

The Influence of Growth Mindset, Product Innovation, and Social Media Utilization on Business Development with Social Support as a Mediating Variable in MSMEs in Lalabata Village, Soppeng Regency

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ABSTRACT

This study examines the impact of growth mindset, product innovation, and social media utilization on business development and the role of social support as a mediating variable in MSMEs in Lalabata District, Soppeng Regency. This study used a quantitative approach with purposive sampling technique and involved 100 respondents. The data analysis technique applied was Partial Least-Square Structural Equation Modeling (PLS-SEM). The results showed that growth mindset, product innovation, and social media utilization all have a positive influence on business development. Social support also has a positive impact on business development. In addition, social support mediates the relationship between growth mindset, product innovation, and social media utilization with business development in MSMEs in Lalabata District, Soppeng Regency

Keywords:

Growth Mindset;
Product Innovation;
Social Media
Utilization; Social
Support; Business
Development; MSME
Actors

INTRODUCTION

MSMEs play an important role in the country's economy. MSMEs are able to create jobs, increase economic growth, and encourage local progress (Raco et al., 2018). MSMEs are important for sustaining people's lives, especially in developing countries, pillars of the local economy. Flexible advantages in innovating and adapting. MSMEs play an important role in Indonesia's economic development, but also face various challenges. A deep understanding of MSMEs and efforts to develop their businesses is essential. Support from the government, financial institutions, and other relevant parties is needed to strengthen the MSME sector and promote inclusive economic growth (Disli et al., 2023).

Furthermore, in MSMEs it is very important to develop growth mindset behavior, encouraging a work environment full of new ideas, helping businesses to outperform the competition and stand out in the market. This mindset encourages continuous learning. Someone with a growth mindset realizes that they still have room to grow and will always look for new opportunities to improve their professional abilities. Furthermore, Han & Zhang (2021) Product innovation plays an important role in driving business progress. Innovative products can significantly increase business development. One of the main keys to business success is product innovation. In the midst of a challenging business environment, increasing consumer demand, and increasingly fierce competition, MSMEs that do not innovate will be left behind by competitors who continue to innovate. Increased competition among business actors requires entrepreneurs to be more innovative in producing quality products.

To be able to grow a business it is important for MSME players to utilize social media, the large population of social media users in Indonesia encourages many companies to use it as a marketing platform. Social media marketing is influenced by several factors, and MSMEs see opportunities in using it to increase productivity and business development. In the modern era, social media is not just a communication

tool, but also utilized for business purposes. Social media is a digital platform that allows users to connect and share information, ideas, and opinions through virtual communities and networks. Social media marketing is a marketing strategy that uses social media platforms and websites to reach target markets and promote products or services (Kim & Ko, 2012).

Initial observations in Lalabata District, Soppeng Regency showed that many MSMEs were hampered in their development due to a lack of developmental thinking, lack of innovation and new ideas, and lack of understanding of the use of social media. This causes sales to be hampered and hinders business development, especially in culinary MSMEs. The development of MSMEs in Lalabata Sub-district requires a growth mindset, innovation, and utilization of social media to face competition. Lack of desire to learn to innovate, low mastery of technology, and reluctance to use e-commerce are obstacles for culinary MSMEs in Lalabata District. In fact, innovation and utilization of online businesses can make it easier for consumers to get products and increase business development, especially in the culinary field, along with increasing consumer buying interest and ease of delivery orders. This will benefit the development of culinary MSMEs in Lalabata District.

Literature Review And Hypothesis Development

The growth mindset believes that human capabilities can be improved through effort and learning (C. S. Dweck, 2006). Furthermore, the theory also discusses the relationship between growth theory and the development of MSMEs. The variables studied, such as product innovation, social media usage, and social support, are thought to influence the growth and development of MSMEs.

Lucas Jr (1988) discusses the new growth theory emphasizing the role of investment in research and development, education and training, in increasing productivity and human ability to innovate. This in turn can drive long-term economic growth. Lucas also emphasized the importance of creativity, innovation, openness to international trade, and good economic institutions and policies to create an enabling environment for economic growth in the long run

1. Relation Between Growth Mindset and Social Support

Growth mindset and social support mutually influence individual development. People with a growth mindset are more open to feedback, seek social support, and see cooperation as a means to learn. Positive social support can motivate individuals to keep trying and learning, especially when facing difficulties (Noor et al., 2023). In their research (Murphy et al., 2007) examined how the belief that abilities can develop affects social support, especially for minorities or individuals who feel threatened. So that conclusions can be drawn on the hypothesis, namely: H1. growth mindset has a positive effect on social support.

2. The relationship between product innovation and social support

Product innovations that appeal to and fulfill consumer needs can increase social support, which in turn drives consumer engagement, new product adoption, and strong user communities. Interesting innovations become topics of conversation and conversation, and consumers who are connected to them tend to support and share positive information with others (Mukherjee, 2023). In his research Martínez-López et al. (2021) consumers' perceptions of their social support and social interactions. Innovations that empower consumers with new features or better solutions can increase their sense of ownership and engagement. Consumers who feel empowered tend to support and promote the product to others. So that a conclusion can be drawn

on the hypothesis, namely: H2. product innovation has a positive effect on social support

3. The relationship between social media utilization and social support

Social media facilitates individuals to connect with known and unknown people, expand social networks and open access to various sources of support (Mursalini, 2021). In addition, social media allows individuals to share experiences, feelings, and information. They can seek emotional support by sharing their experiences or getting advice and information from others in their social network. Macca et al. (2024) said that social support (employees) in CSR content increases engagement on social media. So that it can be concluded in the hypothesis, namely: H3. social media utilization affects social support.

4. The relationship between growth mindset and business development

In his research C. Dweck (2006) highlighted that a growth mindset encourages individuals to take risks with courage, never give up, and learn lessons from failure, which is beneficial in developing and sustaining a business. Furthermore, Heslin et al. (2009) explores that learning orientation in line with a growth mindset is positively related to entrepreneurial performance. Individuals with a progressive mentality believe that human capabilities can be improved through hard work and the right strategies. In contrast, individuals with a fixed mindset believe that one's abilities are permanent and cannot be changed. A growth mindset is also positively correlated with mental resilience in the face of pressure and stress in entrepreneurship. (Burnette et al., 2020). So that a conclusion can be drawn on the hypothesis, namely: H4. growth mindset has a positive effect on business development.

5. The relationship between product innovation and business development

Product innovation, both new products and improvements to existing products, is important for business development and growth because it provides more value to customers. Through product innovation, companies can increase competitiveness and seize new market opportunities. Successful product innovation can increase sales and profitability. Several studies show that product innovation has a positive impact on business development. Research on SMEs in Spain by Camisón & Villar-López (2014) found that product and process innovation increases sales, assets, and competitive advantage, having a significant positive impact on the development of company performance. So that we can draw conclusions on the hypothesis, namely: H5. product innovation has a positive effect on business development

6. The relationship between social media utilization and business development

Social media platforms such as Facebook, Instagram, Twitter, and YouTube and millions of active users, are digital platforms that are very influential in business development, because they can attract potential prospects and customers (SI, 2015). Furthermore, Praditya (2019) there is a positive and significant influence between social media and online shop business development. Social media is useful for entrepreneurs to build relationships with customers, promote products, and increase brand awareness (Atanassova & Clark, 2015). Research on SMEs in Iran by Tajvidi & Karami (2021) found that social media helps SMEs improve marketing and competitive advantage, research in the United States by Siamagka et al. (2015) in his research found that, the adoption of social media by SMEs is positively correlated with an increase in the number of customers and business development. So that it can be concluded in the hypothesis, namely: H6. social media utilization has a positive effect on business development.

7. The relationship between social support and business development

Social support, such as help, advice and encouragement from close people like family, friends, mentors and professional networks, plays an important role in business development. Support helps entrepreneurs overcome various obstacles in running a business. Several studies have found a positive interaction between social support and business performance and development. Research by Stam et al. (2014) showed that emotional support from spouses improves entrepreneurial performance. Instrumental support such as input of ideas and financial assistance also helps business continuity. So that it can be concluded in the hypothesis, namely: H7. social support has a positive effect on business development.

8. The relationship between growth mindset and business development through social support

Growth mindset believes that abilities can improve through effort and learning. This mindset is important for entrepreneurs as it encourages them to grow their business. Social support, such as from family, friends and mentors, amplifies the effect of growth mindset on business development. This support gives entrepreneurs access to resources and the information and motivation needed to grow their business. This mindset influences entrepreneurs' attitudes and behaviors in developing their business. Entrepreneurs with this mindset tend to be more persistent in facing challenges, taking risks, and being open to feedback (Rhew et al., 2018a). Furthermore, Caniëls et al. (2018) found in the Netherlands that a positive interaction between growth mindset and social support influenced entrepreneurial development and business performance in 141 entrepreneurs. So it can be concluded in the hypothesis, namely: H8. social support mediates the relationship between growth mindset and business development

9. The relationship between product innovation and business development through social support

Innovation is the key to developing and growing in business. Innovations in various aspects such as products, processes, marketing, and business models enable companies to remain competitive and improve their performance. Social support from business partners, investors, business incubators and entrepreneurial communities can amplify the effects of product innovation on business development. This support provides access to resources, connections, and motivation needed to implement innovation. In their research Marion et al, (2015) menemukan di Perancis, dukungan inkubator bisnis dan terdapat hubungan positif dan signifikan antara inovasi found in France, business incubator support and there is a positive and significant relationship between product innovation and the financial performance and development of startups. So that it can be concluded in the hypothesis, namely: H9. Social support mediates the relationship between product innovation and business development

10. The relationship of social media utilization to business development through social support

Social media is important for the development of SMEs. Social media and social support on social media can improve the marketing and financial performance of SMEs (Siamagka et al., 2015). Social media has become a very important platform to help the marketing and development of various types of businesses, especially small and medium enterprises (SMEs). Several studies have shown that the utilization of social media by businesses is positively correlated with business development, marketing and finance. (Jussila et al., 2014) Social support on social media, such as endorsements, promotions, and access to new markets from followers, online

communities, influencers, and business partners, plays an important role in the development of small businesses. This support is proven to improve their marketing performance and brand reputation. So that a conclusion can be drawn on the hypothesis, namely:

H10. Social support mediates the relationship between social media utilization and business development

The ten hypotheses above form the research model in the following figure

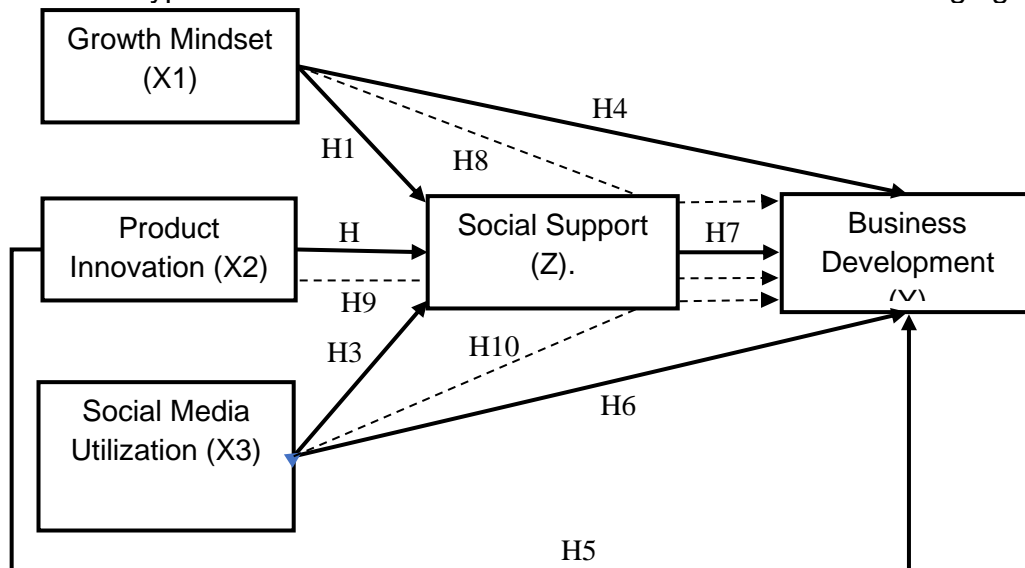


Figure 1. Research Framework

Source: Own Mapping based on Literatures, 2024

METHOD

This study aims to analyze the effect of growth mindset, product innovation, and social media utilization on business development with social support as a mediating variable in Culinary MSMEs in Lalabata District. With a research method using a quantitative approach, with data collection techniques with online questionnaires, the research sample was 100 culinary MSME players in Lalabata District who met the criteria using the SEM-PLS analysis tool with SmartPLS version 4.0.0

RESULTS AND DISCUSSION

1. Demographic Profiles

The results of this study are based on answers from 100 MSME actors in Lalabata District, Soppeng Regency which can be seen in table 1. Of the 100 MSME players who were respondents, there were 54 female respondents with a percentage (54%) and 46 male respondents with a percentage (46%) of individuals who participated as respondents in this study. With reference to the predetermined age range, 41 MSME actors aged 21-25 (41%) 28 MSME actors aged 26-30 (28%), 31 MSME actors aged 31-35 (31%) years. Furthermore, based on the length of business 1-2 years, there were 40 MSME actors (40%), 3-4 years, 40 MSME actors (40%) and businesses that have been operating for more than 5 years, 20 MSME actors (20%). Furthermore, as many as 6 MSME players graduated from junior high school (6%), 65 MSME players graduated from SMA / SMK (65%), and 29 MSME players graduated from S1 (29%).

Table 1. Demographic Profiles

Description	Values	Frequency	Percent	Comments
Gender	Female	54	54	The number of respondents who are MSME actors is dominated by women
	Male	46	46	
Age	21-25	41	41	The number of respondents of MSME actors is dominated by the age of 21-25 years
	26-30	28	28	
	31-35	31	31	
Lenght of Business	1-2	40	40	The number of respondents of MSME actors is dominated by business duration of 1-4 years
	3-4	40	40	
	>5	20	20	
Last Educaton	SMP	6	6	The number of respondents of MSME actors is dominated by the last education of SMA / SMK
	SMA/SMK	65	65	
	S1	29	29	

Source: processed by researchers, 2024

2. Measurement of Model

The first step is to test the validity and reliability to ensure the quality of data in the research framework. Table 2 and Figure 1 show the loading factor value above 0.7 and AVE above 0.5 so that the research model meets the requirements of convergent validity. For discriminant validity based on cross-loading standards and Fornell-Larcker criteria in Table 3, latent variable indicators have larger constructs than other indicator constructs and the square root of AVE > the sum of all construct relationships indicates sufficient discriminant validity. The reliability test results in table 2 show Cronbach's alpha > 0.7, rho_c > 0.7; and rho_a > 0.7 (Reliable). Because of this, it can be decided that all latent variables with good reliability.

3. Structural Model

The structural model analysis in the study was carried out with the help of SmartPLS4. Table 4 shows the value of R² and f². R² shows that the independent variables contribute to the dependent variable. Business development variables contributed 0.755 (75.5%) to growth mindset variables, product innovation and social media utilization. Furthermore, the social support variable contributes 0.509 (50.9%) to the growth mindset variable, product innovation and social media utilization. In this study, the f² value of the growth mindset variable has little effect on business development, product innovation has little effect on business development, and social media utilization has little effect on business development. growth mindset has little effect on social support, product innovation has little effect on social support Meanwhile, social media utilization has little effect on social support. And social support has a high impact on business development.

As shown in Table 4, to test hypotheses H1 to H10 with Growth Mindset, Product Innovation, and Social Media Utilization as independent variables, with Business Development as the dependent variable, and the mediating variable on Social Support. For H1, the test results based on Table 4 show a positive and significant relationship between growth mindset and social support ($\beta = 0.064$, $t = 2.249$, $p < 0.025$); thus, H1 is accepted. Table 4 also shows that the relationship between product innovation and social support is positive and significant ($\beta = 0.075$, $t = 5.954$, $p < 0.000$). Therefore, H2 is accepted. Similarly, the relationship between social media utilization and social support is positive and significant ($\beta = 0.073$, $t = 5.639$, $p < 0.000$), hence H3 is accepted. Table 4 shows a positive and significant relationship between growth mindset and business development ($\beta = 0.004$, $t = 2.182$, $p < 0.029$), hence, H4 is accepted. Table 4 also shows a positive and significant relationship between product innovation and business development ($\beta = 0.004$, $t = 2.247$, $p < 0.025$) hence, H5 is accepted. Similarly, the relationship between social media utilization and business development is positive and significant ($\beta = 0.004$, $t = 1.990$, $p < 0.047$), hence H6 is accepted. Table 4 shows a positive and significant relationship between social support capital and business development ($\beta = 0.007$, $t = 143.391$, $p < 0.000$), hence, H7 is accepted.

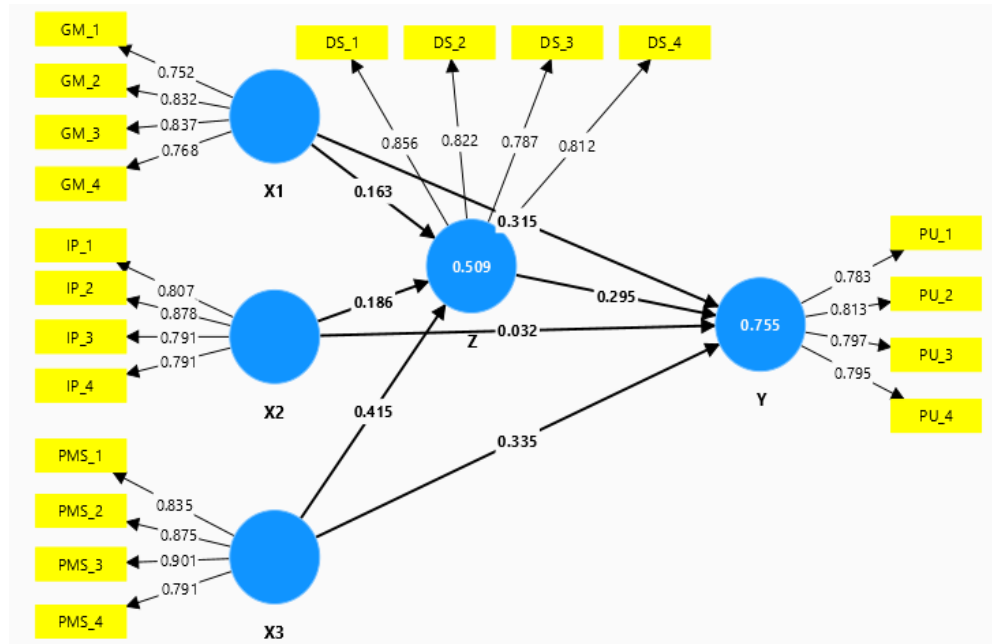


Figure 2. Measurement Model

Table 2. Convergent Validity and Reliability

Construct	Item	Convergent Validity			Reliability	
		Loading Factor	AVE	CA	Rho_c	Rho_a
GM	GM1	0.752	0.637	0.810	0.875	0.813
	GM2	0.832				
	GM3	0.837				
	GM4	0.768				
IP	IP1	0.807	0.668	0.834	0.889	0.837
	IP2	0.878				
	IP3	0.791				
	IP4	0.791				
PMS	PMS1	0.807	0.636	0.809	0.875	0.809
	PMS2	0.878				
	PMS3	0.791				
	PMS4	0.791				
PU	PU1	0.783	0.671	0.837	0.891	0.838
	PU2	0.813				
	PU3	0.797				
	PU4	0.797				
DS	DS1	0.856	0.671	0.837	0.891	0.838
	DS2	0.822				
	DS3	0.787				
	DS4	0.812				

Source: Processed by Researchers, 2024

Table 3. Discriminant Validity

Construct	Item	Cross-Loading					Fornel-Larcker				
		X1	X2	X3	Y	Z	X1	X2	X3	Y	Z
GM	GM1	0.752	0.505	0.518	0.573	0.449	0.789	0.837	0.837	0.837	0.837
	GM2	0.832	0.632	0.615	0.671	0.533					
	GM3	0.837	0.642	0.574	0.613	0.457					
	GM4	0.768	0.721	0.658	0.602	0.527					
IP	IP1	0.695	0.807	0.683	0.642	0.617	0.786	0.837	0.837	0.837	0.837
	IP2	0.625	0.878	0.687	0.608	0.536					

Construct	Item	Cross-Loading					Fornel-Larcker				
		X1	X2	X3	Y	Z	X1	X2	X3	Y	Z
PMS	IP3	0.563	0.791	0.595	0.522	0.522	0.743	0.824	0.851		
	IP4	0.672	0.791	0.720	0.667	0.458					
	PMS1	0.629	0.764	0.835	0.653	0.519					
	PMS2	0.584	0.692	0.875	0.664	0.574					
	PMS3	0.639	0.726	0.901	0.693	0.638					
	PMS4	0.675	0.628	0.791	0.706	0.607					
PU	PU1	0.615	0.625	0.674	0.783	0.535	0.772	0.750	0.800	0.797	
	PU2	0.543	0.538	0.637	0.813	0.612					
	PU3	0.646	0.623	0.586	0.797	0.591					
	PU4	0.654	0.604	0.652	0.795	0.628					
DS	DS1	0.556	0.566	0.618	0.613	0.865	0.618	0.656	0.689	0.742	0.819
	DS2	0.457	0.498	0.580	0.620	0.822					
	DS3	0.493	0.510	0.515	0.631	0.787					
	DS4	0.518	0.577	0.544	0.568	0.812					

Source: Processed by Researchers, 2024

Table 4. Discriminant Validity

Hypothesis Testing Results	Hypothesis	Std. B	T-Statistics	Results	Model Parameter	Variable	Category
Direct Effect	X1 -> Z	0.064	2.249	Supported	R ²	PU	Powerful
	X2 -> Z	0.075	5.594	Supported	F ²	DS	Powerful
	X3 -> Z	0.073	5.639	Supported		X1 -> Y	Small
	X1 -> Y	0.004	2.182	Supported			
	X2 -> Y	0.004	2.247	Supported		X2 -> Y	Small
	X3 -> Y	0.004	1.990	Supported		X3 -> Y	Small
	Z -> y	0.007	143.391	Supported		X1 -> Z	Small
Indirect Effect	X1 -> Z -> Y	0.075	5.628	Supported		X2 -> Z	Small
	X2 -> Z -> Y	0.066	2.241	Supported		X3 -> Y	Small
	X3 -> Z -> Y	0.076	5.966	Supported		Z -> Y	Powerful

Source: Processed by Researchers, 2024

In addition, Table 4 also shows the indirect effect. Social support is able to mediate the relationship between growth mindset and business development ($\beta = 0.075$, $t = 5.628$, $p < 0.000$), therefore, H8 is accepted. Table 4 also shows that social support is able to mediate the relationship between product innovation and business development ($\beta = 0.066$, $t = 2.241$, $p < 0.025$), hence, H9 is accepted. Similarly, social support is able to mediate the relationship between social media utilization and business development ($\beta = 0.076$, $t = 5.966$, $p < 0.000$), hence H10 is accepted.

Discussion

The results found that the growth mindset of MSME actors is influenced by social support. Social support increases the growth mindset of MSME actors, which helps them face challenges and increase confidence in developing their business. Furthermore, product innovation increases social support by increasing consumer trust and awareness, and increasing competitive advantage. In their research, Martínez-López et al. (2021), discuss the impact of product innovation can increase consumer trust and awareness, and influence social interactions between them. Mukherjee (2023) also found that Connection with innovation encourages support and the spread of positive information. Social support also affects consumer trust in new products/services (Randhawa et al., 2021). Social support increases consumer confidence and awareness of the product.

Furthermore, it was found that the use of social media in business actors affects social support, social media helps people connect with others, expand social networks, and get support from various sources (Cho et al., 2023). With the existence of social media, it helps the development of marketing. Entrepreneurs need to keep up with social media developments so that this technology can be used optimally (Uzzal et al., 2019). Social support and social media have a positive impact on individuals and businesses. Social support improves the quality of relationships and individual performance, while social media helps business development. The results of this study are also supported by the opinion of Cho et al. (2023) that the use of social media has become a key element in the distribution of information and has a huge influence on business development.

Furthermore, growth mindset affects business development. A growth mindset is important for individuals to believe their abilities can be improved. This helps them face challenges and changes in the business (Okolo et al., 2023). A growth mindset can also increase an individual's self-confidence and better prepare them to deal with various situations that occur in the process of business development. In their research Huang & Chen (2021) say that business owners with a growth mindset are more successful because they are adaptive and learn from mistakes. A work environment that supports a growth mindset creates an innovative and productive atmosphere (Kiyabo & Isaga, 2020; Okolo et al., 2023). Comparison of business development between individuals with growth mindset and fixed mindset to see the differences in strategies, decisions, and business outcomes.

Product innovation affects business development, product innovation is important for business development because it improves product quality, competitiveness, and profits. Research shows a positive effect of product innovation on business development. Product innovation enhances business development, produces unique products, and improves quality and customer satisfaction. Product innovation also increases sales, market share, and profitability, as well as company competitiveness. In line with Herman & Nohong (2022) which concluded that business networks, product innovation and business competition have a positive and significant effect on the development of MSMEs in Sidenreng Rappang Regency.

The results of the study further show that social media utilization has a significant positive effect on business development, social media utilization can support MSMEs in improving innovation performance and increasing capacity through social networking sites. In line with (Macca et al., 2024) which shows that social media is useful for improving the financial and non-financial performance of MSMEs, so it is important to utilize it so that MSMEs develop more. In research (Urhan et al., 2024) shows that social media, such as Facebook, Instagram, Twitter, and YouTube, are proven to increase students' entrepreneurial interest and become an important platform for reaching potential customers and growing businesses (Sl, 2015). The use of social media can support MSMEs in improving their innovation performance, capacity, and entrepreneurial interest (Landa-Blanco et al., 2024) Therefore, the use of social media is very important in increasing business development. In his research Purwidianoro et al. (2016) concluded that the most widely used social media are Facebook, Twitter and Instagram and the use of social media can increase sales by more than 100% if companies update information consistently through social media every day.

Social support has a significant influence on business development. Social support from loved ones and exposure to other entrepreneurs helps individuals

improve their abilities and confidence, and overcome obstacles in business. Spousal support, social networks, and communities of entrepreneurs contribute to improved business performance and sustainability (Hossain et al., 2024). Social capital is important in the formation and in the process of business development. Furthermore, the results showed that growth mindset has an influence on business development through social support. Growth mindset and social support help individuals improve their abilities and confidence, and overcome challenges in business. People with a growth mindset are more open to challenges, never give up, and learn from experience (Huang & Chen, 2021; Rhew et al., 2018b). Furthermore, Caniels et al. (2018) found a growth mindset and social support had a positive relationship with entrepreneurial intention and business performance in 141 entrepreneurs. Social support helps individuals develop a growth mindset. Strong social networks provide access to new information, resources and opportunities that foster the development of individuals and their businesses. Social support also provides feedback and advice that helps improve the self and the business (Pollmann et al., 2023).

Furthermore, the results showed that product innovation has a significant influence on business development through social support. Product innovation helps MSMEs improve product quality, competitiveness, and profits. Social support also plays an important role in business development by increasing the ability, confidence, and awareness of MSMEs in facing challenges. Product innovation and social support have a significant influence on business development and help MSMEs improve product quality, competitiveness and profits. Strong social networks help businesses to gain access to the latest information, knowledge, and technology that are beneficial for new product development or improvement of existing products. Furthermore, Marion et al. (2015) showed that in France, business incubator support and product innovation encourage business development through improved financial performance of startups.

Social media utilization affects business development through social support. Social media is an important tool for entrepreneurs to increase brand awareness and business visibility through good social relationships (Priscillia et al., 2022). Social media can help entrepreneurs to reach a larger audience and increase their brand awareness. Furthermore, Earnshaw (2017) states that entrepreneurs can use social media to promote their products and services, share stories about their business, and build relationships with potential customers. Support from the social environment such as family, close friends, and customers also plays an important role. In their research (choMacca et al., 2024) stated that social support, such as from followers, online business communities, influencers, and business partners on social media, can strengthen the benefits of social media utilization for business development. Social support on social media provides access to information, promotions, and endorsements that are valuable for business growth.

CONCLUSION

Growth mindset, product innovation, and social media utilization all have a positive influence on business development. Social support also has a positive impact on business development. In addition, social support is able to mediate the relationship between growth mindset, product innovation, and social media utilization with business development.

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