

THE IMPACT OF THE ORGANIZATIONAL INNOVATIVENESS ON THE PERFORMANCE OF INDONESIAN SMES

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Abstract: The main objective of the current study is to examine the impact of the innovation types such as product, process and market innovation on the performance of the Indonesian SMEs. Additionally, the study has also examined the mediating role of organizational innovativeness. The study has adopted the quantitative method of data collection and gathered the primary data from the respondents by using questionnaires. The employees of research and development department of SMEs in Indonesia are the respondents that have been selected by using simple random sampling. The researcher has employed the statistical tools and procedures to analyze the data which was obtained from the self-administered questionnaires. For data analysis in the current study we have used the mixture of inferential and statistical tools. For getting the complete questionnaires all efforts had provided positive result. The results show that the performance of the firm is positively influenced by these four dimensions. The structural linkage among innovative skills (Organizational innovation, Product innovation, Marketing innovation, Process innovation) significantly and positively influenced the performance of SMEs which is determined in a single model. Practically, the innovative procedures for the production of high-quality goods and services, with new or advanced technology obviously enhances the performance of SMEs firm. For a long period of a time company aims for innovation and innovative technology that plays a vital role in high and competitive profit.

Keywords: innovation, innovativeness, performance, SMEs

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Introduction

SMEs play an important role in the growth and to lift the nation's economy, SME's performance has always been a point of attention for the trade organizations, government agencies, investors, entrepreneurs, academicians, universities and researchers. Khalid (2018) claimed that the enterprise is a developing fact. Ocaik and Ozturk (2018) further elaborated this phenomenon in his research, according to him the new global economy is entrepreneur driven through flourishing business and new business conception thus welcoming these entrepreneurs as the supporters and contributor to the development of economy and competitive enterprises.

According to the results by the 'Organization for Economic Co-operation and Development' Ralston, Grawe, and Daugherty (2017) showed that, regardless of the fact that SMEs plays a very pivotal role in economic development and in generating job opportunities .however, they have no approach to investment, due to this the growth of SMEs are mostly delayed. In international economy SMEs are facing different challenges, to heavy regulatory burden against SMEs, low productivity range, issues in technology access, no managerial capabilities and access to credit (Njiku & Nyamsogoro, 2019; Pratama et al., 2019; Uzoka, Idemobi, & Nwankwo, 2019).

Earlier research by Musa and Chinniah (2016) within the competitive environment highlighted the similar challenges of SMEs which are still present that includes lack of financing, no managerial expertise, low productivity, needs of tough regulatory adherence and access to management and technology. This situation and conditions are very challenging because it certainly enhances the stress on the company's operation, which intimidate their existence and impacts the revenue of the companies. Therefore, in order to be competitive in the market place and continue functioning with sustainable existence and profitability is becoming very important for the companies in SME sector.

However, in some circumstances it might be an exemption, therefore to associate and compare the closure of small business with the unsuccessful business could misrepresent and could give a false presentation of the facts. Fuller and Russ (2010) results which were founded on U.S. Census Bureau's survey data, stated that about 37% of the business is reported for shut down in small enterprises of year six, they were performing well when there were decision made about lay off the enterprises operations. However, the voluntarily termination of small business gaining encouragement because it plays a vital role and reflected in their economic assistances. Numerous results were revealed to give over-all situation of problems and fears associated with the performance of SMEs and possible results along with the survival of the businesses (Hameed, Basheer, & Anwar, 2018). According to the research by

Singh (2018), the results from Korea on the services and manufacturing sector shares that, financial aids and funds such as the government aid in R&D achieved but businesses has no influence on their outcomes and that strategy of government's R&D associated with human resources assistance and technology which has positive influence on SMEs business outcome, however, regardless of the support delivered by the government has no assurance on the existence of SMEs and progressive outcomes. The environmental development happens in cycles, by comparatively lengthy periods (3-5 years cycles) of quick revolution and later on with the same cycle of association for the adjustment of business processes, application of the learned lessons, regulation of resources and skills and so on.

It is recognized that, among the best prosperous businesses, particularly the large and medium- sized enterprises, which have visible changes and procedure filed by maps and charts, and talked openly through discussion and performances. Hajibayova and Buente (2017), claimed that, the interdependence of cultural, political, social and economic variables have been shown by various researches on changes procedures, these variables help in defining the comparative level of changes in success. Gross (2015) investigated that, change is actually a mental state, a general approach or a method of thinking, targeted towards the ideas of future beyond the current situation. It is essential for a firm to support and keep up the culture of change between the employees, so it can enhance the quality, productivity and revenue from the changes that occur.

Moreover from the earlier discussion Frank, Dalenogare, and Ayala (2019) explained that, revolution in industrial sector defined as industry is controlled by digital revolution in horizontal and vertical value chain and services and products which are presented by the businesses. However, SMEs boarding on a revolutionary state of mind which has to be integrated by welcoming the advanced technologies which are called disruptive technology (DT). Zhang, Wang, and Feng (2019) determined that, disruptive technology (DT) is called as, a technology which is not particularly developing and market position grow into prominent one hence the position of market is unstable and a lot of times it is influenced and results in lay off, only mandatory and prominent business survive in the market. Disruptive technology (DT) is a term which is created and presented by Joseph L. Bower and Clayton M. Christensen in year 1995. DT was famous detail of study particularly the risk DT attitude to prominent and reputable businesses in the market (Singh & Hanafi, 2019).

Literature review

According to Tresna and Raharja (2019), the product innovation is known as the production of new product with the new material or resources (completely new commodity) or the variation in the current product to achieve the satisfaction level of the consumer. In the same way, it is defined as the presentation of new product or services to achieve the satisfaction level of current marker or consumer or for the new market new product has established. Godin (2019) claimed that, mistreatment with the new concepts would lead to revolution of new products. In the same way, Lohith, Srinivasan, and Kadadevaramath (2018) argued that, innovation in product offers varieties for products and enhances its product lineup.

Kasemsap (2017) research in broad spectrum in which they claimed that, one of the vital economic benefit for a company is by the innovation of product. The quality of the product could be increased with the innovation, which results in the enhancement of company performance, eventually company would gain economic benefit. Yenyurt, Kim, and Cavusgil (2019) indicated that, the product innovation protect or rescue businesses from the rivals and risks in the markets. According to the Heidenreich, Landsperger, and Spieth (2016), performance of a firm has a positive and significant relation with the product innovation.

Perani (2019) OECD, (Oslo Manual, 3rd edition 2005a) explained the product innovation as, the presentation of products or services which are new or specifically modified according to its features or projected practices. This contained important modifications including incorporated software, technical specifications, user friendliness or other functional features, components and materials. Innovation in product could use new information or technologies, or could be dependent on the contrast of new and current information or technologies. Product innovations consists of both new products and services presentation.

Important developments in terms of practicality and usability in terms of features of current products and services. New products are those goods and services which are different particularly in their features or projected practice in comparison with the earlier products manufactured by the company. One of the example by using new technology the new product produced was the digital cameras and microprocessors. The first portable MP3 players was one of the example of contrast of technologies that linked the current software standards with the miniaturized hard-drive technology.

With the major or minor modifications to the product's technical features that leads to a change in product with new usage is product innovation. Marketing for new detergent is an example because new detergent using the same chemical composition which is present that was earlier used as an intermediate for the production of coating

only. Important modification can take place in current goods by changes in their components, materials and other features that increase their performance level. The starter of GPS (Global Positioning System) navigational systems, ABS braking and other modification in the systems of the cars is an example of innovation of the product including the fractional adjustments or add-ons with the combined technical subsystems.

Important modifications comprises by services in product innovations are that in what way they offer efficient and speed work, or totally new services are introduced, add-on the new functions or the features of the current services. Internet banking services are one of the important example of modification, such as easy usage, significantly improved speed, and the services like home drop-off and pick-up increase contact of consumers for rental cars. The outsourced companies provided services which is an example of service quality enhancement in a company.

In general, the process innovations are linked with the restructuring and modification of internal processes related to the business procedures (Nguyen, Adhikari, & Miles, 2018). These innovations in process comprises of different components of a company's operations, such as technical design, management, manufacturing, business activities and research & development (R&D). In the same way, Balakrishnan and Foroudi (2019) argued that, the process innovation is linked with the techniques formation or their modifications and the growth in organization. In the procedure of transformation of input into output; he used components such as, skills, innovation in technology, techniques, procedure and system. According to the activity of production the process of innovation defined as the new or improved procedures, information in manufacturing of a product, tools and devices (Balakrishnan & Foroudi, 2019; Tresna & Raharja, 2019).

Perani (2019) OECD, (Oslo Manual, 3rd edition 2005a) define the process innovation as, the execution of new or modified production procedure or new transportation methods, it consists of important modifications in tools, techniques and software. The expectation from the process innovation is that the cost per unit product would be reduced or the cost for delivery is reduced, modified or new products would be delivered or produced, the quality of the product would be higher. Process innovation comprises of advanced or significantly modified ways for the delivery of services and production, services oriented companies contained significant modified tools and software which are used in the techniques or methods that are active for the provision of services (Lütjen, Schultz, & Tietze, 2019).

GPS tracking devices were introduced for the purpose of transportation services that is one of the examples, the introduction of new methods in a consultancy firm for the

purpose of managing projects, the execution of new systems for booking in a travel agency. In support activities of ancillary such as maintenance, accounting, purchasing and computing, the process innovation gives new or significantly modified methods, software and tools. The execution of significantly modified or new information and communication technology (ICT), which is an advanced method and has purpose to enhance quality and efficiency in support activity of an ancillary. The procedures of production consists of software, equipment and techniques which are used to create services or products (Papetti & Menghi, 2019). The example of advanced production procedures are the installation of automatic equipment or the machines which were designed on computer-assisted for the production of product. The procedure of delivery focused about the strategy of the business, software, equipment involved in the procedure, source input method, assigned supplies within the company, or the delivery of the final outputs. One of the example in new delivery process is the entry of an active RFID (radio frequency identification) or a bar-coded which are used as a system of good-tracking.

Firms have to be continuously engaged in innovations in their marketing techniques to meet the buying preferences of their customers. With efficient marketing tools such as internet marketing it is pretty convenient for the competitors to connect with the buyers (Chuwiruch, Indra, & Boonlua, 2016). Similarly, market innovation plays a vital part in completing marketing requirements and opportunities. Hence, effort should be made in marketing innovation to meet demands of customers and their satisfaction. Further research explained the facts that, market innovation has a beneficial effect on sales turnover of a company. Moreover, according to Narsa (2019), market innovation would supplement sales through the rapidly descending demand for products, which in turn generates an additional profit to innovative firms. This point of view is supported by (Anning-Dorson, Odoom, & Acheampong, 2017), who discovered strong evidence that, market innovation positively effects the performance.

Perani (2019) OECD, (Oslo Manual, 3rd edition 2005a) specifies marketing innovation as, the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion and pricing, aimed at better addressing customer needs, opening up new markets, or newly positioning a firm's product on the market, with the objective of increasing the firm's sales. The distinguishing feature of a marketing innovation compared to other changes in a firm's marketing instruments is the implementation of a marketing method not previously used by the firm. It must be part of new marketing concept or strategy that represents a significant departure from the firm's existing marketing methods. The new marketing method can either be developed by the innovating firm or adopted from other firms or

organizations. This new marketing method can be implemented for both new and existing products.

In marketing innovation due to new idea of marketing the important changes occur in design of product. Changes such as, the product outlook change but the efficiency or features of the product remains the same, the changes occur in product packaging such as detergents, beverages, foods, although in the appearance of the product, packaging is one of the important factor. Furniture line is one of the example of marketing innovation in the product design after the important changes it gives a new look to furniture which is more attractive for the consumers. In the same way the new flavor introduced in food product or the design of bottle change for lotion which gives the new look to the product and attracts more consumers, these are the marketing strategies to target new market (Piercy, 2016). Introduction of new sales channels are the new marketing strategies to allocate the products, efficient ways are used to sell the goods and services. The franchising system is one of the example for product allocation, other examples such as, private selling or direct selling and of licensing of product. New concepts of marketing are used for promotion of products and services of the companies. These techniques of media involvement, for example the use of celebrity endorsement, allocation of products in television programs and in movies. Branding is the symbol of new brand introduction or its development, it gives new appearances to a product among the competitors in the market. However, the made to order information system was introduced such as the tailor the performance of the product for the particular need of the individuals, loyalty cards (Basheer, Siam, Awn, & Hassan, 2019). It is the marketing strategy of the company to change prices and with the new pricing the products and services are made available. Examples of new ways to change the prices according to the demand of goods or services which are of first use, on the other hand, the presentation of new ways which lets the consumers to select the favorite product and read the features on the websites of the company and easily investigate the price of the products.

Perani (2019) OECD, (Oslo Manual, 3rd edition 2005a) pointed out that, organizational innovations presents new organizational procedures in the business activities of the companies, organization as a work station or in external dealings and new changes in organization that have a main target to reduce the managerial cost by enhancing the performance of the company, the labor productivity increase by the improvement in the overall work station satisfaction level, cost of supplies is decrease (Basheer, Khan, Hassan, & Shah, 2018). The attributes which differentiate the organizational innovations, the new methods which are operational (such as external

relations or workplace organization, business practices) and never been used in the company in their early practice and the planned decision making done by the administration of the company. Organizational innovation introduced new methods for the organization practices and techniques while doing their work in business activities. Organizational innovation comprises of modified skills and understandings introduced inside the company (Ganzer, Chais, & Olea, 2017). Codified data is the first example of operational activity such as, formation of databases for advanced activities, trainings and other skills, it is more conveniently available to others, its execution in the development of workers and it improves the retention among employee for example through training and education systems (Jaehrling et al., 2018; Lubis et al., 2015; Sibuea et al., 2020).

The example of first execution of organizational model in a work station which provides freedom of decision among workers and motivate them to give their new concepts, goals achieved by the transfer of group activities and control of administration or the formation of restricted or easy going teams in which the workers are independent and have flexibility in their work duties

Latest methods for the organization s external associations includes the operations of new methods for managing the linkage with public institutions or other companies such as, the formation of links with advanced modified company or consumer knowledge, in collaboration with suppliers these innovative ways are used, the business practices like outsourcing or delegating in distribution, production, procuring, ancillary services and recruiting. According to the above research the following hypothesis has been developed:

H1: Product innovation has significant impact on the performance of Indonesian SMEs.

H2: Process innovation has significant impact on the performance of Indonesian SMEs.

H3: Market innovation has significant impact on the performance of Indonesian SMEs.

H4: Organizational innovation mediates the relationship between the product innovation and performance of Indonesian SMEs.

H5: Organizational innovation mediates the relationship between the process innovation and performance of Indonesian SMEs.

H6: Organizational innovation mediates the relationship between the market innovation and performance of Indonesian SMEs.

Materials and methods

The researcher has employed the statistical tools and procedures to analyze the data which was obtained from the self-administered questionnaires. For data analyzation in the current study we have used the mixture of inferential and statistical tools. The

current study has used a survey-based questionnaire to collect the data from respondents. The study has adopted the quantitative method of data collection and gathered the primary data from the respondents by using questionnaires. The employees of research and development department of SMEs in Indonesia are the respondents that have been selected by using simple random sampling. Around more than four thousand employees of research and development department of SMEs are currently working in Indonesia. A total sixty SMEs were selected on the basis purposive sampling. In these well-reputed selected SMEs around eight hundred employees are working that are selected on the basis of simple random sampling and distributed about 315 questionnaires, whereas 265 were retrieved. Out of 265 questionnaires 10 were discarded because of having missing information, while 255 were used for further analysis. So, the response rate was 80%. Whereas by evaluating the demographic characteristics of the respondents we have used the percentage and frequency of descriptive statistics. To test and analyze the proposed hypothesis we have used the inferential statistical technique that is Partial Least Square-Structural Equation Modelling (PLS-SEM). We generally use this analytical method in statistical path modeling analysis to check the complexed multivariate relations among latent and observed variables (Henseler, Hubona, & Ray, 2016). For model building, prediction of outcome and testing the theories PLS-SEM is more suitable technique as it is superior strong and flexible (Hair, Matthews, Matthews, & Sarstedt, 2017; Henseler et al., 2016; Ramayah, Cheah, & Memon, 2018).

Results

There are two different stages of PLS-SEM. The first stage defines the connections among the exogenous latent constructs and their indicators or items and it consists of measurement model (MM) which is also known as outer model whereas the second one is the measurement of inner or structural model (SM) which defines the relation among endogenous and exogenous latent constructs (Hair, Hult, & Ringle, 2016). SmartPLS 3.0, software application package was used by researcher for assessing the MM and SM and significance of model in current study (Singh & Prasad, 2018). We have assessed the MM with the examination of internal consistency reliability, which is also known as the construct reliability, convergent validity, individual item reliability of indicators and discriminant validity (Hair et al., 2016; Henseler et al., 2016). All these criteria's have been discussed in detail.

Regardless of usage and acceptance of Cronbach's coefficient, on the basis of its assumptions that there is an equal contribution by all items of constructs without the consideration of individual item loadings, it still faces criticism thus it

underestimates the exact internal consistency reliability of the construct (Hair et al., 2016). In contrast the unbiased and true measures of internal consistency reliability were provided by the coefficient of composite reliability (Hair et al., 2016; Ong & Puteh, 2017; Ramayah et al., 2018). Consequently, it underestimates the constructs internal consistency reliability. Whereas on other side the unbiased internal consistency measures were provided by the coefficient of composite reliability in account of its consideration for change in the outer loadings for all indicators of construct (Hair et al., 2017). With the determination of average variance extracted (AVE) and outer loadings we have determined the convergence validity of construct. AVE is the mean of the square loadings of each indicator which are linked with the construct. The values of loadings shown by the results are larger than 0.40 that is the indication of valid convergent validity that are mentioned in Table 1.

Table 1. Cross Loadings

	MKTIN	ORGIN	P	PRDIN	PROCIN
MKTIN1	0.879	0.603	0.475	0.777	0.796
MKTIN2	0.833	0.552	0.478	0.785	0.766
MKTIN3	0.904	0.638	0.531	0.808	0.797
MKTIN4	0.911	0.666	0.520	0.831	0.815
MKTIN5	0.867	0.595	0.495	0.799	0.852
ORGIN1	0.617	0.925	0.455	0.637	0.571
ORGIN2	0.622	0.900	0.526	0.624	0.598
ORGIN3	0.627	0.879	0.432	0.599	0.581
ORGIN4	0.647	0.894	0.483	0.634	0.599
ORGIN5	0.577	0.840	0.445	0.572	0.530
P1	0.507	0.503	0.898	0.469	0.532
P10	0.497	0.451	0.894	0.444	0.515
P11	0.486	0.372	0.722	0.427	0.467
P12	0.409	0.329	0.765	0.364	0.426
P2	0.563	0.550	0.866	0.501	0.554
P3	0.462	0.430	0.878	0.457	0.477
P5	0.499	0.492	0.889	0.472	0.494
P6	0.413	0.358	0.805	0.381	0.439

P8	0.468	0.479	0.889	0.417	0.468
P9	0.503	0.454	0.878	0.451	0.499
PRDIN1	0.813	0.600	0.482	0.886	0.824
PRDIN2	0.794	0.641	0.422	0.897	0.764
PRDIN3	0.816	0.601	0.470	0.899	0.798
PRDIN4	0.799	0.600	0.453	0.884	0.752
PRDIN5	0.858	0.669	0.502	0.915	0.834
PRDIN6	0.799	0.590	0.451	0.882	0.809
PROCIN1	0.860	0.615	0.508	0.831	0.918
PROCIN2	0.776	0.532	0.484	0.780	0.871
PROCIN3	0.836	0.617	0.543	0.821	0.930
PROCIN4	0.838	0.576	0.499	0.815	0.906
PROCIN5	0.854	0.611	0.581	0.812	0.926

The reliability has been checked by using the CR, Alpha and AVE, the values of CR and Alpha are larger than 0.70. In addition, the values of AVE are more than 0.50, these are the indication of valid convergent validity. These values have been shown in Table 2 and Figure 1.

Table 2. Reliability

	Cronbach's Alpha	rho_A		CR	(AVE)
MKTIN	0.926	0.930		0.944	0.773
ORGIN	0.933	0.934		0.949	0.789
P	0.957	0.965		0.963	0.723
PRDIN	0.950	0.951		0.960	0.799
PROCIN	0.948	0.951		0.960	0.829

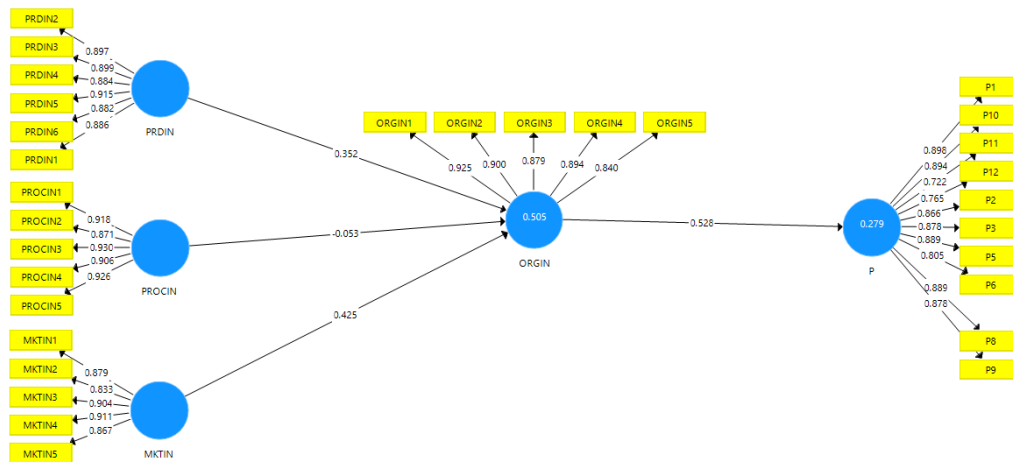


Figure 1: Measurement model

The extent at which empirically the construct measures are different from other construct measures is known as discriminant validity (DV) (Naala, Nordin, & Omar, 2017). In a model the establishment of DV indicates that construct is unique as it suggests that the construct cannot capture any phenomena which is available in other constructs of model (Hair et al., 2016). The DV of model can be assessed by using the commonly used methods such as cross loading of the indicators and Fornell-Larcker criterion.

Table 3. Validity

	MKTIN	ORGIN	P	PRDIN	PROCIN
MKTIN	0.879				
ORGIN	0.796	0.888			
P	0.769	0.728	0.850		
PRDIN	0.710	0.691	0.789	0.894	
PROCIN	0.715	0.649	0.575	0.891	0.901

We have assessed the inner model (structural model) of this study by examining the relations which links the endogenous and exogenous latent constructs for developing the hypothetical models. The relationship determination between constructs and examination of predictive abilities were involved in the assessment of inner model (Hair et al., 2016). The variables that are used include product innovation as PRDIN,

process innovation as PROCIN, market innovation as MKTIN, organizational innovativeness as ORGIN and performance as “P” as shown in Figure 2.

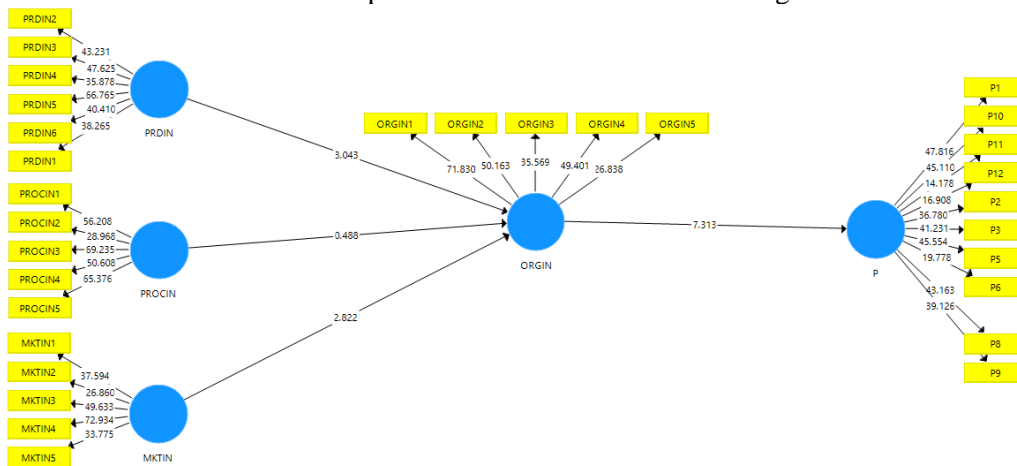


Figure 2: Structural model

We have also carried out the path coefficient analysis for which we have used the bootstrapping procedure for testing the assumed relations among endogenous and exogenous latent constructs. For the assessment of path coefficients relations and their significance we have used a sample of 5000 for 361cases for the present study. The beta values, the statistical significance of the path coefficient, standard errors and t-statistics were also generated by using this procedure (Hair et al., 2016; Henseler et al., 2016). These indications are shown in Table 4.

Table 4. Direct relationships

	(O)	(M)	(STDEV)	(O/STDEV)	P Values
MKTIN -> P	0.224	0.223	0.082	2.746	0.003
PRDIN -> P	0.186	0.187	0.070	2.672	0.004
PROCIN -> P	-0.028	-0.021	0.058	0.484	0.314
MKTIN -> ORGIN -> P	0.224	0.223	0.082	2.746	0.003
PRDIN -> ORGIN -> P	0.186	0.187	0.070	2.672	0.004
PROCIN -> ORGIN -> P	-0.028	-0.021	0.058	0.484	0.314

Result discussions

Although many earlier researches regarding SMEs performance claimed that numerous factors could affect the performance of SMEs, the findings of the combination of innovative skills by the four measurements are stated by Perani (2019); (Organizational innovation, Product innovation, Marketing innovation, Process innovation) effecting the performance of SMEs in one theory that has gained less response. However, it depends upon the above research, the structural linkage among innovative skills (Organizational innovation, Product innovation, Marketing innovation, Process innovation) significantly and positively influenced the performance of SMEs which is determined in a single model. The results shows that the performance of the firm is positively influenced by these four dimensions and these results are similar to the findings of the Ferreira, Fernandes, and Ferreira (2019) who exposed that innovation could increase the performance of the organization. In addition, a study by Arfi, Hikkerova, and Sahut (2018) also exposed that the performance of the organization depends on the research and development activities of the organization.

Conclusion and recommendations

Consequently, the results from the above research has proposed and shared the desire that SMEs adopt an advanced culture which would help in overall vision of the company. Practically, the innovative procedures for the production of high quality goods and services, with new or advanced technology obviously enhances the performance of SMEs firm. For a long period of a time company aims for innovation and innovative technology that plays a vital role in high and competitive profit. Lastly, the business owner should have skills to recognize the new openings in the market or the gaps in the market, however, with the exact targets and personal involvement with passion in the company leads to company's vision. In addition to this, business-owners guarantee the positive influence in the society with their business and with the production of innovative goods and services, other than the generation of profit, genuine desire to make policies for generation of new jobs, confronted with the problems regarding challenges and financing. In addition, this study has some limitations that it takes only three types of innovation such as product, process and market and suggested that future studies should add more types of innovation in their studies. Moreover, this study generalized only the SMEs while recommended that future studies could add other types of business in their analysis.

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WPLYW INNOWACYJNOŚCI ORGANIZACYJNEJ NA DZIAŁALNOŚĆ INDONEZYJSKICH MSP

Streszczenie: Głównym celem obecnego badania jest zbadanie wpływu rodzajów innowacji, takich jak innowacje produktowe, procesowe i rynkowe, na wyniki indonezyjskich MŚP. W badaniu zbadano także pośredniczącą rolę innowacyjności organizacyjnej. W badaniu przyjęto ilościową metodę zbierania danych i zebrano podstawowe dane od respondentów za pomocą ankiet. Pracownicy działu badań i rozwoju MŚP w Indonezji to respondenci, którzy zostali wybrani metodą prostego losowania. Badacz posłużył się narzędziami i procedurami statystycznymi do analizy danych uzyskanych z samodzielnie wypełnianych kwestionariuszy. Do analizy danych w obecnym badaniu wykorzystaliśmy połączenie narzędzi wnioskowania i statystyki. Wszystkie starania, aby otrzymać kompletne kwestionariusze, przyniosły pozytywne rezultaty. Wyniki pokazują, że te cztery wymiary pozytywnie wpływają na wyniki firmy. Strukturalne powiązanie między innowacyjnymi umiejętnościami (innowacje organizacyjne, innowacje produktowe, innowacje marketingowe, innowacje procesowe) znacząco i pozytywnie wpłynęło na wyniki MSP, które są określone w jednym modelu.

Praktycznie, innowacyjne procedury produkcji wysokiej jakości towarów i usług, z wykorzystaniem nowej lub zaawansowanej technologii, w oczywisty sposób poprawiają wyniki MŚP. Od dawna firma dąży do innowacji i innowacyjnych technologii, które odgrywają kluczową rolę w osiągnięciu wysokiego i konkurencyjnego zysku.

Słowa kluczowe: innowacje, innowacyjność, wydajność, MŚP

组织创新对印度尼西亚中小企业的绩效的影响

摘要:本研究的主要目的是研究产品, 流程和市场创新等创新类型对印尼中小企业绩效的影响。此外, 该研究还研究了组织创新的中介作用。该研究采用了数据收集的定量方法, 并通过使用问卷收集了受访者的原始数据。印度尼西亚中小型企业研发部门的员工是通过简单随机抽样选择的受访者。研究人员采用了统计工具和程序来分析从自我管理问卷中获得的数据。对于当前研究中的数据分析, 我们使用了推理工具和统计工具的组合。为了获得完整的问卷, 所有的努力都取得了积极的成果。结果表明, 这四个方面对公司的业绩都有积极的影响。创新技能(组织创新, 产品创新, 营销创新, 流程创新)之间的结构联系显着并积极影响了中小企业的绩效, 而这是由单一模型确定的。实际上, 采用新的或先进的技术生产高质量商品和服务的创新程序显然可以提高中小企业的业绩。在很长一段时间内, 公司致力于创新和新技术, 而创新和新技术对获得高额竞争性利润至关重要。

关键字:创新, 创新, 绩效, 中小企业