

Sharing Knowledge and Creating Community: A Self-Determination Theory (SDT) Perspective

Febriani Wahyusari Nurcahyanti,
Universitas Nahdlatul Ulama Yogyakarta
E-mail: febri@unu-jogja.ac.id

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Abstract

This study was conducted to develop previous findings in the form of building communities with insignificant innovations that can be mediated by knowledge sharing variables. The sample used in this study were 105 owners of Small and Medium Enterprises (SMEs) in Bantul Regency, Yogyakarta which were collected through research questionnaires. The research method used is quantitative method. Data were collected and analyzed using PLS. The results of the study indicate that the concept of knowledge sharing can increase the innovation of SMEs. With the view of the theory of Self-Determination Theory (SDT) means the illustrated model for self-determination motivation. SDT describes the externally controlled motivators provided by the organization, described resources which include assets, capital, finance, human resources and so on.

Keywords: Community, knowledge sharing, innovation and Self-Determination Theory (SDT)

INTRODUCTION

The main economic wheels are frequently referred to as SMEs (Sawaeen & Ali, 2020). The continuing Covid-19 Pandemic is impacting policies and social effects worldwide due to the virus's spread. A crisis like the Covid-19 pandemic is having an unmanageable impact on SMEs, which typically have trouble with profitability and liquidity—considering the constrained internals of SMEs—their lack of resources, funding, and implementers—in comparison to those of major corporations (Del Vecchio et al., 2018). Additionally, inadequate planning, employee training, and erratic interactions among operating units, management, and control mechanisms result in low capacity, which reduces the ability of SMEs to work in a complex environment

(Figueiredo et al., 2020). As a result, SMEs are more adaptable, smaller in size, have private ownership structures, and have generally flat hierarchical organizations, all of which can assist sustain their innovative capacities significantly when the economy declines (Juergensen et al., 2020).

In times of pandemics, new techniques must be addressed to manage innovation, and lasting becomes a crucial success factor in understanding the environment, according to scholars (Chesbrough, 2020). A few managerial practices involve stakeholders in information sharing between businesses and dynamic capacities. Entrepreneurs leaders' ability to create a vision and guide a group in a challenging situation. While the latter refers to entrepreneurial leaders' initiatives to assist value creation

strategists (Gupta, Macmillan, & Surie, 2004).

LITERATURE REVIEW

Effective leadership may strengthen a community. They depend on the capacity of entrepreneurial leaders to create a vision and guide a team in a hazy situation. Orientation depends on obtaining, integrating, and using knowledge, according to Hayton (2005). Every member of an organization must embody the thought process (Bontis, Dragonetti, Jacobsen, & Roos, 1999). The efficiency of policies with socioeconomic implications (Arndt et al., 2020). The vulnerability of developing nations to outside shocks and market demands is actual.

Indonesia, particularly Bantul and Yogyakarta, are developing country. The Covid-19 pandemic recovery in the financial and investment industries has transformed into a program for business owners looking to revive SME operations. Together, innovation and cooperation are necessary. To increase business actors' capacity. The Bantul Department provided entrepreneurship training through the SME and Industry Cooperative Service to encourage innovation and creativity. The data shows that up to 30 business owners took the training. There are numerous diverse communities for food processing, fashion, carpentry, and cooking. This analysis is based on research that contends that community development in SMEs has little bearing on innovation (Dabi et al., 2021). It is therefore thought that knowledge exchange mediates this insignificance.

Discuss the latest information that organization members have learned, how they have used it in their daily work, how they have transferred it to others, and how they have improved, quicker judgments. To solve problems, generate new ideas, and implement policies or procedures, one must share knowledge with others. This involves offering information and expertise and working together (Wang & Noe, 2010). Sharing

knowledge entails imparting to neighbors the knowledge one has internally about creating a community. It is often believed that sharing knowledge will improve individual and organizational performance (Kuruppuge & Gregar, 2017).

Increased innovation in SMEs is based on the significance of knowledge-sharing mediating variables. Improving corporate members' attitudes toward information sharing can be a great starting point for raising the capabilities, competencies, and performance of any organization's members—the viewpoint of a person when imparting knowledge Bock and others (2005). Knowledge sharing among team members is a reliable sign of the team's effectiveness, according to Srivastava et al. (2006) 's research. Members of an organization work together and coordinate. Knowledge-sharing initiatives, for example, directly improve individual performance (Kuruppuge & Gregar, 2017). Additionally, the advantages of sharing information include commercial prospects, network growth, and improved new procedures for product and service development (Steffen et al., 2017). It becomes more apparent when people engage in knowledge donation and gathering, strengthening creativity by creating synergies among stakeholders. Knowledge sharing is the readiness of employees to share information (such as ideas, experiences, facts, methods, and formulas) with other people in the organization, according to Bari et al. (2020).

The source of this study is the reality that the new normal in the Covid-19 period fills the vacuum in community building research that is not significant with SME innovation. The knowledge-sharing variable will be used as the primary means of bridging the two variables in this study. The SMEs in Bantul, Yogyakarta, was the subject of the study. This study's scenario was selected based on SMEs with rapidly expanding local populations. On the

other side, SMEs do not fully grasp how information sharing might boost innovation in SMEs. Hence, the study's limits regarding how to communicate knowledge. Maintaining community structures by exchanging knowledge can help SMEs innovate more. Regarding fresh ideas for expanding and developing SMEs, the following table is shown.

METHOD

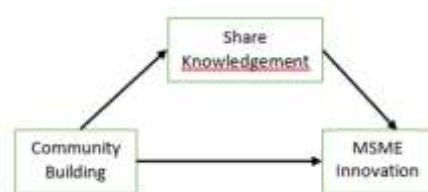


Figure 1. Conceptual Model

The self-determination theory (SDT) provides a model for the self-determination continuum that is meaningfully depicted (Deci and Ryan, 2000c). SDT explains the inherent motivations of the individual as well as the externally controllable causes of the organization to understand what drives behavior (Deci and Ryan, 2012). The SDT framework contrasts how individuals fulfill their requirements and intended objectives (Jones et al., 2021). The community within an organization will also be impacted by individual expertise. Information sharing is affected by a person's attitude toward the business, team, and job because knowledge is personal to connected people (Polanyi, 1998). One can evaluate their environment in a beneficial, harmful, or neutral way depending on their point of view (van den Hooff, 2012). Knowledge-sharing attitudes are essential for employees' desire to share their skills, according to Welsch et al. (2012). De Vries et al. (2006) found that characteristics like desire and willingness greatly impacted information sharing. When there is a negative attitude toward sharing knowledge, and one still feels unfairly treated, sharing what one knows

may assist the individual. On the other hand, fairness, trust, job happiness, commitment to advancement, and information sharing are viewed favorably (Rechberg, 2018).

Community Building, Knowledge Sharing, and SME Innovation

As long as there is interest in the organization, the community will remain because of its dedication to and experience with it (Wenger & Snyder, 2000). Castells (1996) expands the argument in his theory of a network society. Individuals, teams, associations, and businesses can all be actors in a network. Symbolic resource flows like communication, counsel, social support, knowledge, and material resources like goods and products are all part of the connections between these actors (Monge & Contractor, 2001). The infrastructure of the community computing network works well with the network metaphor.

According to Eidizadeh et al. (2017), sharing and value-added activities in strategy are the key management processes that must be understood, altered, and put into practice to be implemented (Bari et al., 2019). According to Ahmad (2018) and Masa'deh et al. (2016), sharing personal knowledge creates fresh experiences that support and enhance group learning and creativity (Singh and Verma, 2019). Networking, commercial prospects, and the development of innovative procedures for product and service development are advantages of information sharing (Steffen et al., 2017). It becomes more evident when people participate in knowledge sharing and gathering, which fosters inter-personal synergies, boosts creativity, eliminates redundancy, and speeds up invention (Teixeira et al., 2019). Knowledge sharing is the readiness of employees to

share information with other people in the organization in the form of ideas, experiences, facts, processes, and formulas, according to Bari et al. (2020).

Introducing new goods or services, procedures, and technologies can be done through organizations (Huovinen & Pasanen, 2010). To do this, the Leader and Follower must establish a solid bond (Xing, Liu, Boojihawon, & Tarba, 2020). To manage the business as effectively as possible and boost employee performance, every human resource within the organization of the company must have their quality and potential fully realized (Wibisono, 2022). Entrepreneurial leaders encourage the growth of entrepreneurial self-efficacy and team spirit growth by honoring their followers' demands and fostering trust among team members (Breugst, Domurath, Patzelt, & Klaukien, 2012). Additionally, by maintaining constant communication with both their internal and external environments, entrepreneurial leaders can foresee potential opposition, enlist the aid of essential stakeholders, offer vital resources and information, or take down obstacles to achieve desired objectives. Encourage the inventiveness of followers and boost their capabilities (Chen, 2007). According to the literature mentioned above, the study finds that:

H1: Community Building Affects Knowledge Sharing

H2: Knowledge Sharing Affects SME Innovation

H3: Community Building Affects SME Innovation

This study fills the research void between SME innovation as a mediator and community building. One hundred twenty respondents in the small business sector provided the respondents' information. The method was a questionnaire sent to business owners, and 135 questionnaires were answered.

SMEs in Bantul, Yogyakarta, received questionnaires between April and May 2022. For the research approach utilizing PLS-SEM, 105 samples were acquired, which is thought to be more than enough (Joe F Hair et al., 2012; Kock & Hadaya, 2018).

Table 1. Characteristic Respondent

No		Characteristic	Total	%
1.	Type Sex	Male	43	56 %
		Woman	62	44%
2.	Education	Junior High School	44	44%
		Bachelor Degree	26	23 %
		Master	6	7 %
		Others	24	26 %
3.	Length of Business	< 5 Year	74	72 %
		> 5-10 Year	13	13 %
		> 10-15 Year	18	15 %
4.	Average Income/Month	< 5 Million	37	77 %
		> 5 Million – 10 Million	46	13 %
		> Rp 10 Million – Rp 15 Million	32	10%
5.	Business Sector	Fashion Model	27	18 %
		Woodcraft	32	52%
		Food Culinary	15	16 %
		Service	41	14%

Source: Data processed, 2022

In order to look at the mediating role of knowledge sharing, SEM-PLS line analysis was performed. The weak link between the two was successfully crossed by the research findings. On small samples with complicated models, SEM-PLS approach can be successful. Additionally, it examined how concurrent SEM strategies would mediate the results (Tabachnick & Fidell, 2012). Knowledge exchange serves as a mediator between community development and SME innovation. to increase the innovation of SME's through knowledge sharing. In order to meet the needs of the research objectives, variable measuring items from earlier studies were adjusted. A Likert scale of 1–5 points was used to measure each variable. Table 2 displays the study's variables and the metrics used to measure them.

Table 2. Operational Variable

Construct	Indicator	Reference
Community Building	1. Make decisions quickly and in agreement with the decisions made.	Marina Dabi.c. (2021)
	2. Optimizing company performance.	
	3. Encouraging other employees to think logically	
Share Knowledge	1. Sharing my knowledge with other organization members	Bock et al., (2005)
	2. Sharing my knowledge with other organization members	
	3. Sharing my knowledge with other members of the organization is an experience	
	4. Sharing my knowledge with other organization members	
Innovation	1. Introducing a new product/service	Marina Dabi.c. (2021)
	2. Paying great attention to modern development	
	3. Spend a lot of time tracking trends	

However, several indicator items do not adhere to the researchers' criteria for not including these indicators beyond the validity provisions over 0.7. (J.F. Hair et al., 2014). By dividing the total number of common factors by the total number of measurement items, one can determine the validity of the reflective construct and the mean value of variance (Arroyave).

Table 4. Discriminant Validity

Variable	PKK (Y)	PK (X)	ProK (Z)
Bangunan Komunitas (X)	0.805		
Berbagi Pengetahuan (Z)	0.773	0.807	
Inovasi (Y)	0.750	0.748	0.825

Source: data processed, 2022

RESULTS AND DISCUSSION

Table 3. Convergent validity, crossbanch alpha and extract mean variable

Construct	Indicator	STD. Loading	Crossbanch Alpha	Status	
Bangunan Komunitas (X)	X.1	0.717	0.725	Valid	
	AVE = 0.647	X.2			0.862
	CR = 0.845	X.3			0.827
Berbagi pengetahuan (Z)	Z.1	0.725	0.820	Valid	
	AVE = 0.652	Z.2			0.873
	CR = 0.882	Z.4			0.800
	Z.5	0.825			
Inovasi (Y)	Y.1	0.856	0.767	Valid	
	AVE = 0.680	Y.2			0.782
	CR = 0.864	Y.3			0.835
R-square (R²)	–		0.598		
R-squared (R²)	–		0.633		

Source: data processed, 2022

Each variable's validity is examined in this research study.

Table 5. Hypothesis Testing

Hypothesis	Direct & Indirect Effect	Original Sample	Standard Deviation	t-value	p-Values
H1	BK (X) → BP (Z)	0.773	0.100	7.744	0.000
H2	BK (X) → IN (Y)	0.426	0.132	3.221	0.001
H3	BP (Z) → IN (Y)	0.419	0.139	3.010	0.003
H4 (Me)	BK (X) → BP (Z) → IN (Y)	0.324	0.120	2.687	0.007

Source: data processed, 2021

Me = Mediation effect; BK= Bangunan Komunitas; BP = Berbagi Pengetahuan; IN= Inovasi

The AVE value is more significant than 0.5 and fits the standards for convergence validity, which call for a loading value of 0.7. (J.F. Hair et al., 2014). Additionally, the criteria for loading reliability testing of composite standards require that Cronbach's alpha be higher than 0.7 however 0.6 is still acceptable (J.F. Hair et al., 2014)

The first is that Community Building with Knowledge Sharing

considerably impacts the p-value of 0.000. Individual interactions in online communities frequently have a learning objective or are consistent with discovering new information, according to research by Kayla S. Sweet (2019). The second explanation for the Community Building variable with innovation positively impacts 0.001. The purpose of collaborative community innovation is solution development following prior study findings and improved utilization of resources, including talent, money, information, expertise, and technology (Mercier-Laurent, 2011). The third theory holds that sharing knowledge has a positive 0.003 effect on innovation. According to an earlier study, management is a common strategy for enhancing businesses' effectiveness in collaborative innovation (Fuller et al., 2012). We can grasp the beneficial impact of the mediating function of knowledge sharing thanks to our extraordinary discoveries. Linking the inconsistent nature of community development to creativity is regarded as successful in this study. Where community building positively affects innovation, the p-value is 0.007, indicating that enhancing knowledge sharing in concepts, firsthand knowledge, and business networks can boost creativity. To manage business centers, SMEs require a variety of ideas and information. A situation in which a novel idea, namely knowledge sharing, can alleviate the issue of consistency from prior study findings.

CONCLUSION

The first is that Community Building with Knowledge Sharing considerably impacts the p-value of 0.000. Individual interactions in online communities frequently have a learning objective or are consistent with discovering new information, according to research by Kayla S. Sweet (2019). The second explanation for the Community

Building variable with innovation positively impacts 0.001. The purpose of collaborative community innovation is solution development following prior study findings and improved utilization of resources, including talent, money, information, expertise, and technology (Mercier-Laurent, 2011). The third theory holds that sharing knowledge has a positive 0.003 effect on innovation. According to an earlier study, management is a common strategy for enhancing businesses' effectiveness in collaborative innovation (Fuller et al., 2012). We can grasp the beneficial impact of the mediating function of knowledge sharing thanks to our extraordinary discoveries. Linking the inconsistent nature of community development to creativity is regarded as successful in this study. Where community building positively affects innovation, the p-value is 0.007, indicating that enhancing knowledge sharing in concepts, firsthand knowledge, and business networks can boost creativity. To manage business centers, SMEs require a variety of ideas and information. A situation in which a novel idea, namely knowledge sharing, can alleviate the issue of consistency from prior study findings.

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