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## Creative Behavior in the Online Fashion Business

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### A B S T R A C T

*Fashion sector has been increasing in Indonesia. Creativity is important thing for an online business to be able to survive and compete in the digital market. Some variables that can improve creative behavior are accurate market orientation and effective use of social media. The purpose of the research is to analyze the influence of market orientation and social media usage on creative behavior in online businesses in the fashion sector in Surabaya. By using purposive sampling method, 132 online businesses in the fashion sector in Surabaya have been selected as respondents. This research used quantitative approach of this explanatory using partial least square. Result of this study describe that market orientation has a significant influence on creative behavior, on the other side, social media usage has a significant influence on creative behavior. This research also show that market orientation has significant influence on creative behavior through social media usage among online businesses fashion sector in Surabaya.*

**Keywords:** Online Businesses, Creative Behavior, Market Orientation, Social Media Usage.

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## INTRODUCTION

Creativity is something that needs to be owned and developed in an entrepreneur for the development and success of a business. Creativity can be viewed as the ability to develop new ideas and to discover new ways of seeing problems and opportunities. The ability produced by creativity is the ability to make something new in its existence and is the formation of new ideas that are original and unusual or unique. The mindset of a creative person is to think out of the box, as well as having an open mind and free to approach things in a new way. Creativity is creating something different from others, or connecting things that were previously unrelated (Camacho-Miñano & Campo, 2017).

According to Sutapa, Mulyana & Wasitowati (2017), there are two important aspects in creativity, namely process and humans. Process is something that orients goals designed to find a solution to a problem. Meanwhile, humans are the resources that determine solutions.

The process remains the same, but the approach used may vary. Between one entrepreneur and the other, they must have done different ways or strategies in building their business. It is this way or strategy that determines the final result produced. The more creatively the person uses the opportunities that exist, the better the results of the business being run. One of the opportunities where creativity can play an important role is the use of social media.

Nowadays, online business has increased along with the high number of internet users and smartphone users. There is a change in the behavior of consumers who previously carried out conventional buying activities of goods so that they switched through online in buying goods. The rapidity of internet users can change habits both from the business and consumer sides. Online businesses must

be able to respond quickly to changes in consumer behavior. Conditions like this can affect entrepreneurs in running the business. Online business as one of the right business strategies in utilizing the internet (Irmawati, 2011).

Badan Pusat Statistik (BPS) reporting that online business in Indonesia in 2017 to 2018 reached a percentage of 45.30%, while entering 2019 it has reached 25.11% of businesses. With the rapid development of internet technology, online business has become the main means of business competition by modern companies. Not only among business people, online business is also not a new thing for people in Indonesia as consumers or users of online business. This is in line with e-commerce users in Indonesia of 139 million, then an increase of 10.8% to 154.1 million users in 2018, and it is predicted that e-commerce users will reach 168.3 million users in 2019 (Jayani, 2019).

One of the sectors that contributes the strongest economic power is the fashion sector which has a share of 18.01% or occupies the second position after culinary. The fashion sector is a creative sector that requires the creativity of business actors and also the ability to see the market. Surabaya yann is the largest city in East Java, during the period 2014-2016) 2 has shown an average increase of 5.67% for the fashion sector. Therefore, careful preparation from fashion sector players in responding to the business world, especially the development of online business which is currently in great demand by buyers as an alternative shopping method. Creativity and the use of social media are some of the factors that need to be considered for business people to develop. In addition, orientation towards is also something that needs to be considered (Li, 2010).

Market orientation is an action taken by business people to direct their business activities to prioritize their focus on the market, which means understanding

the current market needs and what consumers want (Li, 2010). The correlation between competitive advantage and market orientation will result in a different situation, even accelerating market growth. When business people do product marketing, they must be market-oriented because the results of market demand will be more optimal (Setiawan, 2012). Business people must be market-oriented so that they can maintain their business in a dynamic environment with a high level of competition. The same thing was expressed by Rosnawintang (2012) who states that the changing dynamic environment with a high level of competition is a challenge for market-oriented business people and requires a competitive strategy. By entering the right market orientation, business people can produce innovative products or services and can improve business performance. In addition, consumers want innovative products, by conducting market orientation, business people are able to create innovative products that are in accordance with customer desires and improve business performance as well.

One of the objectives of this study is to investigate the role of market orientation in predicting creative behavior in small or medium-scale fashion business actors. Previous studies have revealed the effect of market orientation on creativity. Herman et al., (2018) explained that market orientation is an activity carried out by companies that focus on the market to achieve and increase customer satisfaction by meeting customer needs and desires and appropriately paying attention to business activities related to the market. While creative behavior is behavior that reflects activities where these activities produce something new, new ideas or ideas to be applied in an organization (Ismail & Rishani, 2018).

Research on the business-to-business (B2B) manufacturing sector conducted by Wang and Miao (2015)

resulted in the finding that market orientation does not have a significant positive effect on creative behavior in manufacturing business people. However, there are other research results that show different results. Research conducted by Hussain and Sengupta (2008) shows that several dimensions have a positive and significant influence on collective creativity in manufacturing companies in the United States. The study involved respondents who came from manufacturing companies that were specifically engaged in the high-level information technology manufacturing industry. With the research gap between the research of Wang and Miao (2015) and Im et al. (2008), this study focuses on analyzing the relationship between market orientation and creative behavior in online business people in Surabaya by adding the role of using social media as a related concept between the two.

Previous research that has investigated the relationship of social media use with market orientation and creativity has been found in several literacies. In a study conducted on information technology venture companies, Nguyen, Yu, Melewar and Chen (2015) said that companies that are strongly market-oriented tend to have an orientation in using social media to reach the market as well. In addition, Sigala and Chalkiti (2015) have also explained in their research conducted on the tourism sector that social media has a positive role in increasing creative behavior. With this research gap and a review of previous research, it can be concluded that there is a relationship between market orientation, social media usage, and creative behavior that can be researched and investigated simultaneously in one subject and object of business research.

This research was conducted on entrepreneurs in the fashion sector in Surabaya who have online platforms such as Tokopedia, and Shopee and those who use social media as promotional

media or even sales such as Facebook Ads, Google Ads, Instagram, WhatsApp for business, Twitter, or Youtube. The selection of research subjects is based on the characteristics of online shopping fashion business people who have a broad and unlimited market orientation geographically and demographically. In addition, online fashion business players are those who use social media the most as a promotion and sales media and also need creativity in running their business. Based on the phenomena and reviews of previous studies, it can be concluded that this research will analyze the influence of market orientation on creative behavior through social media usage among online business people in Surabaya.

Herman et al. (2018) explain that market orientation is an activity carried out by a market-focused company to achieve and improve customer satisfaction by meeting customer needs and desires and appropriately paying attention to business activities related to the market. In addition, market orientation is also an activity that involves market intelligence processes that are relevant to company activities, and effective knowledge distribution to produce appropriate assessments with market support (Ullah et al. 2019). Davis et al., (2010) describe market orientation as the application of the marketing concept, where companies must focus on satisfying the wants and needs of their customers. If a market-oriented company will achieve a high level of customer satisfaction, keep customers loyal, and attract new customers, so as to achieve the desired growth rate, market share, and profitability. According to Ullah et al. (2019) Market orientation is measured by the company's way of obtaining information about the market, the company's willingness to systematically collect information about competitors' actions in the market, and the company's willingness to systematically collect information about any changes in

the environment.

According to Ismail & Rishani (2018), creative behavior is behavior that reflects activities where these activities produce something new, new ideas, or ideas to be applied in an organization. This activity will be able to grow the interest of the organization to create more value in itself. According to Hirst et al. (2009) innovation focuses on the development and adoption of new ideas that have not yet acquired knowledge, strategy, and coordination. Therefore, processes are often unpredictable and their progress will appear between delayed processes at unforeseen costs (Janssen & Van Yperen, 2004). Creative behavior can be attached to individuals who work for companies or those who open their own businesses.

Moghimi & Subramaniam (2013) explains that creativity in entrepreneurs refers to the ability of entrepreneurs to create a product, service, idea, procedure, and process that has value and benefits for the business sector to carry out its business mission. According to Moghimi & Subramaniam (2013), creative behavior can be measured through the application of new ways to achieve goals, the application of practical ideas, the use of technology, processes, techniques, and products, the availability of new methods in achieving quality, the availability of creative ideas, decision-making risk, application of various ideas in the company, application of creativity in daily work, implementation of planning in the application of new ideas, frequency of development of new ideas, creative application, a new approach to problems, implementation of new ways of doing tasks.

Social media is a bold media (online) where users can easily participate, share, and create content on blogs, social networks, wikis, and forums in the virtual world. Blogs, social networks, and wikis are the most common forms of social media used by people around the world. In its

development, social media is also known as social media marketing. Social media marketing is a process that encourages someone to offer something through their website, product, or service through online social channels and to communicate with a much larger community who are more likely to do marketing than through traditional advertising channels (Weinberg). . , 2009). Social media marketing is a form of online advertising that uses the cultural context of social networking communities, virtual worlds, social news sites, and social opinion-sharing sites to meet communication goals (Tuten, 2008). According to Charoensukmongkol & Sasatanun (2017), optimizing the use of social media by an actor can be done by compiling customer data before using social media, classifying customer data because before using social media, interacting with customers on social media, responding to customers questions on social media. social media with detailed product information, able to study customer needs based on interactions that occur on social media, able to categorize products so that they can be easily recognized by customers on social media, create customer groups on social media that have the same characteristics as where to buy favorite products, create specific social media marketing strategies to facilitate interaction on social media.

In a study conducted by Wang & Miao (2015), market orientation is described as the company's ability to focus on seeing the market. The results of the research conducted on these manufacturing companies state that the market orientation of this company is directly proportional to the creativity that is carried out. In another empirical study, Im and Hussain & Sengupta (2008) also stated that market orientation can significantly increase creativity among managers and workers who work in the field of marketing and product development. The results of this study also support the initial assumption

that market orientation can have a positive influence on employee creative behavior.

In a study conducted on information technology companies, Nguyen et al. (2015) explain that if a company has a strong market orientation, the company tends to have a strong tendency to use social media as well. The use of social media referred to in this case is to take advantage of social media features to introduce its products to the market or deliver company value to customers. Habibi, Hamilton, Valos and Callaghan (2015), in their research investigating the type of

business-to-business (B2B) also said that e-marketing orientation has a mutually reinforcing relationship. In other words, the implementation of the use of social media will be increasing in companies that have a clearer market orientation.

According to Ali-Hassan et al. (2015), social media is a tool that can help companies to introduce themselves to the market. In addition, the use of social media is also something that can encourage the emergence of creativity in companies. In other words, the use of social media is directly proportional to the level of creativity of a person or collective. This research was conducted on information technology-based companies that on a large scale utilize information technology in running their business. In another study, Charoensukmongkol and Sasanun (2017) describe that entrepreneurs who have high creativity are those who regularly use social media.

## **METHODOLOGY**

The research method that will be used in this study is a quantitative research method. According to Sugiyono (2011) quantitative research methods are research methods used to examine certain populations or samples, the aim

is to test established hypotheses. The type of research that will be used in this research is a quantitative research using survey research, which uses a questionnaire as the main instrument. According to Sugiyono (2011) in research using survey methods, researchers will get data from several people or respondents through questionnaires, tests, structured interviews, and so on.

Sekaran & Bougie (2016) define a population as elements that have characteristics or information that researchers are looking for to investigate and study. The population in this study are business people engaged in the fashion sector who run their businesses in East Java who run their business selling them online. The sample is part of the population (Sekaran & Bougie, 2016). This research uses a non-probability sampling method. In the sampling technique of this research, the researcher uses purposive sampling, by selecting based on the criteria set by the researcher (Sekaran & Bougie, 2016). The sample criteria for this study are micro, small, and medium-scale businesses in the fashion sector, the location of the business/head office is in the city of Surabaya, a minimum of 1 year of existence, has and uses social media regularly such as Instagram, Twitter, YouTube, or Tiktok to promote or reach the market, utilizing online shopping platforms

such as Tokopedia, Shopee, Bukalapak, and others.

According to Sugiyono (2011) there are four techniques in data collection, namely: observation, interviews, questionnaires, and documentation. In this study, researchers will distribute questionnaires to respondents based on the existing criteria. The questionnaire uses a Likert scale where respondents' answers have been limited (Sugiyono, 2011). The Likert scale used is 1-5 where 1 strongly disagrees and 5 strongly agrees. In this study, data processing and analysis will use the Partial Least Square (PLS) method with the help of SmartPLS version 3.0 program. This software is used to facilitate the processing and analysis of data in this study. According to Abdillah and Hartono (2015) PLS is an excellent analytical method because it is not based on various assumptions.

## RESULT AND DISCUSSION

Data analysis was carried out through 3 stages, namely evaluation of the outer model, evaluation of the inner model, and hypothesis testing. The outer model is a measurement model to assess the validity and reliability of the model or equation construct used. The outer model analysis is carried out by calculating the R-square value which shows the magnitude of the endogenous variables.

**Table 1**  
**Convergent Validity**

<b>Variable</b>	<b>Indicator</b>	<b>Outer Loading Value</b>	<b>Result</b>
<i>Market Orientation (KS)</i>	MO01	0.856	Valid
	MO02	0.792	Valid
	MO03	0.895	Valid
	MO04	0.756	Valid
<i>Creative behavior (CB)</i>	CB01	0.819	Valid
	CB02	0.588	Valid
	CB03	0.861	Valid
	CB04	0.600	Valid
	CB05	0.674	Valid
	CB06	0.525	Valid
	CB07	0.784	Valid
	CB08	0.809	Valid
	CB09	0.709	Valid

	CB10	0.901	Valid
	CB11	0.606	Valid
	CB12	0.845	Valid
	CB13	0.566	Valid
	SMU01	0.774	Valid
	SMU02	0.822	Valid
<i>Social</i>	SMU03	0.869	Valid
<i>Media</i>	SMU04	0.750	Valid
<i>Usage</i>	SMU05	0.463	Valid
<i>(SMU)</i>	SMU06	0.726	Valid
	SMU07	0.776	Valid
	SMU08	0.835	Valid

Table 1 above states that the measurement results that have been declared valid can be used to carry out further analysis in this study. Indicators that are considered valid are indicators that have a loading value of > 0.70. However, the loading factor requirement > 0.70 is often not met so it must still consider the loading factor value from 0.4 to 0.7 (Hair et al., 2014). Based on table 4.11 above, it can be seen that all measurement instruments in this study are valid or accurate to measure their respective latent variables because all indicators choose an outer loading value above 0.5

**Table 2**  
**Cross Loading Value**

Indicator	Cross Loading			Result
	MO	CB	SMU	
MO01	<b>0.856</b>	0.809	0.255	Valid
MO02	<b>0.792</b>	0.710	0.306	Valid
MO03	<b>0.895</b>	0.902	0.355	Valid
MO04	<b>0.756</b>	0.661	0.223	Valid
CB01	0.752	<b>0.819</b>	0.234	Valid
CB02	0.481	<b>0.588</b>	0.423	Valid
CB03	0.828	<b>0.861</b>	0.324	Valid
CB04	0.562	<b>0.600</b>	0.392	Valid
CB05	0.533	<b>0.674</b>	0.370	Valid
CB06	0.385	<b>0.525</b>	0.479	Valid
CB07	0.736	<b>0.784</b>	0.301	Valid
CB08	0.848	<b>0.809</b>	0.256	Valid
CB09	0.783	<b>0.709</b>	0.306	Valid
CB10	0.886	<b>0.901</b>	0.356	Valid
CB11	0.536	<b>0.606</b>	0.375	Valid
CB12	0.810	<b>0.845</b>	0.288	Valid
CB13	0.416	<b>0.566</b>	0.285	Valid
SMU01	0.214	0.269	<b>0.774</b>	Valid
SMU02	0.208	0.311	<b>0.822</b>	Valid
SMU03	0.325	0.416	<b>0.869</b>	Valid
SMU04	0.395	0.443	<b>0.750</b>	Valid
SMU05	0.109	0.134	<b>0.463</b>	Valid
SMU06	0.179	0.248	<b>0.726</b>	Valid
SMU07	0.210	0.298	<b>0.776</b>	Valid
SMU08	0.314	0.398	<b>0.835</b>	Valid

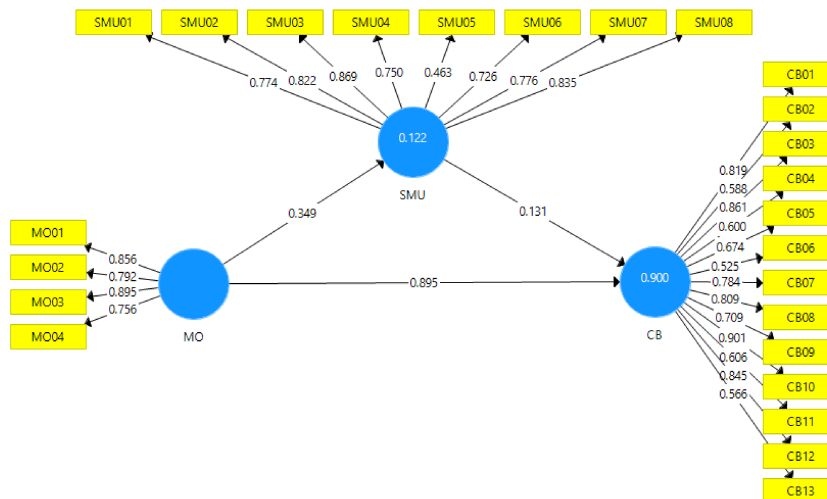
The result of the study value when compared to other constructs, shows that the cross-loading value of a construct has a greater value so all measurement items are valid.

**Table 3**  
**Composite Reliability dan Cronbach's Alpha**

Variable	Composite Reliability	Cronbach's Alpha	AVE
Market Orientation	0.896	0,844	0,683
Creative Behavior	0.933	0,922	0,526
Social Media Usage	0.915	0,895	0,579

Table 3 shows that all variables have an AVE value > 0.50. Therefore, all variables in this study can be declared valid. In Table 4.3 it can also be seen from the value

of composite reliability and Cronbach's alpha that if each variable is > 0.70 then it can be accepted and this research are reliable.



**Figure 1**  
**Bootstrapping Result**

Table 4 shows that the R square value of the endogenous creative behavior variable is 0.900. This means that the exogenous market orientation and social media usage variables are able to explain and predict creative behavior by 90%, while the remaining 10% is explained by other variables outside the proposed model. In addition, the R square value of the endogenous social media usage variable is 0.122. This means that the exogenous market orientation variable is able to explain and predict social media

usage by 12.2%, and the remaining 87.8% can be explained by other variables outside the proposed model or outside this study. This 12.2% value shows a very low and weak influence of the market orientation variable on social media usage. This finding indicates that market orientation is not necessarily the most dominant factor in the use of social media among online business people in the fashion sector in Surabaya. Other things that may also have an effect are customer orientation, digital learning orientation, or digital literacy.



**Table 3**  
**Composite Reliability dan Cronbanch's Alpha**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>AVE</b>
Market Orientation	0.896	0,844	0,683
Creative Behavior	0.933	0,922	0,526
Social Media Usage	0.915	0,895	0,579

The results of this research hypothesis test are that the market orientation variable has a significant effect on creative behavior with a p-value of 0.000 and a T-statistic value of 44,501 which means a p-value <0.05 and a t-statistic > 1.96. Therefore, it can be said that H1 of this study was accepted. The market orientation variable has a significant influence on social media usage because the p-value is 0.000 and the T-statistic is 4.478, which means the p-value is <0.05 and the t-statistic is >1.96. Therefore, it can be said that H2 of this study was accepted. The social media usage variable has a

significant influence on creative behavior because the p-value is 0.000 and the T-statistic is 3.872, which means the p-value <0.05 and the t-statistic >1.96. Therefore, it can be said that H3 of this study was accepted. The market orientation variable has a significant influence on creative behavior through social media usage because the p-value is 0.010 and the T-statistic value is 2.594, which means the p-value is >0.05 and the t-statistic is <1.96., so there is no effect. directly between market orientation to creative behavior through social media usage

**Table 3**  
**Composite Reliability dan Cronbanch's Alpha**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>AVE</b>
Market Orientation	0.896	0,844	0,683
Creative Behavior	0.933	0,922	0,526
Social Media Usage	0.915	0,895	0,579

The results show that market orientation has a significant effect on creative behavior. This means that online business people who are market-oriented and prioritize customer satisfaction will increase creative behavior to meet the needs of their customers. In this study, the most influential factor is customer orientation so that companies seek as much and as accurate information as possible in order to meet customer needs. This also indicates that meeting customer needs requires creative behavior in identifying these needs, and seeking practical and innovative ideas using technology.

The results of this study are supported by Im and Workman (2004) which revealed that market orientation has a significant influence on creative behavior because focusing attention on customer needs can increase creativity in the field of marketing and product development. In addition, this research is also in line with the research conducted by Wang (2015), which explains the company's ability to market orientation is directly proportional to the company's creativity.

This study found that market orientation has a significant effect on social media usage. The results of the

descriptive analysis show that all indicators of the market orientation and social media usage variables get the mean value that is included in the high category. The company's activities that focus on the market cause the importance of social media to become a strategy for achieving company goals. The positive path coefficient value obtained in this study also shows that the higher the activity of the company's activities that focus on the market, the higher the use of social media. The results obtained from this study are supported by previous research conducted by Nguyen et al. (2015) which says that the higher the orientation of a company in the market, the higher the orientation of the company in using social media features. This is because, with these features, it is easier for companies to introduce their products to the market/community. People will also find it easier to find the product information they need through social media. This is also reinforced by the results of research conducted by Habibi, Hamilton, Valos, and Callaghan (2015) which states that the use of social media is more clearly implemented by market-oriented companies.

This study found that social media usage has a significant effect on creative behavior. This study explains that the use of social media can increase the company's creative behavior. The results obtained from this study are supported by previous research conducted by Charoensukmongkol and Sasanun (2017) which states that companies that have high creativity are those who regularly use social media. It indicates that the greater use of social media features, the higher the creativity in promoting the company's products.

In addition to analyzing the direct effect between latent variables, this study also analyzes the indirect effect or mediating role of the intervening social media usage variable. Based on the

results of inferential statistical calculations in this study, social media usage can act as a mediator between market orientation and creative behavior. This can be seen from the path coefficient results of the indirect effect in table 5 which shows that the bigger and stronger the influence of market orientation on social media usage and the influence of social media usage on creative behavior, the stronger the mediating power of social media usage to support the effect of market orientation on creative behavior. However, based on the calculation results shown in table 5, the effect of mediation or intervention is not stronger than the direct effect. This can be seen from the path coefficient value of MO to CB which is greater than MO to SMU to CB ( $0.895 > 0.046$ )

## CONCLUSION

The conclusions obtained by the researcher after collecting data and analyzing data using the Partial Least Square technique are (1) Market orientation significantly influences creative behavior among online business actors in the fashion sector in Surabaya. (2) Market orientation significantly influences social media usage among online businesses in the fashion sector. (3) Social media usage significantly influences creative behavior among online businesses in the fashion sector in Surabaya. (4) Social media usage can be an intervening variable that mediates the influence of market orientation on creative behavior that can support work.

Entrepreneurs should improve market orientation by collecting information on the fashion business. Online business people in the fashion sector can increase information gathering activities related to fashion developments among the public by utilizing the data mining and search engine marketing features provided by each social media platform. Entrepreneurs should increase their courage to take risks, for example by selling the latest fashion

products that are promoted through social media and e-commerce platforms. This can stimulate higher income or returns due to the ability to manage risk which begins with the courage to take risks.

The R square value of creative behavior in the research is high, so it can be seen that the creative behavior of online business actors in the fashion sector in Surabaya has a great influence. Although the results and findings of this study indicate that all direct effects show a significant value, in subsequent studies several other concepts can be studied in the analysis of factors that influence creative behavior. Some of the concepts that can be investigated further are digital marketing orientation and technology literacy because online business people must use digital and internet-based technology. Further research can take emphasis the concept of moderating the effect from other variables such as transaction frequency so that the analysis provided can be specific and in-depth to provide business implications for online fashion business people.

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