

ABSTRACT

This study aims to determine the role of social media orientation in the activity of knowledge sharing between organizations, the quality of relationships and the formation of an organization's reputation in small and medium enterprises (SMEs). The use of technology, especially social media has become an important means for SMEs to develop business, obtain various information by sharing knowledge between organizations among the business community and creating relationship quality with stakeholders so that it impacts on the reputation of the organization in SMEs. This research was conducted on 109 SME owners in Central Java Province who were respondents with the criteria of using digital technology (social media) for 1 year or more as a business tool. The type of research data in this study were obtained from primary data. Primary data were obtained directly from the main source either from individuals, namely a questionnaire in the form of a google form that was distributed via Whatsapp personally to each respondent. The data analysis method used is Partial Least Square (PLS). The results showed that there was a positive and significant effect on social media orientation on inter organizational knowledge sharing and relationship quality in SMEs, while inter organizational knowledge sharing and relationship quality has a positive and significant effect on organizational reputation.

Keyword : Social Media Orientation, Inter Organizational Knowledge Sharing, Relationship Quality, Organizational Reputation

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran dari penggunaan social media orientation pada aktivitas berbagi pengetahuan antar organisasi, kualitas hubungan dan pembentukan reputasi organisasi pada usaha kecil dan menengah (UKM). Penggunaan teknologi terutama social media telah menjadi sarana penting bagi UKM untuk mengembangkan bisnis, memperoleh berbagai informasi dengan berbagi pengetahuan antar organisasi di antara komunitas bisnis dan menciptakan kualitas jaringan dengan stakeholder sehingga berdampak pada reputasi organisasi di UKM. Penelitian ini dilakukan pada 109 pemilik UKM di Provinsi Jawa Tengah yang menjadi responden dengan kriteria telah menggunakan teknologi digital (social media) selama 1 tahun atau lebih sebagai alat bisnisnya. Jenis data penelitian pada penelitian ini diperoleh dari data primer. Data primer diperoleh langsung dari sumber utama baik dari individu atau perorangan yaitu kuesioner dalam bentuk google form yang disebar melalui WhatsApp secara pribadi pada tiap responden. Metode analisis data yang digunakan adalah Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan pada social media orientation terhadap inter organizational knowledge sharing dan relationship quality di UKM, sedangkan inter organizational knowledge sharing dan relationship quality berpengaruh positif dan signifikan terhadap organizational reputation di UKM.

Kata Kunci : *Social Media Orientation, Inter Organizational Knowledge Sharing, Relationship Quality, Organizational Reputation*