

# Social Media Integration in SMEs: A Study on Business Performance Enhancement in Indonesia

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**Received: 27 October - 2024**

**Accepted: 15 November - 2024**

**Published online: 16 November - 2024**

## Abstract

The background of this article emphasizes the significance of social media adoption and innovation for small and medium-sized enterprises (SMEs) in Indonesia, with a view to enhancing business performance in the context of technological and competitive challenges. This study explores what web-based entertainment reception and innovation similarity mean for presenting little and medium-sized endeavors (SMEs) in Indonesia. It analyzes how SMEs utilize virtual entertainment to support business execution amid mechanical difficulties and rivalry. Information was gathered from 450 SMEs across four help enterprises – cafés and inns, medical care, discount and retail, and schooling – using an online overview led through Google Structures from December 2023 to February 2024. The information was examined utilizing halfway least squares primary condition displaying (PLS-SEM) to investigate the connections between web-based entertainment reception, innovation similarity, and SME execution. Results show a critical positive connection between virtual entertainment reception, innovation similarity, and SME execution. SMEs that integrate online entertainment into their procedures show improved brand permeability, client commitment, and execution. The study suggests that Indonesian SMEs can gain a competitive edge by adopting social media platforms. Investing in technology training and infrastructure is recommended for seamless social media integration. Encouraging innovation and digital literacy among employees can further enhance SME success in the digital age. This exploration adds to the writing by showing the advantages of virtual entertainment reception on SME execution in Indonesia. It offers functional experiences for SME proprietors and supervisors to utilize web-based entertainment decisively for business development and maintainability.

**Keywords:** TOE Framework, SME Performance, Social Media Adoption, Performance.

## 1. Introduction

Around 66 million small and medium-sized in Indonesia contribute to more than 30 percent of exports and more than 45 percent of gross domestic product (Shinozaki, 2022). More than 90% of companies in the developing world are SMEs; in Indonesia, more than 80% employ people. However, due to globalization, technology, other resources, and more significant growth opportunities, SMEs in developing countries face many problems and difficulties. These include uncertainty, resource shortages, and rapidly changing market demand. Plus, SME proprietors, once in a while, try not to take on innovation because of the absence of preparation and the wealth of virtual entertainment types and ways of connecting with them (Qalati et al., 2022).

Also, declining requests and supply of work, limitations on human portability, cuts in supply chains, and self-detachment make SMEs more defenseless against the Coronavirus



pandemic than huge partnerships. Because of expanded globalization and supported mechanical advances, SMEs in non-industrial nations need to utilize online entertainment rather than the effect of Coronavirus. Because of reactions to the unique business climate, expanded rivalry, and the shift of clients to online stages, virtual entertainment has been viewed as a significant part of working on the exhibition of little enterprises and aiding emerging countries (Alraja et al., 2020; Eze et al., 2021).

Besides, they can easily find potential customers wherever they are because social media is expanding. Alraja et al. (2020) and Azzuhra & Adlina (2023) SMEs in non-industrial nations should utilize virtual entertainment applications due to convenience, direct connection, minimal expense, and segment focus. Moreover, Ahmad et al. (2019) reasoned that web-based entertainment is liked by small and medium-sized undertakings in the Unified Middle Easterner Emirates (UAE) because it empowers clear correspondence, works with reaction, and develops communication and connection among clients and organizations. Content administration, programmed distribution, scientific, and client focus are choices. Nonetheless, we accept that virtual entertainment reception can happen when SMEs have a culture that upholds the reception of new and existing innovations—choices for client-designated, logical, computerized distributing, and content administration.

Most of the examination took a business-client point of view, albeit a few scientists tracked down the significance of virtual entertainment reception and its utilization. For example, Salem & Salem (2021) researched what the utilization of online entertainment means for brand steadfastness, and investigated what it means for client buying choices. In particular, (Abed, 2020; Fan et al., 2021) mentioned research on SMEs working in the Assembled Bedouin Emirates, Oman, Saudi Arabia, and Indonesia. Subsequently, the review utilizes the innovation association climate (TOE) model to work on how we might interpret SMEs and distinguish determinants of virtual entertainment and what online entertainment means for SME execution in Indonesia.

Moreover, the review expects to expand the TOE system by including existing writing SME execution and online entertainment reception. This disclosure will likewise assist SMEs with arriving at conclusions about promoting systems, how to arrive at clients, and which stage is all that they can utilize. Overall, SMEs can lessen promoting costs and work on their presentation. Hypothetically, the discoveries add to the writing by extending the TOE model. Likewise, this paper analyzes how future advancements can address the issues of associations.

## 2. Literature Review

### 2.1. Social Media

By and large, talking, there is no unmistakable meaning of online entertainment. According to (Al Rahbi, 2017), these endeavors have been noticed and characterized in different settings, like correspondence, specialized, and social. Virtual entertainment is "a device that works with and supports cooperation, joint effort, and correspondence through conversation, casting a ballot, remarking, and sharing data" (Ali et al., 2017). Virtual Entertainment is characterized as "a gathering of Web put together applications worked concerning the philosophical establishment and Web 2.0 innovation, and that empowers the creation and trade of client made content", according to (Kaplan, 2015). For example, in the literature on innovation and education and literature on SMEs the definitions of are widely used (Kaplan, 2015).

Regarding SMEs, both in created and non-industrial nations, many examinations have shown the advantages of reception and the utilization of online entertainment. For example,

McCann & Barlow (2015) referenced a portion of the upsides of taking via web-based entertainment by SMEs in Scotland as follows: "better correspondence with clients; expanded brand mindfulness; further developed item and administration promoting; better capacity to show organization skill; getting more business contacts; better statistical surveying; better client criticism; lower correspondence costs; expanding deals; better client administration.

Moreover, current writing investigates issues and impediments related to web-based entertainment reception. For instance, Bakri (2017) explored SMEs in the "Teluk" nations and found that many SME proprietors do not utilize web-based entertainment since they are uncertain of its advantages and do not have the specialized capacity to integrate virtual entertainment applications into their business operations. The same thing happened pointed out that the two primary deterrents toward utilizing virtual entertainment are an absence of information and imaginative capacity on the most proficient method to use it and the significant expense of its execution (Erum et al., 2017). Also, there are a few different hindrances to virtual entertainment reception. These incorporate a lack of trust, assets (assets and HR), social issues, and a climate that isn't supportive (Panahi et al., 2016). The specialists, nonetheless, contend that the current writing needs to concentrate on the expected advantages of virtual entertainment reception for SMEs fundamentally (McCann & Barlow, 2015). As a result, this research was done.

## 2.2. TOE Framework

Innovation reception structure (TOE) and development dispersion hypothesis are often utilized regarding innovation reception (Chiu et al., 2017). The researchers likewise use the hypothesis of contemplated activity, the speculations of arranged conduct, and the innovation acknowledgment model (Cheng, 2019). As indicated by this hypothesis, various factors can influence innovation reception. Regarding SMEs, the TOE structure has acquired reliable observational help (Abed, 2020; Eze et al., 2021). The researchers also found that when the TAM and UTAUT models were used for ICT-based innovation, they ignored the impact on organizations and the environment. It is necessary because embracing human and non-human perspectives in one model provides an advantage over conventional models (Wong et al., 2020). Therefore, we use the Framework of Engagement (TOE) because it can cover any critical component that affects social media adoption.

## 2.3. Hypothesis Development

The extent to which the recipient of technology sees technology in a better way than the available alternatives is known as the relative advantage (Chiu et al., 2017). According to Effendi et al. (2020), SMEs' delegates (proprietors and chiefs) frequently embrace development, assuming they see that the advantages are far more prominent than the dangers of its execution. Beforehand, numerous specialists have expressed that general predominance decidedly affects innovation reception by SMEs in emerging nations. Models incorporate the reception of blockchain in SMEs in Malaysia (Wong et al., 2020), the utilization of web-based entertainment in MSMEs in Indonesia (Effendi et al., 2020), and online business in Egypt's SMEs (Hamad et al., 2018). However, a study by Ahmad et al. (2019) observed no critical relationship between web-based entertainment use and the relative prevalence of SMEs in the Assembled Bedouin Emirates. In light of these discoveries and disconnected proof, we conjecture:

H1a: The benefits related to virtual entertainment reception have a considerable impact.

Cost adequacy and web-based entertainment: Development creates more excellent benefits or improved results than costs. Since SMEs are now experiencing a deficiency of

assets, the expense of innovation is a significant element (Qalati et al., 2022). Moreover, "the probability of an innovation being taken on is more prominent, assuming it is less expensive" (Rahayu & Day, 2015). Numerous new examinations have tracked down the significance of cost adequacy and its effect on virtual entertainment reception in SMEs. For example, (Maduku et al., 2016) concentrated on an instance of 205 SMEs in Africa and found that cost discernment impacts the goal of portable showcasing reception.

Similarly, Ahani et al. (2017) found that the reception expense emphatically affected the reception of social client relationships with the executives in SMEs Malaysia. However, Skafi et al. (2020) and Tajudeen et al. (2018) examined the expense impacts on the reception of immaterial innovation in Lebanese SMEs and Malaysia. In addition, Qalati et al. (2022) mentioned extra exploration on the reception of virtual entertainment by UKM Indonesia. In this manner, we expect to be that:

H1b: Cost adequacy influences online entertainment reception.

Web-based entertainment and similarity." The degree to which development matches the current innovation framework, values, work practices, and culture in the association" means similarity (Rahayu & Day, 2015). The creator says that innovation will be handily acknowledged in an association, assuming it accommodates its center standards, meets its cravings, and accommodates its way of life. Likewise, they can arrive at their interest group rapidly by coordinating online entertainment exercises into their tasks to match the organization's objectives, strategies, and values (Ahmad et al., 2019). According to an SME point of view, past investigations of IT-based reception and web-based entertainment showed that both lift reception of development (Hamad et al., 2018). However, Chatterjee & Kar, (2020), and Tajudeen et al. (2018) observed no critical impact of similarity on development reception among SMEs in India, Lebanon, and Malaysia. Like this, we make the speculation: H1c: Positive and critical similarity is seen towards web-based entertainment reception.

Correspondence and social media. Interactive developments or innovations advance quickly and are bound to be taken on by specialists (F. Tajudeen et al., 2016). Intuitiveness is pivotal in web-based business and other web advancements all over the planet, which shows that clients and specialists need to refresh and utilize their ideas well (Ariel & Avidar, 2015). Web-based entertainment is additionally thought to be intelligent. Furthermore, many people concur that this considers two-way correspondence, which contrasts with spreading and changing data to likely clients in a single course (Ainin et al., 2015). Online business sites have shown extraordinary interest, with long-range informal communication stages like Facebook, YouTube, Twitter, and Instagram becoming famous. They have long acquired web-based entertainment applications with their sites, permitting more association among businesses and clients (Penni, 2017). Moreover, adding informal communication elements can work on the validity of a site (F. Tajudeen et al., 2016). By the way, this perspective still needs to concentrate more on the mechanical setting utilizing the Innovation Objective Framework. (Qalati et al., 2022; F. Tajudeen et al., 2016). In this way, we recommend the accompanying test of the effect of intelligence via virtual entertainment reception according to the perspective of SMEs experimentally:

H1d: Intuitiveness influences the reception of online entertainment.

Support in online entertainment and top administration." Assets accessible to administrators as a component of the association's essential view" means top administration support (Muninger et al., 2019). This can be accomplished through direct correspondence with

different administrators, admittance to information assets, and executing arrangements and principles. In existing writing about the reception of advancement, top administration support has been utilized progressively (Olanrewaju et al., 2020). The board's support is critical to establishing an empowering climate and giving the essential assets to development reception (Effendi et al., 2020). Past examination of development adoption shows that it fundamentally affects advancement appropriations in small and medium-sized ventures ((Eze et al., 2021; Maduku et al., 2016). However, F. P. Tajudeen et al. (2018) show little effect on Malaysian small and medium-sized ventures. Like this, we make the speculation:

H2a: Top administration support immensely affects online entertainment reception.

Virtual entertainment and business venture direction alludes to "the capacity of various associations and immaterial assets that are important in distinguishing, assessing, and applying new open doors in manners that are not handily imitated" (Fang et al., 2022). Since web-based entertainment devices permit SMEs to connect in two bearings with providers, clients, and other exchanging accomplices, scientists, as per an asset-based view (RBV), need an enterprising direction (Sahaym et al., 2021). Past exploration of SMEs in nations like Malaysia (F. Tajudeen et al., 2016) has shown a critical relationship between the two. This, in light of past outcomes and late consideration regarding the effect of pioneering direction via online entertainment reception, we estimate:

H2b: Business venture direction influences virtual entertainment reception.

Online entertainment and client pressures: Tensions that are client-focused or client-driven, for example, client requirements to share data and cooperate with brands in web-based entertainment applications, and so on. In addition, SMEs are embracing new advancements since they accept planned clients and maintain that they should do as such. Abed (2020) expressed that addressing client requirements and assumptions advances the reception of development among SMEs. Previously, Maduku et al. (2016) showed the extraordinary impact of client strain on advancement reception among little and medium-sized endeavors. Notwithstanding, because of the effect of the Coronavirus, most SMEs have been utilizing web-based entertainment applications. This relationship requires an exact examination of Indonesia. Like this, we make the speculation:

H3a: The client's tension via virtual entertainment reception is exceptionally huge.

Online entertainment and severe pressure "The level of contender tension in the business/market apparent by the association" is alluded to as contender (Rahayu & Day, 2015). Severe tension is significant for SMEs to embrace advancement (Hamad et al., 2018). Factors, for example, quickly spreading development, globalization, and innovative advances, can impact this (Kholifaturrohmah et al., 2023). There is an assessment that SMEs embrace innovation when there are more rivals in the business (Ahmad et al., 2019). In a few non-industrial nations, like Indonesia Qalati et al. (2022), the United Arab Emirates Ahmad et al. (2019), and Thailand Tripopsakul (2018), many creators have noticed the vibrant and massive impacts of severe tension on the reception of development. Like this, we make the speculation:

H3b: Serious tension influences online entertainment reception.

Web-based entertainment can further develop business execution by offering them the chance to construct and fortify their image and obtain new stages (Sahaym et al., 2021). Advertising depends on web-based entertainment stages. SMEs are more straightforward to involve as a method for rivaling enormous associations with restricted assets. Web-based

entertainment can likewise assist SMEs with obtaining more information about their labor and products. This will make clients persuade and produce further developed organization execution (Odoom et al., 2017). According to Leonardi (2017), executive specialists ought to focus on how web-based entertainment empowers organizations and people to embrace a more extensive assessment of how execution and information creation can be accomplished (Aditya Suryawirawan, 2021). Like this, we make the speculation:

H4. The presentation of SMEs is intensely impacted by online entertainment.

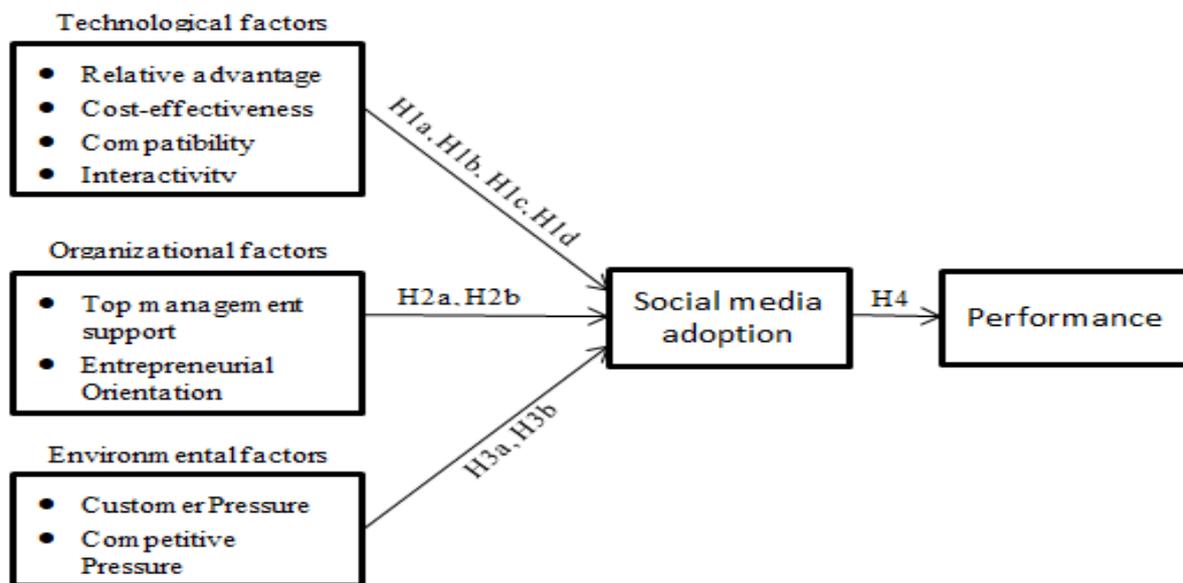


Figure 1. Research Framework

### 3. Methods

#### 3.1. Data Collection and samples

We randomly selected the UKM Indonesia research participants. We gathered information from members of the nation through online reviews made through Google Structures and disseminated through virtual entertainment applications (like Facebook and WhatsApp) and confidential messages. We are doing this in light of the ascent of the Coronavirus pandemic. The review centers on SMEs in four help ventures: eateries and lodgings, medical care, discount and retail, and schooling. Most of Indonesia's are SMEs, representing 61% of the Gross domestic product.

Information was gathered through shut polls from December 2023 to February 2024. Three updates were given to the members. Of the 600 polls shared, we got 450 legitimate reactions, a 75% reaction rate. As indicated by Table 1, close to 66% of the respondents were men, and the rest were ladies. 47.78% of them were between the ages of 25 and 35. Most (38.25%) have master's degrees, and 33.35% have a bachelor's degree. More than one-third of the 450 SMEs in the service sector (33.33%) are in restaurants and hotels, and 30.67% are in wholesale and retail. Moreover, more than half of SMEs (50%) have 11 to 50 employees, and almost a quarter have fewer than ten employees.

**Table 1. Demographic of Participants**

Demographic variable		Frequency	Percentage
Gender	Male	338	75.11
	Female	112	24.89
Participants age (years)	<25	95	21.11
	25–35	215	47.78
	36–45	94	20.89
	>45	46	10.22
Owners' and managers' education level	Intermediate and below	81	18.00
	Bachelor's	150	33.35
	Master's	172	38.25
	Other	47	10.40
Service sector	Education	59	13.11
	Healthcare	103	22.89
	Wholesale and retail	138	30.67
	Restaurant and hotels	150	33.33
Firm size (no. of employees)	<10	139	30.89
	11–50	225	50.00
	51–250	86	19.11
Firm age (years)	<1	118	26.22
	1–5	227	50.44
	>5	105	23.34
Years using social media platform(s)	<1	183	40.67
	1–5	215	47.77
	>5	52	11.56
Social media platform	Facebook	235	52.22
	WhatsApp	102	22.67
	Instagram	60	13.33
	Twitter	25	5.56
	Other	28	6.22

Source: own compilation

### 3.2. Measurement

A recently utilized yet deep-rooted scale is used in this review. Things are evaluated utilizing a Likert size of 1 to 5 places, where one is unpalatable and five is genuinely pleasing. The review covers four parts of innovation. According to Ahmad et al. (2019), six items are used to evaluate the scale of relative superiority. The expense viability, similarity, and intelligence were assessed utilizing the three-, four-, and three-, adjusted from (Ainin et al., 2015). Four measures are used to determine top administration support in light of authoritative elements (top administration support and pioneering goal), according to (Ainin et al., 2015). The seven items, taken from Dutot & Bergeron (2016) and Sahoo & Yadav (2017), are utilized to survey the business direction. The tension of clients and contenders is also a natural element in this review. Three changed inquiries from Maduku et al. (2016) and three adjusted questions from Gutierrez et al. (2015) are used to gauge the tension between clients and contenders. We altered the five-thing scale from Ainin et al. (2015) and Toker et al. (2016) to quantify the online entertainment reception variable. The seven inquiries, adjusted by Ainin et al. (2015), are likewise used to estimate SME execution. Table 1 shows information on factor stacking dependability and legitimacy.

### 3.3. Data Analysis

To test the estimated model, we utilized the partial least-square underlying condition displaying (PLS-SEM), supported by the SmartPLS 3.3 and its tools, such as algorithms, blinds, and bootstrapping (Hair Jr et al., 2021). PLS-SEM simultaneously allows measurement and structural model analysis, resulting in more accurate results (Hair et al., 2019). Moreover, the concentrate additionally involves SPSS for engaging examination—a more complete method for assessing vertical and lateral colinearities.

## 4. Results and Discussion

### 4.1. Construct testing

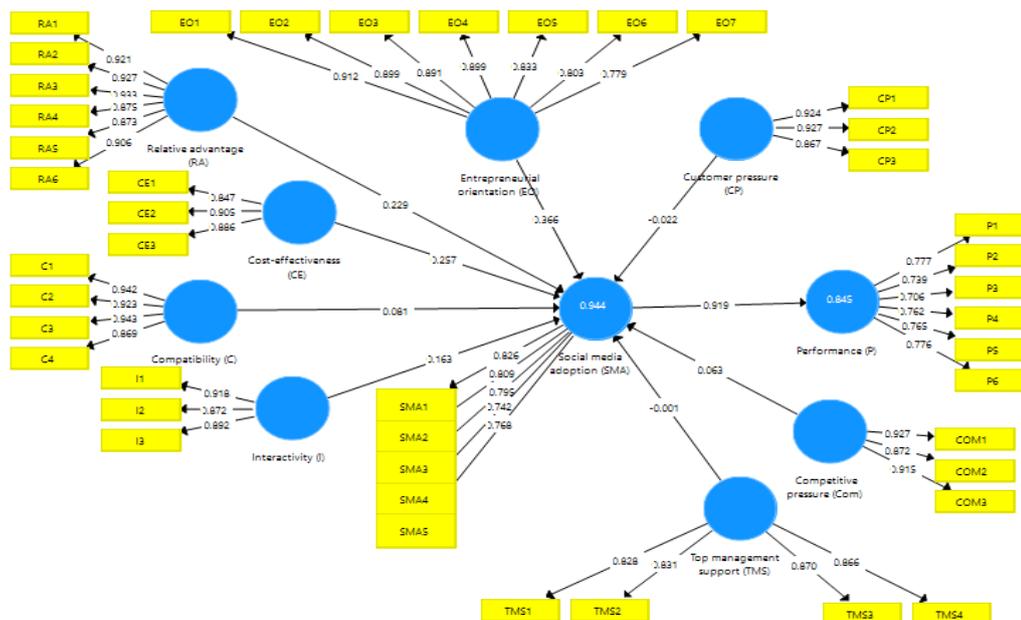


Figure 2. Construct Testing Model

Convergence validity, specifically in the structural model involving a loading factor known as PLS Algorithm outer loadings, was used to evaluate the primary condition model in this review.

### 4.2. Outside Model Evaluation

In the appraisal of the external model, there are a few tests to test the validness and apparent nature of a framework, including joined credibility, which requires an outside stacking worth of > 0.70, Standard Assortment Segregated (AVE) > 0.50, composite unflinching quality > 0.60, and Cronbach alpha > 0.70, which shows the evaluation is in a remarkable class.

Table 2. Outer Model Evaluation

Construct / item	Loadings	Alpha	CR	AVE
Relative advantage (RA)		0,956	0,965	0,821
RA1	0,921			
RA2	0,927			
RA3	0,933			
RA4	0,875			
RA5	0,873			
RA6	0,906			

Construct / item	Loadings	Alpha	CR	AVE
Cost-effectiveness (CE)		0,853	0,911	0,774
CE1	0,847			
CE2	0,905			
CE3	0,886			
Compatibility (C)		0,939	0,956	0,846
C1	0,942			
C2	0,923			
C3	0,943			
C4	0,869			
Interactivity (I)		0,875	0,923	0,800
I1	0,918			
I2	0,872			
I3	0,892			
Top management support (TMS)		0,871	0,912	0,721
TMS1	0,828			
TMS2	0,831			
TMS3	0,870			
TMS4	0,866			
Entrepreneurial orientation (EO)		0,941	0,952	0,741
EO1	0,912			
EO2	0,899			
EO3	0,891			
EO4	0,899			
EO5	0,833			
EO6	0,803			
EO7	0,779			
Customer pressure (CP)		0,891	0,932	0,821
CP1	0,924			
CP2	0,927			
CP3	0,867			
Competitive pressure (Com)		0,889	0,931	0,819
COM1	0,927			
COM2	0,872			
COM3	0,915			
Social media adoption (SMA)		0,847	0,891	0,622
SMA1	0,826			
SMA2	0,809			
SMA3	0,795			
SMA4	0,742			
SMA5	0,768			
Performance (P)		0,849	0,888	0,569
P1	0,777			
P2	0,739			
P3	0,706			
P4	0,762			
P5	0,765			
P6	0,776			

The outer loading of all indicators above 0.7 is derived using the data in Table 2, leading to a better convergence validity. Based on (Hair et al., 2019), reliability is confirmed when Cronbach alpha exceeds 0.7, as seen in the analysis table. All variables surpass this threshold, indicating their reliability. Composite reliability tests also show values above 0.6 for each variable, meeting requirements. AVE tests reveal that each variable, with values above 0.5, passes the Average Variance Extracted test.

**Table 3. Discriminant Validity**

Construct	C	Com	CE	I	SMA					
Compatibility (C)	0,920									
Competitive pressure (Com)	0,659	0,905								
Cost-effectiveness (CE)	0,625	0,640	0,880							
Customer pressure (CP)	0,637	0,831	0,659	0,906						
Entrepreneurial orientation (EO)	0,624	0,704	0,606	0,634	0,861					
Interactivity (I)	0,856	0,569	0,753	0,561	0,583	0,895				
Performance (P)	0,741	0,831	0,824	0,820	0,867	0,764	0,755			
Relative advantage (RA)	0,549	0,527	0,803	0,595	0,614	0,675	0,755	0,906		
Social media adoption (SMA)	0,762	0,733	0,861	0,711	0,838	0,817	0,919	0,834	0,788	
Top management support (TMS)	0,677	0,707	0,697	0,567	0,906	0,697	0,866	0,672	0,864	0,849

Source: own compilation

According to Soliman et al. (2019), The overall theoretical correlation of the research variable, or the value of AVE in Table 3, ranges from 0.755 to 0.920, with significance at levels of 0.05 or 0.70. This shows that the AVE root validity requirements are satisfied. The noticed Typical Fluctuation Extricated (AVE) values for every variable surpass the connection coefficients between each set of those factors, proving discriminant build legitimacy.

### 4.3. Internal model

The inward model test is used to gain proficiency with the propriety of the hidden model inside the investigation. This assessment is directed to the results of the inside model.

**Table 4. Coefficient of Determination (R<sup>2</sup>)**

Variable	R Square	R Square Adjusted
Performance (P)	0,845	0,844
Social media adoption (SMA)	0,944	0,943

Source: own compilation

R<sup>2</sup> indicates that compatibility, competitive pressure, cost-effectiveness, customer pressure, entrepreneurial orientation, interactivity, and relative advantage explain 84.5% of performance, with 15.5% attributed to external factors. For social media adoption, compatibility, competitive pressure, cost-effectiveness, customer pressure, entrepreneurial

orientation, interactivity, and relative advantage, they explain 94.4% of performance, with 5.6% attributed to external factors.

**Table 5. F Square (Effect Size)**

Variable	Performance (P)	Social media adoption (SMA)
Compatibility (C)		0,023
Competitive pressure (Com)		0,015
Cost-effectiveness (CE)		0,265
Customer pressure (CP)		0,002
Entrepreneurial orientation (EO)		0,326
Interactivity (I)		0,076
Relative advantage (RA)		0,277
Social media adoption (SMA)	5,439	
Top management support (TMS)		0,000

Source: own compilation

At the point when the effect size for a bunch of free factors is more significant than 0.00, which means that the worth is more prominent than nothing, it is thought of as finished and very much planned.

**Table 6. Q-Square Prescient Importance (Q2)**

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Performance (P)	2700,000	1427,954	0,471
Social media adoption (SMA)	2250,000	953,639	0,576

Source: own compilation

The relapse examination (R2) shows that 47.1% of the variety in execution can be represented by web-based entertainment reception, similarity, cutthroat strain, cost-adequacy, client pressure, pioneering direction, intuitiveness, and relative benefit. Conversely, the leftover 52.9% can be ascribed to different factors excluded from the review. R2 indicates that compatibility, competitive pressure, cost-effectiveness, customer pressure, entrepreneurial orientation, interactivity, and relative advantage can account for 57.6% of the variation in social media adoption. Paradoxically, the excess 42.4% can be ascribed to different factors excluded from the review.

#### 4.4. Hypothesis test results

Understanding the significance of assessed boundaries is critical in analyzing connections among the 44 pointers in this review. The speculation is audited by checking out the likelihood worth and t-assessment, with an importance level of 5% (p-regard = 0.05, t-table worth = 1.960). Affirmation norms incorporate standing out t-quantifiable characteristics from t-tables. Utilizing Brilliant PLS 3.3 with bootstrapping, the outcomes uncovered joins between exogenous variables and the 44 endogenous pointers:

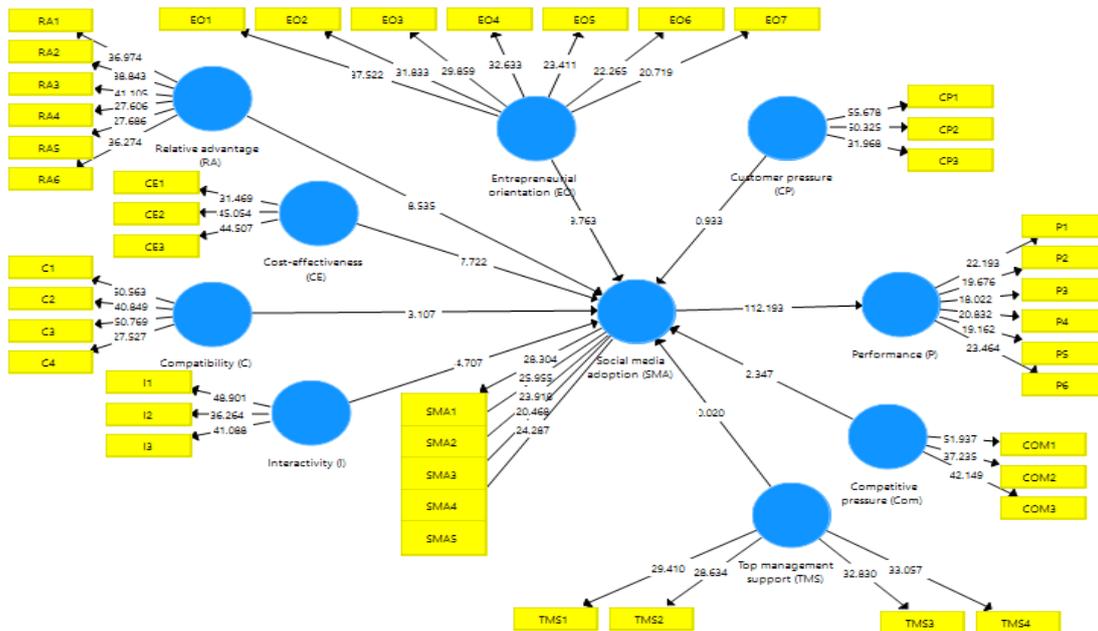


Figure 3. Bootstrapping Results

Table 7. Bootstrapping Effect Results (Hypothesis)

Construct	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Compatibility (C) -> Social media adoption (SMA)	0,081	3,107	0,002
Competitive pressure (Com) -> Social media adoption (SMA)	0,063	2,347	0,019
Cost-effectiveness (CE) -> Social media adoption (SMA)	0,257	7,722	0,000
Customer pressure (CP) -> Social media adoption (SMA)	-0,022	0,933	0,351
Entrepreneurial orientation (EO) -> Social media adoption (SMA)	0,366	9,763	0,000
Interactivity (I) -> Social media adoption (SMA)	0,163	4,707	0,000
Relative advantage (RA) -> Social media adoption (SMA)	0,229	8,535	0,000
Social media adoption (SMA) -> Performance (P)	0,919	112,193	0,000
Top management support (TMS) -> Social media adoption (SMA)	-0,001	0,020	0,984

The review inspected different variables influencing web-based entertainment reception and their effect on execution. In the first place, similarity showed a hugely beneficial outcome via virtual entertainment reception, with a t-measurement of 3.107 (more noteworthy than the t-table worth of 1.970) and a p-worth of 0.002 (under 0.05). Likewise, cutthroat strain made a substantial positive difference, with a t-measurement of 2.347 and a p-worth of 0.019. Cost-viability was another compelling component, exhibiting severe strength areas for an impact with a t-measurement of 7.722 and a p-worth of 0.019.

Interestingly, client pressure did not essentially influence web-based entertainment reception, as shown by a t-measurement of 0.933 (not precisely the t-table worth) and a p-worth of 0.351, alongside a negative unique example esteem. Innovative direction, notwithstanding, showed an exceptionally impressive beneficial outcome via web-based

entertainment reception, with a t-measurement of 9.763 and a p-worth of 0.000. Intelligence likewise decidedly impacted virtual entertainment reception, upheld by a t-measurement of 4.707 and a p-worth of 0.000. The general benefit made a comparable positive difference, with a t-measurement of 8.535 and a p-worth of 0.000.

Moreover, the investigation discovered that web-based entertainment reception upgraded execution, confirmed by a great t-measurement of 112.193 and a p-worth of 0.000. Top administration support did not fundamentally affect virtual entertainment reception, as shown by a t-measurement of 0.020 (not precisely the t-table worth) and a p-worth of 0.984, alongside a negative unique example esteem. Subsequently, the review inferred that while most factors emphatically impact online entertainment reception, client tension and top administration support do not essentially affect it.

**Table 8. Explicit Circuitous Impacts**

Construct	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Compatibility (C) -> Social media adoption (SMA) -> Performance (P)	0,075	3,114	0,002
Competitive pressure (Com) -> Social media adoption (SMA) -> Performance (P)	0,058	2,338	0,020
Cost-effectiveness (CE) -> Social media adoption (SMA) -> Performance (P)	0,236	7,774	0,000
Customer pressure (CP) -> Social media adoption (SMA) -> Performance (P)	-0,020	0,935	0,350
Entrepreneurial orientation (EO) -> Social media adoption (SMA) -> Performance (P)	0,336	9,796	0,000
Interactivity (I) -> Social media adoption (SMA) -> Performance (P)	0,150	4,662	0,000
Relative advantage (RA) -> Social media adoption (SMA) -> Performance (P)	0,210	8,648	0,000
Top management support (TMS) -> Social media adoption (SMA) -> Performance (P)	-0,001	0,020	0,984

The review researched the interceding impact of web-based entertainment reception on the connection between different elements and execution. The t-measurement for similarity effects on execution, interceded by virtual entertainment reception, was 3.114, surpassing the t-table worth of 1.970, with a p-worth of 0.002, showing a positive and colossal intervention impact. Accordingly, the speculation was acknowledged, affirming that web-based entertainment reception decidedly and fundamentally intercedes the effects of similarity on execution. Likewise, the impact of cutthroat strain on execution, intervened by virtual entertainment reception, showed a t-measurement of 2.338, additionally more noteworthy than the t-table worth, with a p-worth of 0.020. This cheerful and critical intercession prompted the acknowledgment of the speculation. The intercession impact of virtual entertainment reception on the connection between cost-viability and execution was likewise critical, with a t-measurement of 7.774 and a p-worth of 0.000.

On the other hand, the speculation concerning client pressure was dismissed, as the t-measurement was 0.743, not precisely the t-table worth, and the p-esteem was 0.458, demonstrating no critical intercession impact. For innovative direction, the t-measurement was 9.796 with a p-worth of 0.000, supporting the speculation that virtual entertainment reception emphatically and essentially intervenes with the effects of enterprising direction on execution. Intelligence's impact on execution through web-based entertainment reception was likewise critical, with a t-measurement of 4.662 and a p-worth of 0.000. Likewise, the general benefit showed severe strength areas for an impact, with a t-measurement of 8.648 and a p-worth of 0.000. In any case, the speculation concerning top administration support was dismissed, as the t-measurement was 0.020 and the p-esteem was 0.984, showing no huge intervention impact. Accordingly, while virtual entertainment reception intercedes a few

variables' impact on execution decidedly and fundamentally, it does not intervene in the effects of client tension and top administration support.

#### 4.5. Discussion

The concentration on Web-based Entertainment Reconciliation in SMEs in Indonesia gives significant insights into the effect of virtual amusement reception and development similarity on business execution. By comparing these findings with existing research, we can draw meaningful conclusions and implications for SMEs in various industries. The exploration discoveries recommend a huge positive connection between virtual diversion reception and business execution in SMEs in Indonesia. This lines up with past examinations by Maduku et al. (2016) and Ahani et al. (2017), which featured the significance of cost adequacy and client connections in driving advancement reception and execution. The positive effect of virtual diversion reception on execution, as confirmed by a high t-measurement and low p-esteem, highlights the expected advantages for SMEs in upgrading their market presence and seriousness.

The concentrate likewise underscores the job of development similarity in affecting the reception of virtual amusement and its resulting influence on business execution. Rahayu & Day (2015) argue that innovation acceptance is higher when it aligns with organizational values and culture. While specific examinations have shown blended results regarding the impact of similarity on development reception, the momentum research upholds a positive and critical connection between similarity and execution, intervened by virtual diversion reception. This suggests that SMEs that integrate social media to align with their values and practices are likely to experience improved performance outcomes. The implications of this research extend beyond the context of Indonesia to SMEs in various industries globally. For instance, integrating social media platforms for patient engagement and communication in the healthcare sector can lead to improved service delivery and patient satisfaction.

Similarly, leveraging virtual entertainment tools can enhance student engagement and learning outcomes in the education sector. By understanding the interplay between virtual entertainment adoption, innovation compatibility, and business performance, SMEs in various enterprises can tailor their systems to gain the advantages of online entertainment combinations. Overall, the concentration on Virtual Entertainment Reconciliation in SMEs in Indonesia contributes valuable insights into the factors influencing business performance through virtual entertainment adoption and innovation compatibility. By building on previous research findings and considering the implications for SMEs in diverse industries, organizations can leverage social media integration to drive growth, innovation, and competitive advantage.

### 5. Conclusion

This investigation includes the primary impact of electronic amusement gathering and advancement comparability on the presentation of small and medium-sized attempts (SMEs) in Indonesia. The positive relationship distinguished between online entertainment reception and SME execution highlights the significance of coordinating computerized showcasing procedures into business tasks to improve brand permeability, client commitment, and, by and large, business results. By underlining the interceding job of virtual entertainment reception in forming elements, for example, pioneering direction and intuitiveness, the review highlights the benefit of cultivating a culture of development and client centrality inside SMEs to boost the advantages of online stages.

The ramifications of this examination stretch out to SME proprietors and directors in Indonesia, offering valuable bits of knowledge into utilizing web-based entertainment as an essential device for driving business development and seriousness. By embracing computerized development and putting resources into innovation preparation and foundation, SMEs can situate themselves for outcomes in a robust market climate where advanced techniques are essential in molding hierarchical execution. Further examination in this space can investigate the drawn-out impacts of virtual entertainment reception on SME manageability and market flexibility, giving important direction to SMEs exploring the advanced scene in Indonesia.

### 5.1. Acknowledgments

The author thanks Widyatama University and the Research and Intellectual Capital Institute (LP2M), which funded this research through contract no. 075/SPC3/LP2M-UTAMA/II/2024.

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