organizations that are able to utilize all the resources owned by the organization will find it easier to find innovation so that it can create satisfaction and consumers will become loyal, (Sudarnice, 2020b); (Astaginy et al., 2023); (Titing et al., 2022); (Sudarnice, 2020a).

The innovation performance of MSME actors is often the basis for running an entrepreneurial business because it provides a competitive advantage. The innovation performance of MSME actors is the key to adapting to change in each competitive business unit, (Kusumawardhany, 2018). The innovation performance of MSME players can be described through information technology which can be used to change and develop innovative business models, and change entire industries, (Iqbal & Yuliandari, 2019). With the presence of information technology as a tool for innovation performance, the intensity of competition will become increasingly fierce, (samimi, 2020).

The presence of Information Technology can help organizations face increasingly fierce competition. The intensity of competition is often linked to the Innovation Performance of MSME Actors. Competition Intensity is a factor that influences the level of competition which is measured by the number of main competitors in the same industry (Luk Fuadah, 2016). According research results to Dama & Ogi (2018) the innovation of MSME actors has a positive and significant influence on the performance of MSME actors. The better the innovation carried out by MSME actors, the better the performance of MSME actors. According to research conducted by Winowod et al., (2018) found that Competitive Intensity is an indicator of Innovation Performance. Business competition has become mandatory in business, business actors must know the strengths and abilities of competitors so that business actors can develop the right strategy, apart from that, business actors can learn many lessons from competitors.

Substantially, research regarding the moderating role of Competitive Intensity through Information Technology in improving the Innovation Performance of MSME Actors is still very limited, (Alliyah & Hidayat, 2015). The author found that the role of moderating Competitive Intensity through Information Technology in improving the Innovation Performance of MSME Actors in the type of micro business has not been studied and elaborated much in research, so that studies regarding the Innovation Performance of MSME Actors, especially those related to information technology and the role of moderating Competitive Intensity, are still limited. and not yet comprehensive (Lailah & Soehari, 2020).

In line with the research limitations and recommendations stated above, the author believes that the Innovation Performance of MSME Actors in a company organization has a role in improving and maintaining the business in facing competitors (Hartini, 2012). One way to face competitors is by making various breakthroughs through innovation performance, (Sari, 2021). The Innovation Performance that was launched has proven to be a solution in maintaining, and can even increase, the performance of MSMEs in a positive direction, (Nagib & Raharjo, 2019).

The novelty of the research that has been stated above is then strengthened by the phenomenon that occurred in the Kolaka Culinary Tourism. Based on data obtained by the author during initial observations, it was found that there was a gap in existing Information Technology in improving the Innovation Performance of MSME Actors in Kolaka Culinary Tourism in facing market competition. The intensity of competition has become increasingly tight since the emergence of competitors such as Warung Kopi (Warkop) and the increasing number of restaurants in Kolaka, this could threaten the existence of culinary tourism in Kolaka and could also influence the innovation performance of MSME actors who are less effective in their business in facing market competition.

Based on the number of MSME actors in 2022, the Kolaka Culinary Tourism will be 57 people, where the majority of MSME actors provide the same products, which can lead to quite high competition intensity. Of the number of MSME actors in Kolaka Culinary Tourism, the majority have used information technology as a form of innovative performance for MSME actors in carrying out their operational activities. Several forms of information technology that are often used by Kolaka culinary tourism MSMEs include the use of food and drink printing machines and attractive packaging and also the use of social media as a promotional tool to attract consumers. The aim of using information technology is to increase production efficiency and effectiveness, improve service quality and become a tool to survive and compete with competitors. The more sophisticated the information technology used by Kolaka Culinary Tourism MSMEs, the more innovative performance of MSMEs will be and create intense competition between fellow MSMEs in Kolaka. Based on that, the questions in this study can be explained as follows: (1) How does information technology influence the innovation performance of MSME Actors in Culinary Tourism in Kolaka Regency?, dan (2) How is the role of moderation of competition intensity through information technology in improving the innovation performance of MSME Actors in Culinary Tourism in Kolaka?

LITERATURE REVIEW

In a world increasingly dominated by volatile and highly competitive markets, innovation is becoming increasingly important. Indeed, in an era of temporary advantages (D'Aveni et al., 2010); (Wiggins & Ruefli, 2005), entrepreneurial actions and continuous innovation are crucial for the competitiveness of firms. Since knowledge is the most important input of the innovation process, one of the challenges for researchers and managers is to understand how to make it available for product discovery and innovation. Information technology, as an information handling tool, is likely to play a significant role in enhancing innovation performance, (Gómez et al., 2017). Research on the impact of IT on innovation performance has recently shifted from the macro to the micro level (Dos Santos et al., 2012). Several authors have shifted to considering specific ways in which firms can enhance innovation performance through IT. Based on the information system (IS) literature focusing on how IT facilitates innovation production (Ravichandran et al., 2017); (Joshi et al., 2010); (Kleis et al., 2011). The literature agrees that the role of IT in facilitating knowledge management can improve

innovation performance (Joshi et al., 2010), (Kleis et al., 2011), as explained by (Joshi et al., 2010), that IT has a positive impact on the number of patents in this case improving innovation performance. This is in line with research Asrul et al., (2018) that information technology has a close relationship with the innovation performance of MSME actors. Information technology has an impact on improving the innovation performance of MSME actors, information technology has a positive and significant effect on the innovation performance of MSME actors. Information technology helps improve the innovation performance of MSMEs by supporting innovation through the acquisition of new software and hardware. Thus, innovation accompanied by the use of information technology by companies has a significant influence on innovation performance in MSME actors, (Tsambou & Fomba Kanga, 2018). From this description, the following hypothesis can be drawn:

H1: The role of Information Technology has a positive effect on the Innovation Performance of Actors

Competitive intensity is a key environmental factor in organizational theory, marketing, strategic management, and sustainability literature (Davis-Sramek et al., 2010). In this study, competitive intensity refers to the level of competitive action in the MSME sector. A high level of competitive intensity is characterized by intense competition, many promotional wars, similar product offerings, and high levels of price competition. Competitive intensity can be caused by deliberate strategic actions of competitors in the industry or a lack of understanding of competitors' prospective information and actions (Melville et al., 2004). We argue that competitive intensity can strengthen (moderate) Information Technology in improving Innovation Performance in MSME Actors. Research conducted by Khaidir Ali Fahmi (2019) found that innovation has a positive and significant direct effect on Competitive Intensity. Adequate Information Technology will increase the Intensity of Competition, Adequate Information Technology can increase Innovation Performance, High Intensity of Competition can increase the Innovation Performance of MSME Actors, and High Innovation from business actors cannot increase the Intensity of Competition According to the results of the Research (Adietya et al., 2015).

H2: Competition Intensity is thought to strengthen the role of Information Technology in improving the Innovation Performance of Kolaka Regency Culinary Tourism MSME Actors

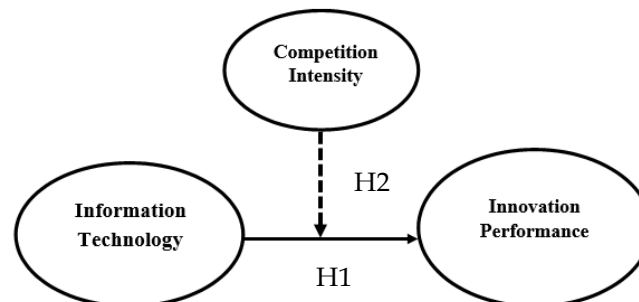


Figure 1. Conceptual Model

Source: (Joshi et al., 2010) and (Zhang et al., 2020)

METHOD

This type of research is to test a hypothesis with the aim of confirming and strengthening the research hypothesis, with the hope of confirming the theory that has been used as the basis for the research. In this regard, this research model is a quantitative method with an explanatory research type. The population in this research is all MSME actors in Kolaka Regency Culinary Tourism. The sampling technique used in this research uses the Purposive Sampling method (Sugiyono, 2016), namely a technique for determining samples with certain considerations. The reason for using purposive sampling is because it is suitable for use in quantitative research or research that does not carry out generalizations (Sangadji, 2023). Based on the sampling technique used, the number of samples in this research is 32 people who use Information Technology from 57 Kolaka Culinary Tourism MSMEs in 2023. The data collection techniques in this research are using documentation, observation and questionnaires. Questions in the questionnaire were tested using a Likert scale with a score of 1 (strongly disagree) to 5 (strongly agree) to obtain internal data, (Rasjidi, 2017). In this research, each variable was measured using validity and reliability tests using the SPSS version 23.0 program. Validity testing in this research was carried out with 30 respondents.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-tabel (5%)	Result
InformationTechnology (X)	X1	0.517	0.361	Valid
	X2	0.637	0.361	Valid
	X3	0.545	0.361	Valid
	X4	0.743	0.361	Valid
	X5	0.745	0.361	Valid
Innovation Performance of MSME Actors (Y)	Y1	0.825	0.361	Valid
	Y2	0.643	0.361	Valid
	Y3	0.782	0.361	Valid
Competition Intensity (Moderating)	Z	1.000	0.361	Valid

Source: Processed Primary Data, 2023

Based on Table 1, it shows that $r\text{-count} > r\text{-table}=0.361$, so the 9 instrument statement items are declared valid and can be used for further analysis. Meanwhile, the results of the reliability test using SPSS can be shown in the following table:

Table 2. Reliability Test Results

Variable	Crobach's Alpha	Crisis Value	Result
Information Technology (X)	0.637	0,600	reliable
Innovation Performance (Y)	0.616	0,600	reliable
Competition Intensity (Z)	1.000	0,600	reliable

Source: Processed Primary Data, 2023

Based on Table 2, it shows that the reliability test for the statement variable is declared valid. The results of Cronbch's Alpha, the reliability of the Information Technology instrument is 0.637, the Innovation Performance of MSME Actors instrument is 0.616, and the Competitive Intensity is 1.000. Of the three instruments, they were declared reliable or met the requirements.

In this study, research data was processed using SmartPLS software with a partial least squares approach. PLS is a structural equation model (SEM) that uses an alternative variance-based approach (Juliandi, 2018).

RESULTS AND DISCUSSION

Results

The first hypothesis (H1) states that Information Technology has a positive effect on the Innovation Performance of MSME Actors in Kolaka Regency culinary tourism MSME actors. Based on the results of calculations using Smart PLS 3.0 that are presented, it can be seen that the original sample estimate value of Information Technology (IT) on the Innovation Performance of MSME Actors is positive at 0.939 and the T-Statistic is 4.898. From these results it can be concluded that the Information Technology variable has a positive and significant influence on the Innovation Performance of MSME Actors because the rule of thumb used in this research is > 1.96 with a P-Value $< 5\%$ (0.05) so it can it is stated that the First Hypothesis (H1) is accepted, (Figure 1).

The second hypothesis (H2) states that Competition Intensity is thought to strengthen Information Technology in improving Innovation Performance among MSME Culinary Tourism Actors in the District. Kolaka. Based on the results of calculations using Smart PLS 3.0 that are presented, it can be seen that the original sample estimate value of the role of Competition Intensity which strengthens Information Technology (IP*IT) on the Innovation Performance of MSME Actors is positive 0.009 and the T-Statistic is 0.022. From these results it can be concluded that the role of Competitive Intensity which strengthens Information Technology has no significance on the Innovation Performance of MSME Actors because the rule of thumb used in this research is > 1.96 with a P-Value $> 5\%$ (0.05) so it can be stated that the Second Hypothesis (H2) is rejected, (Figure 1)

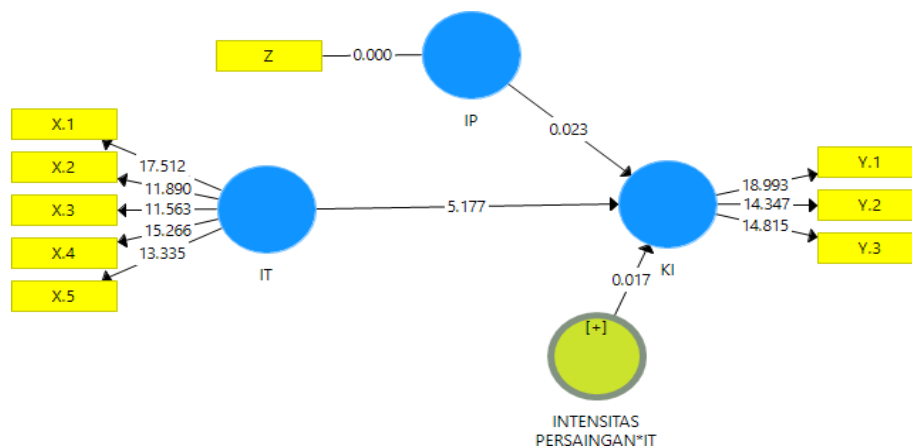


Figure 1. Output PLS Bootstrapping

Discussion

First, based on the results of calculations using path analysis regarding the influence of Information Technology on the Innovation Performance of MSME Actors, it is known that there is a positive and significant influence between the Information Technology variable on the Innovation Performance of MSME Actors. This is shown by the original sample estimate value of $0.939 > 0.05$ and the T-Statistic value of $4.898 > 1.96$. Information Technology has a significant effect on the Innovation Performance of MSME Actors.

In connection with the results of this research, it can be explained that culinary tourism MSME actors in Kolaka Regency use Information Technology, to be able to encourage MSME actors to carry out Innovation Performance in MSMEs in the culinary tourism area of Kolaka Regency. This is in accordance with the description of respondents, where most of the MSME actors in Kolaka Regency culinary tourism have carried out Innovation Performance by utilizing Information Technology for the MSMEs they run. The use of Information Technology applied to Kolaka Regency culinary tourism MSMEs focuses more on the product production process. Therefore, the better the use of information technology, the more innovative performance of MSME players will be able to be based on the development and use of technology.

These results are in line with research conducted by (Lailah & Soehari, 2020); (Gómez et al., 2017); (Dos Santos et al., 2012); (Ravichandran et al., 2017); (Joshi et al., 2010); (Kleis et al., 2011), which found that information technology had a significant positive effect on the Innovation Performance of MSME Actors. Apart from that, the results of this research are also supported by previous research conducted by Lailah & Soehari (2020) which states that there is a positive and significant influence of information technology on the innovation performance of MSME actors.

Second, based on the results of calculations using path analysis regarding Competitive Intensity strengthening Information Technology in improving the Innovation Performance of MSME Actors, it is known that the absence of the role of Competitive Intensity strengthens the Information Technology variable in improving the Innovation Performance of MSME Actors. This is shown by the original sample estimate value of $0.009 < 0.05$ and the T-Statistic value of $0.022 < 1.96$.

In connection with the results of this research, it can be explained that every business has an intensity of competition, but not all MSME actors feel the intensity of competition in the businesses they run, in this case it could be due to the relatively high sense of brotherhood and social feeling that the MSME actors have. is on the Kolaka Regency culinary tour. This is in accordance with the respondent's description of the fact that among MSME actors in culinary tourism in Kolaka Regency that not all MSME actors in Kolaka Regency culinary tourism feel the intensity of competition that occurs even though most MSME actors in culinary tourism provide the same products. In line with the results of this research, the Information Technology used to improve the Innovation Performance of MSME Actors in Kolaka Regency culinary tourism MSMEs is not able to strengthen the Intensity of Competition.

The results of this research are directly proportional to research conducted by (Melville et al., (2004) explaining that the business competitive environment includes

the intensity of competition. However, the intensity of competition is not able to strengthen Information Technology in improving the Innovation Performance of MSMEs. The results of this research also support the theory put forward by Zhang et al., (2020) which states that high or low business competition does not affect business performance carried out by business actors, because this is related to the low competitive mentality of business actors which is caused by brotherhood factors, social feelings, more, and the high concentration of business actors in the use of labor so that technological changes do not have an impact on the performance of business actors.

CONCLUSION

Based on the results of testing the first hypothesis, it is known that there is a positive and significant influence between the Information Technology construct variable on the Innovation Performance of MSME Actors. So in this case the Information Technology variable which is measured using the indicators: Technology intensity, Availability of experts, Investment in technology, Ease of exchanging information, and Ease of access to collaboration are able to influence the Innovation Performance of MSME Actors in Kolaka Regency culinary tourism MSME actors. In this case, the majority of MSME actors in Kolaka Regency culinary tourism have used Information Technology in carrying out innovation performance even though they only focus on the product production process. Meanwhile, for the results of testing the second hypothesis, it is known that there is no role of Competition Intensity in strengthening the influence of Information Technology in improving the Innovation Performance of MSME Actors. Thus, the role of Competition Intensity does not strengthen the influence of Information Technology in improving the Innovation Performance of MSME Actors among MSME Actors in culinary tourism in Kolaka Regency. In this case, MSME actors in Kolaka Regency culinary tourism do not feel the intensity of competition with the use of information technology in improving the innovation performance of MSME actors because the majority of culinary tourism MSME actors prioritize a fairly high sense of brotherhood and social sense.

Suggestions and Recommendations

By paying attention to the results of analysis and testing, researchers provide suggestions and recommendations for further research to present better research results. So the author tries to provide some input for the Kolaka Regency Culinary Tourism MSMEs that Information Technology for MSME actors in Kolaka Regency culinary tourism is considered to have an influence in improving the Innovation Performance of MSME Actors, with this it is hoped that the use of Information Technology can be paid more attention and improved so that MSMEs in Kolaka Regency culinary tourism can make even better innovations by using Information Technology. However, although the intensity of competition among MSMEs in culinary tourism in Kolaka Regency still occurs, MSME actors in culinary tourism should be able to compete healthily by creating superior product innovations using information technology because competition does

not strengthen the influence of Information Technology in improving the Innovation Performance of Actors. MSMEs.

For further research, if you are going to conduct research related to the title above, it is hoped that you will increase the number of research samples so that the research results can be more accurate, better and generalized, increase the number of variables and indicators such as promotion quality, product quality and service quality so that the research results more varied and more precise and better accuracy.

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