

The role of social support and innovation for tempeh business sustainability in Tempeh village

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Benedicta E.Prabawanti^{ORCID}, Yolanda Nadia J

Fakultas Ekonomi dan Bisnis, Universitas Katolik Indonesia Atma Jaya, Jakarta, Indonesia

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Abstract

Tempeh is a well-known source of protein in Indonesia; the ever-increasing price of soybeans makes tempeh artisans feel unsupported by the government. The purpose of the study was to determine the role of social support for women tempeh artisans in developing innovations in the tempeh business. The support received and innovation is expected to help the sustainability of tempeh artisans. This research uses quantitative methods analyzed using SEM-PLS. The research respondents were a community of women tempeh craftsmen in Ciomas; the research was conducted from July to October 2023. The three hypotheses proposed in this study showed positive and significant results. P Value in all three hypotheses is smaller than 0.05. The results show that social support influences the development of tempeh-processed product innovation. Research shows that social support and innovation encourage the sustainability of tempeh artisans's businesses in Kampung Tempeh Ciomas. Research also shows that women need information and instrumental support to build sustainable businesses. The research concluded that women need training and business assistance to help produce innovations in various processed tempeh products. Women need social support to help realize sustainable businesses. Women need instrumental support through mentoring and training to create product innovations that support business sustainability.

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Corresponding Author:

Benedicta E.Prabawanti. Email: benedicta.ep@atmajaya.ac.id

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Abstrak

Tempe merupakan salah satu sumber protein yang terkenal di Indonesia, harga kedelai yang terus meningkat membuat pengrajin tempe merasa kurang mendapat dukungan dari pemerintah. Tujuan dari penelitian ini adalah untuk mengetahui peran dukungan sosial terhadap perempuan pengrajin tempe dalam mengembangkan inovasi pada usaha tempe. Dukungan yang diterima dan inovasi yang dilakukan diharapkan dapat membantu keberlangsungan pengrajin tempe. Penelitian ini menggunakan metode kuantitatif yang dianalisis menggunakan SEM-PLS. Responden penelitian adalah komunitas perempuan pengrajin tempe di Ciomas, penelitian dilakukan pada bulan Juli hingga Oktober 2023. Ketiga hipotesis yang diajukan dalam penelitian ini menunjukkan hasil yang positif dan signifikan. Nilai P Value pada ketiga hipotesis lebih kecil dari 0,05. Hasil penelitian menunjukkan bahwa dukungan sosial berpengaruh terhadap pengembangan inovasi produk olahan tempe. Penelitian menunjukkan bahwa dukungan sosial dan inovasi mendorong keberlanjutan usaha pengrajin tempe di Kampung Tempe Ciomas. Penelitian juga menunjukkan bahwa perempuan membutuhkan informasi dan dukungan instrumental untuk membangun bisnis yang berkelanjutan. Penelitian menyimpulkan bahwa perempuan membutuhkan pelatihan dan pendampingan usaha untuk membantu menghasilkan inovasi berbagai produk olahan tempe. Perempuan membutuhkan dukungan sosial untuk membantu mewujudkan usaha yang berkelanjutan. Perempuan membutuhkan dukungan instrumental melalui pendampingan dan pelatihan untuk menciptakan inovasi produk yang mendukung keberlanjutan usaha.

Kata kunci: Dukungan Sosial, Inovasi, Keberlanjutan Bisnis

Introduction

In today's culture, women's roles have expanded beyond conventional household duties. Alfons et al. (2017) identified a significant shift as more women enter the labor, affecting the family and economic sectors. Women are now crucial to MSMEs (Micro, Small, and Medium Enterprises), as stated in Law No. 20 of 2008, which recognizes their productive efforts. The Indonesian government supports MSMEs through projects run by the Ministry of Cooperatives and UMKM, recognizing their importance in poverty alleviation, economic development, and foreign exchange generation. Despite the hurdles caused by the COVID-19 epidemic, many women have successfully created home-based companies that are motivated to maintain household economic stability (Prabawanti et al., 2023). This approach emphasizes women's dual roles in household and business pursuits without jeopardizing their homemaker status.

Hasugian and Panggabean (2019) highlighted women's essential contributions to trade and the processing industry in the MSME sector. Fitri (2010) argued that women's empowerment is critical for national advancement and societal development, notably moral development and economic stability. Sarafino and Smith (2010) identify social support as essential for women, as it provides comfort, care, and aid from family, friends, and community groups. Prabawanti et al. (2023) identified four essential types of social support for women in this situation.

Another exciting thing raised in this research was product innovation; this is because innovation is one of the factors that women need to develop to maintain the sustainability of their businesses. This aligns with the statement written by Zalilah *et al.* (2020), which states that product innovation is crucial in maintaining business sustainability. Product innovation carried out by business actors can be one way to build or increase customer loyalty. Business actors must carefully consider the steps for developing a product to create optimal performance. When developing product innovation, paying attention to consumer responses based on their wants and needs can be considered.

Gap Analysis and Originality; While previous studies have acknowledged women's growing role in MSMEs, there is a need for a deeper understanding of the specific challenges and support mechanisms that enable their success, especially post-pandemic. This study aims to fill this gap by exploring the unique experiences and support systems facilitating women's entrepreneurship in the MSME sector. This research aims to Investigate the challenges faced by women entrepreneurs in MSMEs, Identify the forms of social support that contribute to their success, and Provide policy recommendations to enhance women's participation and success in MSMEs. Provide policy recommendations to enhance women's participation and success in MSMEs.

The impacts expected to emerge through the results of this research are Informing policymakers to develop targeted support programs for women entrepreneurs, Offering insights for community organizations to better support women in business, and Empowering women with strategies to balance domestic responsibilities and entrepreneurship effectively. Sarafino and Smith (2010) argue that social support is related to comfort, care, hope, and assistance individuals provide to other people or groups. Family, friends, partners, and community organizations can be sources of social support. Prabawanti et al. (2023) outline four forms of social support that women need, namely: Emotional Support, which Involves caring, empathy, and positive regard; comforting individuals experiencing stress, Appreciation Support: This support helps individuals feel confident by positively recognizing those under stress, Instrumental Support: This is direct assistance, which can be in the form of materials or services provided to ease the tasks of individuals who are experiencing stress, such as offering service assistance to lighten their workload and Informational Support: This support involves providing advice or input to help resolve the problem at hand.

Theoretical framework and hypotheses

Theoretical background

Social Support

Every woman needs support in her life. The support provided can be in the form of material support. Support from other people that women also need includes the presence and involvement of those closest to them to give women confidence that they can do their work. Social support, according to Prabawanti (2024), Sheridan and Radmacher (2009), Sarafino (2011), Taylor (2012), and House (2004) explains that there are at least four social supports that women need. This social network is an organized system of individual relationships with other people. Kim and Sherraden (2014) state that social networks consist of strong and weak ties. Strong ties usually come from friends and family with frequent interactions, reciprocal exchanges, and close relationships. Meanwhile, fragile relations may consist of business partners and acquaintances, with infrequent interactions limited to one type of relationship. The following are four social supports that need to be paid attention to and understand how this support can help women in building their small businesses; Instrumental support (tangible or instrumental support): This support includes material assistance and providing opportunities; Informational support: This form of support involves providing information, advice, and guidance to increase a person's knowledge of finding solutions to problems, Emotional support: Involves a sense of empathy, comfort, and trust provided by social support so that individuals can face problems better, Positive assessment, giving awards, feedback regarding results or achievements, and positive criticism.

Dalton et al. (2021) stated that Social support is a social, emotional, cognitive, and behavioral process in personal relationships where individuals receive help to overcome their problems. Therefore, family support, especially from the husband, and the social environment are important parts of external social support. By getting social support, a person is expected to feel cared for, appreciated, loved, and more physically and psychologically comfortable facing life's challenges. Social support can also have an impact on managing anxiety by providing a sense of comfort and certainty to individuals facing various life situations. The hypothesis proposed referring to this literature review are:

H1: Social support has a direct influence on innovation.

Innovation

Innovation is a word that has been talked about a lot lately. Innovation can occur in various fields, not limited to products alone. Various innovations can also be applied to businesses operating in the service sector. Various opinions have emerged regarding the understanding of innovation. The following are various opinions about innovation that continue to develop from time to time: Soleha and Indrawati (2022) state that innovation does not only stop at brilliant ideas but is also a process that takes advantage of opportunities to turn ideas into marketable products. Innovation is something more than just an extraordinary idea. Innovation involves contributing pure ideas, which are then processed by creative minds into valuable concepts. Innovation can also result from a combination of vision in creating good ideas, commitment, and determination to maintain the concept through the implementation stages.

According to Lutfi et al. (2020), innovation refers to success in the economic and social realm by applying new methods or innovative combinations of traditional practices. The objectives of innovation can be summarized as follows: 1). Creating new markets, 2). They are expanding their product range, and 3). Improve quality. Nabillah et al. (2021) revealed that innovation and creativity contribute to success, especially in the context of superior achievement. Innovations carried out by women entrepreneurs show great interest in continuing to innovate. Satriani et al. (2020) explained that product innovation is crucial in building or increasing customer loyalty. Maintaining customer loyalty is essential for business owners to consider the proper steps in developing products to achieve the best performance. The product innovation process must consider consumer responses based on their needs and desires. Yuhendri (2022) divides innovation into three primary forms: product, service, and technological. The product innovation grouping categories are as follows: new product: A product that has never existed; expansion of existing product lines: Expansion of existing products in the company but new to the market. New product for the company or new product line: A new product released but has yet to be considered a new product on the market.

Harini et al. (2022) emphasized that food MSMEs cannot only rely on product quality but must also use product innovation strategies, market orientation, and product creativity to compete in the market. Soleha and Indrawati (2022) also stated that product innovation, which can meet consumer needs, produce better products, and support sustainable economic growth, is essential for the sustainability of MSME businesses. Hasna and Kunci (2020) explain that service innovation can be seen from the extent to which MSMEs achieve competitive advantage through improving marketing performance and accelerating the work system of existing services. Pelamonia (2019) added that service innovation refers to significant improvements in service concepts that are applied practically, including in interactions with consumers, distribution systems, or technological concepts. Prayogo et al. (2019) emphasize that technological innovation

is a response from business owners to technological changes in the business environment. Scientific advances and ongoing technological developments often trigger this innovation. The hypothesis proposed is:

H2: Innovation has a direct influence on business sustainability

Business Sustainability

Prabawanti et al. (2023) state that business sustainability is a condition where an organization can meet organizational needs and develop and protect its resources. Poerwanto et al. (2021) emphasize that business innovation should be carried out sustainably because various sectors in business organizations demand innovation in their business models. Using methods to measure business sustainability is an effort to maintain business continuity when facing economic problems in the business world. A business's readiness to face change significantly impacts various aspects such as the environment, economy, and society. A quality business is a business that pays attention not only to profits but also to social and environmental aspects (Poerwanto et al., 2021). According to Fauzan et al. (2021), the success of an MSME is influenced by factors such as individual background, business characteristics, and conceptual variables. Several factors influencing business sustainability include 1). Looking for available opportunities, 2). Careful business planning, 3). Employees are responsible for their duties; 4). Clear division of tasks, 5). They were recording financial reports regularly; 6). Business promotion carried out, 7). Ensure the business has official permits. Another opinion from Bosma et al. (2004) stated that the success of a business is in line with business sustainability. This means that business success is an indicator of business sustainability. Hanaysha et al. (2022) highlight that business sustainability practices can be seen in increased revenue, customer satisfaction, better product quality, organizational commitment, improved corporate image, potential for service innovation, and marketing, which impact business sustainability.

H3: Social support has a direct influence on business sustainability.

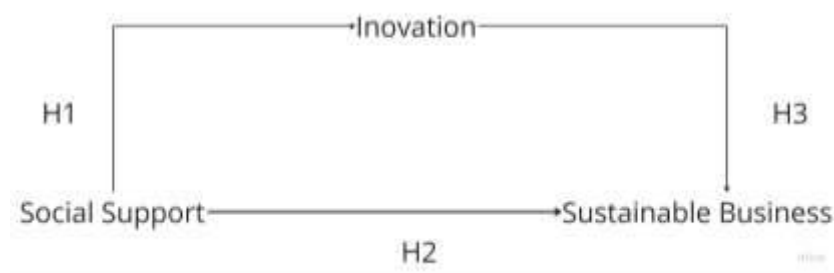


Figure 1.
Conceptual Model

Methods

Procedure and sample

This research was conducted from August to November 2023 in the Kampung Tempe Ciomas Tourism Village, Bogor. The research questionnaire was distributed via Google Forms to homemakers who were members of the tempeh craftsman community in the village. The data was processed using SEM-PLS software to find the influence between variables in the research. The results of data processing were then analyzed descriptively to explain the research results.

Measures

The variables used in this research are social support, product innovation, and business sustainability. The social support and product innovation variables are independent variables. Meanwhile, the business sustainability variable is the dependent variable. Explanations for the indicators used in the research variables can be seen in Appendix 1.

Data analysis procedures

The population in this study were women from PKK RW.10 Ciomas Rahayu Village. Respondents from PKK mothers were mothers who were involved in tempeh production activities and produced food preparations using tempeh as the primary ingredient. The number of samples in this study was 80 people, who were selected using purposive sampling. Respondents were accompanied when filling out the questionnaire because not all respondents could use the form. The collected data were analyzed using SEM-PLS, a high-level analytical method that allows simultaneous evaluation of the outer model (factors of each variable) and the inner model (relationships between variables, including the patronage model), with analysis guidance from the publications Hair et al. (2014) and the work of Hair et al. (2016, 2017).

The respondents who filled out the most questionnaires were in the 46-55 year range, while the second highest number of 23 respondents were in the 35-45 year range. This data shows that the respondents who are active and involved in activities in Ciomas Rahayu village are in the age range of 35-55 years, while the number of those under that age is not too many, this is because those in the age range below 35-55 years are still active—work and activities outside the home (working in the office). The types of work carried out by mothers in Ciomas Rahayu Village. Most do not work or choose to work at home as housewives. Data also shows that there are women who work as entrepreneurs, although not many in number, while as many as ten people work in government.

Results and discussion

The validity test in this research was carried out to find out whether the variables used in the research could be used to collect the information and data needed to answer the research hypothesis. The following is a table showing the results of the validity test:

Table 1.

Validity Test Results

Variable	Composite Reliability	Cronbach Alpha	Average Variance Extracted (AVE)
Social Support	0.929	0.912	0.620
Innovation	0.916	0.878	0.733
Sustainability Business	0.877	0.789	0.704

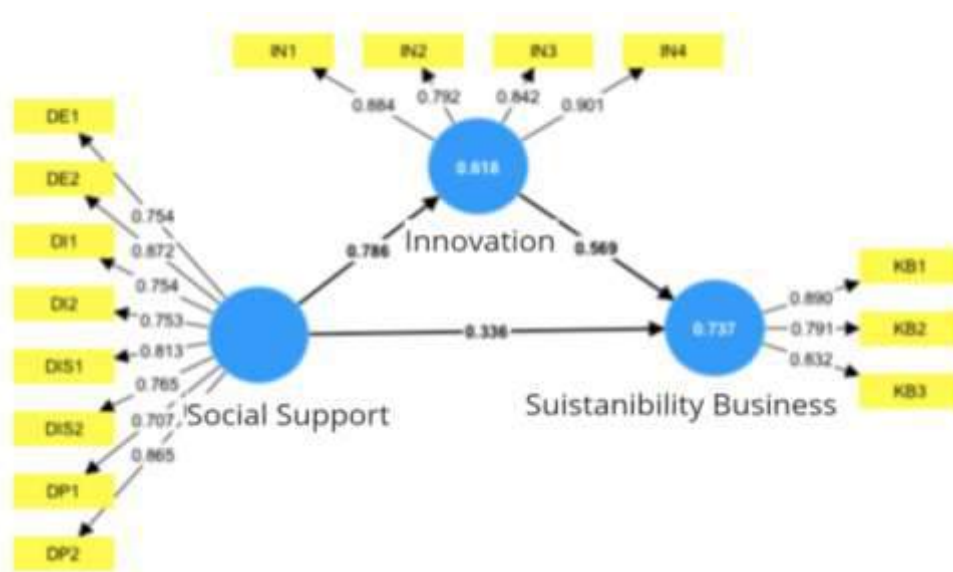


Figure 2.
Outer Model Test Results

This research is intended to explore the implications of Social Support and Innovation for Business Sustainability. The two independent factors used are Social Support and Innovation, while Business Sustainability is the dependent variable. The research method used is a quantitative approach by applying SEM PLS analysis using Smart-PLS 4.0 software and carrying out path analysis using bootstrapping techniques. The results of the research by answering the proposed research hypothesis are explained in the following section:

Table 1.
Output Value Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
DS -> IN	0.786	0.791	0.050	15.842	0.000
DS -> KB	0.336	0.364	0.126	2.656	0.008
IN -> KB	0.569	0.543	0.131	4.359	0.000

Table 1 shows that all variables in this study were accepted or the results obtained were significant, indicated by a P value of >0.05 and a T value of >1.645. The following is an explanation of the research hypothesis:

Hypothesis 1: social support has a direct influence on innovation

The results of data processing show that Social Support has a direct positive influence on Innovation. This is proven by the T statistic value of 15,842 and the P value of 0.000 which is smaller than 0.05. Nabillah et al. n.d. 2021, state that individuals can be influenced by the support provided by those closest to them, such as friends and family, who become a source of strength when facing challenges or problems. Support from the immediate environment is the main factor that enables an individual to survive to face problems. Other research from Martissya et al. (2023)

revealed that support from the immediate environment could provide positive results on a person's creativity. The research results are in line with the two previous studies and prove that social support, especially support from the immediate environment, can be a source of strength and encourage an individual's creativity. Emotional support from family and closest friends for tempeh artisans in Ciomas Rahayu Village is a motivational driver for getting involved in income-generating activities. This support encourages them to innovate and create processed tempeh products that suit customer needs and desires. Additionally, informational support is provided to tempeh artisans through various training sessions, such as training in tempeh processing techniques, packaging, and digital marketing. The results of this training have produced a variety of innovative processed tempeh products, such as caring filled with tempeh, cooked tempeh, tempeh pudding, tempeh cake, and tempeh milk. Tempeh artisans also received support in the form of awards through various competition activities to introduce the public to the various foods that can be produced from processed tempeh. Apart from that, they also receive instrumental support through various training and business assistance to increase product sales using environmentally friendly packaging and training on modern marketing methods such as social media and marketplaces.

Hypothesis 2: social support has a direct influence on business sustainability

This section shows that social support directly influences Business Sustainability, with a T statistic value of 2.656 and a P value of 0.008, which is smaller than 0.05. The research results are in line with the results of previous research conducted by Prabawanti Rusli (2022), which indicates that Social Support has an impact. Significant Impact on the Business Performance of Women Entrepreneurs. This finding also aligns with other research conducted by Prabawanti et al. (2023), which confirms that Social Support directly influences the Sustainability of Women's Entrepreneurship. Emotional support from people closest to you, for example, mentors or companions with whom you can discuss things to find solutions when you have difficulties in running a business, is an essential factor that supports tempeh artisans in continuing to run their business. Informational support in the form of providing information regarding capital and training to support the sustainability of the business being run is also routinely provided to tempeh artisans so that the tempeh processing business they run can continue to grow. Appreciation support is also received through the community, which supports tempeh artisans by purchasing processed tempeh products at predetermined prices. The local government, namely the Head of Ciomas Rahayu Village, also supported it by attending the inauguration of the Kampung Tourism Village Tempeh Ciomas as a form of support for tempeh artisans. Instrumental support in the form of financial assistance was obtained through the PKM program carried out by Unika Atma Jaya, which provided business capital for purchasing soybean grinding machines, freezers, and other necessary equipment.

Hypothesis 3: innovation has a direct influence on business sustainability

The test results show that Innovation directly influences Business Sustainability, as indicated by a T statistic value of 4,359 and a P-value of 0.000 which is smaller than 0.05. This research is in line with previous research conducted by Gunawan et al. (2019), which states that the adoption of innovation is a significant factor in influencing business sustainability in organic rice farming. Other research by Fitriaty (2023) also indicates that there is a positive relationship between Business Model Innovation and Business Sustainability; The more innovative the MSME business model, the higher the level of business sustainability. Similar thinking was also found in the research of Satriadi et al. (2020), who highlighted that product innovation is a crucial element in

forming or increasing customer loyalty, which in turn impacts business sustainability. Tempeh artisans in Ciomas Rahayu Village, as the research object, have innovated the processed tempeh products they sell. An example of product innovation implemented is the production of various unique tempeh preparations, such as tempeh cireng, tempeh steak, tempeh cake, tempeh pudding, and tempeh milk. The use of cashless payment technology, such as payment via bank transfer or e-wallet, has also been implemented to make it easier for buyers who want to make transactions. Product sales are also carried out through marketplaces such as Shopee and Tokopedia to reach a wider range of customers. Tempeh artisans also use delivery methods via online couriers such as Gojek and Grab to send the products they sell to buyers.

Managerial Implications

The managerial implications for this research are that a community needs to ensure that there is strong social support, and this social support helps increase the ability of community members (artisans) to create innovations in the production, packaging, and marketing of tempeh products. Social support is also necessary to maintain businesses' sustainability based on social entrepreneurship. Innovation is an integral part of a business, including social entrepreneurship. The community needs innovation to produce better products, keep running businesses impactful and sustainable, and increase competitiveness.

Conclusion

The results showed that the social support variable is a variable that community members need as social entrepreneurs. As business actors who receive social support internally and externally, women influence improving the performance of the institution or community as a place where they appreciate themselves and start and develop the social businesses they build with the community. This research also shows that innovation is a supporting factor that is also needed in designing and developing an ongoing business. Innovations made by the community of women tempeh owners can be done to develop products, create true marketing, and create innovations in environmentally friendly packaging. When social entrepreneurs are able to innovate, they can increase their competitiveness in the market. This research can still be done by adding other variables that can improve the performance of businesses carried out by the community in the form of social entrepreneurship.

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Appendix 1.

Questionnaire Indicators

Variable	Dimensi	Indikator	Reference
Social Support	Emotional Support	<ul style="list-style-type: none"> Family (husband, children, and people old) pushing to get involved in various activities that can produce money (DE1) Mentor or always a companion ready to be invited discussing time experience trouble at times tempeh production / run processing business tempeh (DE2) 	Prabawanti, et al (2023)
	Informational Support	<ul style="list-style-type: none"> Get information about business capital for MSMEs (DI1) Get information about, business training for MSMEs (DI2) 	
	Award Support	<ul style="list-style-type: none"> Surrounding environment appreciate production business and processing 	

		tempeh at Rw. 04 Ciomas (DP1) <ul style="list-style-type: none"> Local communities ready to buy processed products tempeh with the price that has been set (DP2) 	
	Instrumental Support	<ul style="list-style-type: none"> Government (village officials, company, and College) give assistance in the form of finance/facilities which helps to run a tempeh business (DIn1) Help that given by government (village officials, company, and College) help to take Decision (DIn2) 	
Innovation		<ul style="list-style-type: none"> Help that given by government (village officials, company, and College) help to take a decision (In1) Methods available payment via transfer bank/e-wallet Facilitate buyer transaction (In2) Utilise online courier (Gojek, Grab, etc.) for send product to buyer (In3) I sell my product in marketplace (Shopee, Tokopedia, and others) (In4) 	Yuhendri (2022)
Business Sustainability		<ul style="list-style-type: none"> Processed business tempeh produce profit (KB1) Income increased after running a business processed tempeh (KB2) Processed business tempeh executed successfully increase health society which consume tempeh (KB3) 	Poerwanto et. al. (2019)

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