

Increasing Innovation Capability Through Knowledge Sharing Behavior, Absorptive Capacity, And Capacity Building at Small and Medium Enterprises

By Nur Wening

Increasing Innovation Capability Through Knowledge Sharing Behavior, Absorptive Capacity, And Capacity Building at Small and Medium Enterprises

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Abstract

This study aims to examine and determine the effect of knowledge-sharing behavior, absorptive capacity, and capacity building on innovation ability. This research is descriptive- quantitative research with primary and secondary data. The sampling technique used accidental sampling and obtained 90 respondents. Data were collected through direct surveys and then processed using multiple linear regression analysis. The results show that knowledge-sharing behavior, absorptive capacity, and capacity building partially have a positive and significant effect on the innovation capacity of small and medium business actors. All variables of knowledge-sharing behavior, absorptive capacity, and capacity building simultaneously have a positive and significant effect on innovation capacity. The effect of knowledge-sharing behavior, absorptive capacity, and capacity building on innovation capacity is 40.4%, and the remaining 59.6% is influenced by other factors not examined in this study.

Keywords: Knowledge Sharing Behavior, Absorptive Capacity, Capacity Building, Innovation Capability

Introduction

The strategic role of Small and Medium Enterprises (SME's) in national development is in the form of economic growth and employment as well as playing a role in the distribution of development results. Therefore, the government continues to strive to raise SMEs in various ways, one of which is by providing capital assistance and restructuring SME debt. But with capital assistance alone does not solve the problem in the SME business. SMEs need to prepare themselves and equip themselves to be able to compete well and must have a competitive advantage. One of the weaknesses of SMEs in winning their business is the weakness of human resources.

The strengthening of the role of SMEs in Banjarnegara Regency is the hope of the people of Banjarnegara since it will reduce community dependence on big business. Dependence on big business will make the people of Banjarnegara not continue to be workers. But this is not the case with the development of SME businesses, so people will have their businesses, so they no longer depend on big companies. The development of SMEs in Banjarnegara makes the distribution of GRDP in Banjarnegara Regency. Regional development driven by the development of SMEs will be stronger than the development of large businesses, this is because SMEs are more resistant to global economic shocks. To improve economic development that is competitive with SMEs, it is necessary to effectively manage knowledge and technology.

The COVID-19 pandemic has affected several sectors, including health and the economy. This condition hit the real sector, namely the micro economy, due to the implementation of health protocols to large-scale social restrictions (PSBB), which were enforced throughout Indonesia, both centrally and regionally. This resulted in a decrease in turnover by small traders, hawkers, and medium-sized businesses by 20 to 60% (Warsa, 2021). Efforts by the government, both central and regional, to restore the economy, especially the micro economy (SMEs), through social assistance programs. However, with government assistance capital, SME business actors will not be able to wake up quickly. They need motivation from business actors to get up quickly. One of the steps taken by SMEs is to increase innovation capability by restoring initial motivation in building a business. It is a mindset in developing a business that does not only rely on big profits but a must to think clearly and radically about how the business built over the years can endure. To maintain a business, not only is a marketing strategy needed but business actors need a high mentality, enthusiasm, and motivation to face the shocks of the Covid 19 Pandemic. One of the things that can be used to survive and develop SMEs during the Pandemic is increasing knowledge-sharing behavior (KSB), absorptive capacity (AC), and capacity building (CB).

As Small and Medium Enterprises (SMEs) increases, people are starting to think and run SMEs and innovate to advance their business. The influence of individuals to develop

innovation in running SMEs is very long and requires KSB and CB in running SMEs.

The influence of knowledge management is the focus of attention from various circles of society, practitioners, and academics. One of the benefits is to encourage the learning process which has implications for increasing the ability to innovate through the creation of new knowledge (Tobing, 2007). Organizations have realized that to be able to compete in rapidly developing market conditions, it is necessary to develop competencies and knowledge within the organization (Orr, E., & Persson, 2003).

The most important part of knowledge management is how to encourage individuals in the organization to have a KSB for what they know (Orr, E., & Persson, 2003). The individual's ability factor in encouraging KSB for Small and Medium Enterprises is very important because, through KSB, knowledge can be disseminated, implemented, and developed by each individual. On the other hand, KSB is useful for stimulating individuals to think critically and creatively, so that in the end These individuals can develop and produce new knowledge that is useful in creating innovation capability for SMEs.

Some of the previous descriptions can illustrate that KSB and AC play a role in increasing the IC of Small and Medium Enterprises because KSB facilitates individuals to reuse and regenerate knowledge around them so that in the end these individuals can carry out innovation capabilities and find new and new knowledge. useful in running Small and Medium Enterprises. Therefore, this study aims to analyze the relationship between knowledge-sharing behavior, absorptive capacity, and capacity building on the innovation capacity of culinary SMEs.

To be able to compete, SMEs must have a competitive advantage and the ability to innovate, continuously seeking competitive strategies based on appropriate and superior competitiveness. The concept of a competitive and superior-based strategy will make SMEs able to have the ability to innovate in their business fields. One of the competitiveness-based strategies that must be carried out by SMEs is by utilizing Knowledge Sharing Behavior, Absorptive Capacity, and Capacity Building. Based on the explanation, Knowledge-Sharing Behaviour, Absorptive Capacity, and Capacity Building are important management basis in SMEs for the future development of SMEs themselves (Zuliyati, Budiman, & Delima, 2017).

Theory And Hypotheses Development

The influence of knowledge-sharing behavior on the innovation capability of SME's

Knowledge is power and is recognized as a very important asset of an organization. Knowledge creation is the basis of innovation and is closely related between knowledge and innovation (Megantoro, 2014). Knowledge sharing is very important in organizations in business development and being able to compete in rapidly growing market conditions, requires competitive development and existing knowledge within an organization (Orr, E., & Persson, 2003). At the individual level, knowledge sharing is a communication activity between colleagues and business partners to help each other get information that can help run a better and faster or more efficient business. The innovation process relies a lot on knowledge, especially because knowledge represents a

field (realm) much deeper than data, information, and conventional logic; therefore, the power of knowledge lies in subjectivity, which underlies the values and assumptions that form the foundation of the learning process (Nonaka & Nishida, 1998). Innovation is related to the knowledge that can be used to create new products or processes and services to increase competitive advantage and meet changing customer needs.

In the description, it can be concluded that knowledge-sharing behavior is very influential on innovation capability in product development. Knowledge-sharing behavior affects market competition. Therefore, knowledge-sharing behavior is very influential in the development of organizations and companies. If this is applied to SMEs, knowledge-sharing behavior will increase innovation capabilities. Research by Suwarno & Silvianita, (2017), links knowledge sharing with innovation capability, showing that knowledge sharing behavior has a positive effect on innovation capability. Based on the description, the proposed hypothesis is:

H1: Knowledge-sharing behavior (KSB) has a positive effect on the innovation capability (IC) of business actors

The influence of absorptive capacity on the innovation capability of SME's

Absorptive capacity plays an important role in updating the basic business knowledge and skills needed to compete in a dynamic market. The acquisition and assimilation components can lead to maintaining a competitive advantage when used and combined properly with other assets and resources to complement each other (Zahra, S. A., & George, 2002). Facing an increasingly stringent challenge, SMEs must carefully observe and analyze the challenges from the external environment and must quickly utilize knowledge from outside parties to make their business able to compete. SMEs are required to continue to explore and utilize knowledge from external businesses and even competitors. Through processes and mechanisms of absorptive capacity, the company will be more efficient and will be able to create innovations, as well as achieve a competitive advantage.

From some of the descriptions, it can be concluded that innovation is related to absorptive capacity that can be used to create a product or innovation in business development. Absorptive capacity plays an important role in updating the basic business knowledge and skills needed to compete in a dynamic market. Researchers (Andrawina, Luciana, 2008) link absorptive capacity with innovation capability and find that absorptive capacity has a significant effect on innovation capability. Then the proposed hypothesis is:

H2: Absorptive capacity (AC) has a positive effect on the innovation capability (IC) of SMEs.

The Influence of Capacity Building on the Innovation Capability of SMEs

Capacity building is the development of capacity, namely the process experienced by individuals, groups, and organizations to improve their ability to carry out their functions and achieve the desired results (Harris, 2005). From this understanding, two important things can be emphasized: 1) capacity building is largely an internal growth and development process, and 2) capacity development efforts must be results-

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oriented. From this understanding, it can be interpreted that capacity building is a process that can increase the innovation ability of a person, organization, or system to achieve the goals to be achieved. In line with (Amboingtyas, 2019) that capacity building is a process to increase the innovation of individuals, groups, organizations, communities, and society to achieve the goals that have been implemented.

From some of the descriptions, it can be concluded that capacity building is not a process that starts from zero or nothing, but it starts from building the existing potential and then being processed to further improve the quality of self, groups, organizations, and systems so that they can survive in a changing environment continuously. Capacity building will shape the innovation of SMEs, so the capacity building will

encourage SMEs to have innovation capability. Researchers (Milen, 2006) state that capacity building affects innovation capability. Then the hypothesis is:

H3: The capacity building (CB) has a positive effect on the innovation capability (IC) of SME's.

Hypothesis Model

Based on the literature review and the hypotheses proposed in this study, this research model was developed, as shown in image 1.

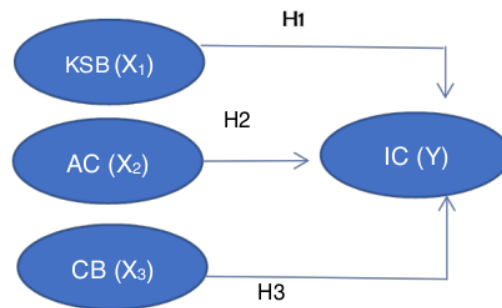


Image 1.

Notes: X1: KSB (knowledge sharing behavior); X2: AC (absorptive capacity); X3: CB (capacity building); X4: IC (innovation capability)

were selected using the accidental sampling technique so that the number of respondents was 90 people. The method of data analysis in this study was multiple linear regression which was processed using SPSS software version 23, with a significance level of 5%.

Research Methods

The nature of this research is quantitative. The variables of this research are knowledge-sharing behavior, absorptive capacity, capacity building, and the ability to innovate. The research was conducted in Banjarnegara Regency. This study is a population of Culinary/Culinary SMEs in Banjarnegara. The data collected in this study used a questionnaire instrument that was distributed to the respondents of Culinary SMEs. Questionnaires were distributed to respondents who

Results And Discussion

The characteristics of the respondents are shown in Table 1. with a total of 90 respondents consisting of 67 (74.44%) female and 23 (25.56%) male. Respondents in this study were dominated by age of 28 years to 40 years as many as 48 people (53.3%), the majority had senior high school education, there are 49 people (54.5%).

	Criteria	Freq	Percentage (%)
Age	15 - 27	19	21.1
	28 - 40	48	53.3
	41 - 53	15	16.7
	54 - 66	8	8.89
	> 67	0	0
Gender	Female	67	74.4
	Male	23	25.6
Education	Elementary	3	3.33
	Junior High School	25	27.7
	Senior High School	49	54.5
	College	13	24.5

Table 1. Characteristics of Respondents

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Source: Primary Data (2022).

14 Besides that, the results of the validity test (Table 2.) show the r-count of knowledge-sharing (0.464 to 0.715), capacity building (0.440 to 0.759), and innovation capability (0.471 to 0.933). All variable items in this study showed results greater than the r-table value (α 5%) 0.1966, so all items were

declared valid. Cronbach's Alpha Based on Stand. Knowledge Sharing Behavior (0.902), absorptive capacity (0.774), the ability to innovate (0.899), and purchasing decisions (0.904) > 0.7. Therefore, this research instrument is declared reliable.

X1	X2	X3	Y
α	0,687	0,704	0,815

12 Table 2. Validity and Reliability Test

The results of the classical assumption test (Table 3) show that there is no heteroscedasticity (Glejser test: $p > 0.05$), and normality is also fulfilled (Kolmogorov-Smirnov test, Asymp.

Sig > 0.05). Multicollinearity does not occur in the regression model with tolerance > 0.1 and VIF < 10.

Ind	Dep	Hetero	Norm	Multicoliner	
		Sig.	Sig.	Tol.	VIF
X1	Y	0.604	0.233	0.900	1.111
X2		0.077		0.862	1.161
X3		0.083		0.795	1.258

Table 3. Classical Assumption Test

16 Table 4 shows the results of hypothesis testing that the H1 test is accepted (sig. < 0.05) as well as H2, and H3 is accepted. The magnitude of the simultaneous influence of knowledge-sharing behavior; absorptive capacity; and capacity building on

10 innovation capability = 40.4%, while the remaining = 59.6% is influenced by other factors not examined in this study. behavior (0.499 to 0.709), absorptive capacity

	Ind	Dep	Unstd	Coeff	t	Sig	R ² adj
			B	Error			
H1	X1	Y	0.451	0.158	2.89	0.005	0.404
H2	X2		0.264	0.108	2.43	0.017	
H3	X3		0.448	0.093	4.80	0.000	

Table 4. Hypothesis Results

Notes: X1: KSB (knowledge sharing behavior); X2: AC (absorptive capacity); X3: CB (capacity building); X4: IC (innovation capability)

15 The Influence of Knowledge Sharing Behavior on Innovation Capability

Knowledge Sharing Behavior has a positive and significant effect on Innovation Capability. The results of the assessment stated that there was a positive and significant influence between the variables of Knowledge Sharing Behavior on Innovation Capability. If Knowledge Sharing Behavior is increased, then innovation capability will also increase. This result is following the opinion (Orr, E., & Persson, 2003) which states that knowledge sharing is important in organizations for business development, and being able to compete in rapidly developing market conditions requires competitive development and knowledge in an organization. SMEs who have knowledge-sharing behavior, namely those who have the behavior of exchanging experiences or transferring knowledge between SMEs, will increase innovation capability. The innovation process relies a lot on knowledge, especially

because knowledge represents a much deeper realm than data, information, and conventional logic; Therefore, the power of knowledge lies in the subjective, which underlies the values and assumptions that form the foundation for the learning process. Knowledge sharing is very influential on the ability of individual innovation in product development. If the knowledge sharing obtained or owned affects market competition. Therefore, knowledge sharing is very influential in the development of organizations and companies.

These results support the research of Suwarno and Silvanita (2017). (Widyana, 2019), Knowledge Sharing Behavior shows a very strong relationship with innovation capability. Knowledge Sharing Behavior has a positive and significant effect on innovation capability. This is also supported (Rant, 2005). Knowledge sharing must be carried out continuously to increase innovation capability. It means that knowledge sharing will affect innovation capability if it is carried out continuously.

2 The Influence of Absorptive Capacity on Innovation Capability

Absorptive Capacity has a positive and significant effect on innovation capability. The hypothesis which states that there is a positive and significant effect between the Absorptive Capacity variables on innovation capability is proven. If the Absorptive Capacity is increased, the innovation capability will also increase. This result is following the opinion (Zahra, S. A., & George, 2002). Potential absorptive capacity plays an important role in updating the basic business knowledge and skills needed to compete in a dynamic market. The acquisition and assimilation components can lead to maintaining a competitive advantage when used and combined properly with other assets and resources to complement each other, in running a business one must have a very important character, namely innovation capability. Without innovation, a company cannot survive long, because of the ever-changing needs, wants, and market demands. Customers will look for products from other companies if the products are not satisfactory and do not meet their needs. Facing an increasingly stringent challenge, SMEs must carefully observe and analyze how challenges come from the external environment and must quickly utilize knowledge from outside parties to make their businesses able to compete. SMEs are required to seek to explore and utilize knowledge from external businesses as well as from competitors. In knowledge gathering, the goal is to continue to make changes following market changes and market desires which are increasingly complex.

Through processes and mechanisms of absorptive capacity, the company will be more efficient and will be able to create innovations, as well as achieve a competitive advantage.

These results support researchers (Ranto, 2005). absorptive capacity has a positive and significant effect on innovation capability. Through processes and mechanisms of absorptive capacity, the company will be more efficient and will be able to create innovations, as well as achieve a competitive advantage.

Capacity building is a process that develops and enhances the skills, talents, and resources involved in the organization to adapt, survive and grow the organization from the changes that occur. These results support researchers (Amboingtyas, 2019). Capacity building has a positive and significant effect on innovation capability. Capacity building is a strategy to increase the effectiveness, responsiveness, and efficiency of organizational performance. Therefore, the capabilities possessed these human resources can be said to be still limited, so it is hoped that the capacity building will be able to increase innovation capability.

The Influence of Capacity Building on Innovation Capability

Capacity building has a positive and significant effect on innovation capability. The hypothesis which states that there is a positive and significant influences between the variables of Capacity Building on innovation capability is proven. If Capacity Building is increased, then innovation capability will also increase. These results are following the opinion of Philbin (2006), capacity development is a continuous process and effort in developing the abilities, skills, potential as well as talents of each individual, group, and organization that aims for individuals, groups, and organizations to survive in dealing with changes that occur globally. fast and unpredictable. This means that this capacity development does not start from zero but from the capabilities of individuals, groups/organizations that already exist, and then through the learning process and

other matters related to capacity development, it is hoped that it can improve the quality of individuals, groups, and organizations so that they can survive in continuous environmental conditions. changing, thereby increasing innovation capability individually and in organizations.

The Goodness of Fit Model

Based on the results of the study, there was simultaneously a significant influence between the variables of knowledge-sharing behavior, absorptive capacity, and capacity building on innovation capability. The influence of knowledge-sharing behavior, absorptive capacity, and capacity building on innovation capability have a positive nature. Based on the results of the F test calculation, it can be seen that the calculated F value > F table (21.48 > 3.12) with a significant level below 5%, namely 0.000. Based on the mentioned data, it can be concluded that this model meets the feasible.

The Determination Results (R2)

The results of determination show that 40.4% innovation. While the remaining 59.6% is influenced by other factors. The ability of business actors in running their business must have the ability to analyze and process ways so that the business runs well. The need for knowledge, experience, and skills to make a business run smoothly. Knowledge sharing affects the absorptive capacity of SMEs (Liao et. al., 2007). Knowledge sharing will create great potential for the stock knowledge possessed by employees to synergy to form new understandings. The knowledge-sharing process is analogous to the transmission of messages in the communication process, namely from the sender to the recipient. The acquisition and assimilation components can lead to maintaining a competitive advantage when used and combined properly with other assets and resources to complement each other (Zahra, S. A., & George, 2002). Capacity building is not a process that starts from zero or nothing but starts from building on existing potential and then processing so that the quality of self, groups, organizations, and systems can survive in an environment that is constantly changing. Capacity building will shape the characteristics of SMEs in innovation, so the capacity building will encourage SMEs to have innovation capability.

Conclusion

Knowledge sharing behavior has a positive and significant effect on innovation capability, absorptive capacity has a positive and significant effect on innovation capability, and capacity building has a positive and significant effect on innovation capability. Knowledge sharing behavior, absorptive capacity, and capacity building simultaneously affect innovation capability

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