THE EFFECT OF KNOWLEDGE MANAGEMENT AND INNOVATION ON UMKM PERFORMANCE MEDIATED BY ORGANIZATIONAL SUPPORT AT THE TRADE, COOPERATIVE AND UMKM SERVICE OF EAST BARITO REGENCY

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This study aims to find out and prove whether Knowledge Management and Innovation have an effect on MSME performance mediated by organizational support at the Trade, Cooperative and UKM Office of East Barito Regency. The population of this study were 4,810 MSME actors and the sample size was calculated using the Slovin formula, totaling 98 MSME actors using the Porpusive sampling technique. The research instrument was a questionnaire distributed to a sample of MSME actors in East Barito Regency. The data analysis technique used for path analysis uses the Smart PLS Version 3.2.0 application. The results of the study stated that knowledge management had a positive and significant effect on organizational support, innovation had a positive and significant effect on organizational support, knowledge management had a positive and significant effect on MSME performance, innovation had a positive and significant effect on MSME performance, organizational support had a positive and significant effect on MSMEs performance, Organizational Support mediates the effect of knowledge management on MSME Performance, Organizational Support mediates the influence of Innovation on MSME performance

1.   INTRODUCTION

The rapid development of the era and technology has pushed the business and business ecosystem to become more dynamic both in terms of competition and development. The ease of establishing a business entity to carry out business operations and activities is also a great opportunity that companies and entrepreneurs want to capture. Therefore, a valuable and sustainable strategy *is* needed to ensure the sustainability of business activities in a long-term context. The performance of MSMEs will continue if knowledge management and innovation can run well and be used properly, because the success of MSMEs will depend on how they are managed and supported by related agencies. According to Dahiyat (2017), knowledge management and innovation can be a strategic choice that can be adopted by companies in order to face various business challenges such as shifting customer demand; rapid technological changes; and in an effort to optimize the competitive advantage of the business compared to competitors. The business and business environment in Indonesia, especially MSMEs, which is increasingly diverse, also needs to think about adopting knowledge management and innovation in order to support good business performance. Research from Lusy Diah, 2021, which states that innovation and broad knowledge are very much needed to support the performance of MSMEs to be even more superior.

MSME performance itself According to Hasibuan (Dinar 2017:9) "MSME performance is a work result achieved by a person or organization in carrying out the tasks assigned to him based on skills, experience, sincerity and time . Therefore, MSME performance will be successful if it has good organizational support, and this can be knowledge and innovation for the owner of the MSME Business. According to Davenport, knowledge management is the process of translating lessons learned, which are in a person's self/mind into information that can be used by everyone . Knowledge management is a discipline that treats intellectual capital as a managed asset (Jerry Honeycutt, 2000). With adequate knowledge, it will help the sustainability of MSMEs in a region, not only with knowledge, but also with innovation, innovation According to Luecke (2003:2), innovation is a process to realize, combine, or mature knowledge/ideas, which are then adjusted to get new value for a product, process, or service . With knowledge and innovation, it will be able to provide good performance in the world of MSMEs,

and of course local organizational support is needed, what is meant by organizational support is Organizational support is employee perception of how the organization values their contributions and cares about their welfare (Eisenberger in Paille, Bourdeau, and Galois , 2010) . Organizational support can be in the form of Attention. Praise. Acceptance. Familiarity. Information. Self-development. Research by Ahmad Sahas Nur Falah Arik Prasetya. 2021, states that organizational support will be given if it is known that business actors have a desire to work by increasing their insight and knowledge. The role of MSMEs is to provide a safety net to carry out economic activities, especially for low-income communities. MSMEs also play a role in forming and contributing to gross domestic product. In addition to spurring the economy, MSMEs are one of the sectors that absorb the most labor. In the 1945 Constitution article 33 paragraph 4, MSMEs are part of the independent national economy and have great potential to improve people's welfare. Data from the Coordinating Ministry for Economic Affairs states that the number of MSMEs in Indonesia has reached 99 percent of all business units, with MSME contributions to GDP reaching 60.5 percent and to labor absorption of 96.9 percent of the total national labor absorption. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Ministry of KUKM) in 2022, the number of MSMEs in Indonesia reached 64.2 million with a contribution to the gross domestic product (GDP) of 61.07 percent or IDR 8,573.89 trillion.

MSMEs have a big role in facing the global recession because MSMEs have contributed greatly to GDP, the absorption of labor is mostly carried out by MSMEs, MSMEs are a potential market for the financial services industry, MSMEs are fast in seeking potential export markets, and MSMEs absorb the largest credit (Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno). Awareness of the importance of MSMEs must be accompanied by policies and regulations from the government in managing and increasing the role of MSMEs so that they can grow and develop. Strategic policies implemented by the Government include the National Economic Recovery Program (PEN), the implementation of the Job Creation Law and its derivative regulations, and the Proudly Made in Indonesia (BBI) program. Hafsah in Yustika (2005) also revealed the problems faced by MSMEs, namely internal problems including 1) low organizational support for MSME management staff; 2) limited capital and lack of access to banking and markets; 3) lack of technological mastery capabilities. This research was conducted at the Trade, Cooperatives and SMEs Office of East Barito Regency , where the Trade, Cooperatives and SMEs Office of East Barito Regency has the task of compiling technical implementation formulations and guidance in the field of UMKM . Providing education and training, consultation and counseling to UMKM , Providing guidance and development and promotion of UMKM products , Implementing financing facilities to strengthen UMKM capital .

The problem of MSMEs in East Barito Regency is limited capital. MSMEs may have many business ideas to develop their businesses, but they have to stop because there is no additional capital. If we look back, many MSMEs have difficulty getting additional capital from financial institutions because of the many requirements that have not been met, the difficulty of registering for permits and obtaining SIUP. In addition to permits, another regulation that is often ignored by MSMEs is the matter of paying taxes. Of the approximately 60 million MSMEs in Indonesia, only 2.5% or approximately 1.5 million MSMEs report their taxes. This shows that not all MSMEs understand how to calculate the taxes that are their obligations. The worst effect that can befall MSMEs is that their businesses can go bankrupt because the existing capital is used up to pay late tax sanctions. which makes many MSME players stagnate in developing their businesses due to the lack of innovation. Finally, many businesses only survive for 1-2 years, then go bankrupt because the products or services offered are not strong or are less competitive. Many MSME players in Indonesia only run their businesses based on following others without seeing their own potential, one of the factors that is an obstacle is the uneven distribution of information in the country which causes the emergence of this gaptek virus. In addition, the generation gap between MSME players represented by generation X and MSME players from the millennial generation creates a distance regarding MSME problems.

However, it is now known that MSMEs have quite crucial problems, it is known that in knowledge management, not all MSME actors have the same knowledge, there are several MSME actors who do not have good knowledge, so that in their efforts they often experience problems, including not being able to manage finances, not being able to manage to overcome market share which

causes the business not to run smoothly, the lack of knowledge that is owned makes many MSME actors not have good performance , the lack of knowledge management of MSME actors is usually caused by the lack of MSME education and training, because every month these MSME actors will be given training in the form of education on how to maintain a business during a recession, but it is known that many MSME actors who rarely participate in the training cause MSME actors to lag behind in useful knowledge in knowledge about maintaining MSMEs.

MSME training itself is usually held every Friday, Saturday and Sunday every month. If MSME actors do not attend the event, MSME actors will miss out on information and materials about maintaining MSMEs. The next problem with innovation, it is known that MSMEs do not have innovation for the businesses they have, the business does not develop and does not have anything new, so it is left behind by other businesses. Sasmajaya's research, 2019, states that good innovation will affect a person's performance, and will even be able to support individual performance and organizational performance. As MSMEs, we must build an innovative culture in the work environment so that we can explore business values that will become competitive advantages in every aspect of the business, so that innovation is needed by MSMEs in order to survive the economic recession, survive in higher competitiveness.

Literature Review

According to Triatna (2015:2) "organizational behavior explains the study of what people do in an organization and that behavior affects their performance in the organization". Meanwhile, according to Utaminingsih (2014:2) "organizational behavior is a field of study that includes theories, methods and principles from various disciplines to study individual perceptions and actions when working in groups and in the organization as a whole". According to Wijaya (2017:1) stated that organizational behavior is a discipline that studies individual behavior in organizations and its impact on performance, both individual, group and organizational performance. While the general theory of organizational behavior put forward by Robbins (2016:6) "organizational behavior is the study of what people do in an organization and how their behavior affects organizational performance". Based on the opinion above, it can be concluded that organizational behavior is an individual's attitude and behavior that is expected to have a good impact on themselves and the organization. Organizational behavior is the fundamental essence of behavioral science itself, which is developed with a focus on human behavior in an organization.

2. METHODS

Research Design

Quantitative research usually uses an explanatory design, where the object of the explanatory research study *is* to test the relationship between hypothesized variables. In this type of research There is clearly a hypothesis that will be tested for its truth. The hypothesis itself describes the relationship between two or more variables; to find out whether a variable is associated or not with another variable. or whether a variable is caused or influenced or not by another variable. Explanatory design is intended to explain a generalization of a sample to its population or to explain the relationship, difference or influence of one variable on another variable . Therefore, in the explanatory format, researchers use samples and research hypotheses. Explanatory design has the credibility to measure, test the causal relationship of two or more variables using inferential (inductive) statistical analysis. In addition, explanatory research can also be used to develop and refine theories, or even weaken or even refute theories. Research with explanatory design can be done with surveys and experiments. .

Population and Sample

According to Sugiyono, (2012:12). Population is all elements that have one or more characteristics or traits in common". The population in this study was all 4,810 MSME actors in the area of the Trade, Cooperatives and MSME Service of East Barito Regency. The sample is a part of the population to be studied or a portion of the number of characteristics possessed by the population. The sample of this study uses the total population, in this case the UMKM actors in the Trade Service area.

3.　　　RESULTS AND DISCUSSION

Knowledge Management has a significant positive effect on Organizational Support at the Trade, Cooperatives and SMEs Service of East Barito Regency.

From the results of testing the H1 hypothesis, Knowledge Management has a positive and significant influence on Organizational Support at the Trade, Cooperatives and SMEs Service of East Barito Regency. Based on the results of the frequency distribution table 5.4. Knowledge will be better if accompanied by the latest technology, there are answers strongly agree 75.5%, agree 8.2%, neutral 4.1%, disagree 7.1%, strongly disagree 5.1% and Mean of 4.418 which means knowledge will be very good if accompanied by the latest technology. Business actors who understand technology have broad knowledge and insight, there are answers strongly agree 78.6%, agree 16.3%, neutral 3.1%, disagree 2.0% and Mean of 4.984 business actors who understand technology have very good knowledge. Business actors who have good knowledge will understand the work procedures, there are answers strongly agree 69.4%, agree 11.2%, neutral 9.2%, disagree 5.1%, strongly disagree 5.1% and Mean of 4.347 which means that business actors who understand the work procedures have very good knowledge. The work will run smoothly if business actors can carry out the work according to the procedure, there are answers strongly agree 83.7%, agree 11.2%, neutral 4.1%, disagree 1.0% and Mean of 4.776 which means that business actors can carry out the work according to the procedure, then have very good knowledge. Business actors should be able to increase knowledge for themselves and others, there are answers strongly agree 86.7%, agree 11.2%, neutral 2.0% and Mean of 4.847 which means that business actors should be able to increase knowledge for themselves and others, then have very good knowledge. Good personal knowledge will increase the value of the business actor, there are answers strongly agree 76.5%, agree 5.1%, neutral 7.1%, disagree 6.1%, strongly disagree 5.1% and a Mean of 4.418 which means that good personal knowledge will increase the value of the business actor, so they have very good knowledge.

Based on the results of the frequency distribution table 5.6. The government's task of supporting business actors fairly, there are answers strongly agree 98.4%, agree 14.3%, neutral 11.2%, disagree 3.1% and a Mean of 4.541 which means the government strongly supports business actors fairly. Government guidance for MSMEs is a form of support from superiors to business actors, there are answers strongly agree 80.6%, agree 8.2%, neutral 11.2% and a Mean of 4.694 which means that government guidance for MSMEs can be said to be very supported by the organization. Business actors who have increased income need to get an Award, there are answers strongly agree 81.6%, agree 10.2%, neutral 1.0%, disagree 7.1% and a Mean of 4.663 which means that business actors who are strongly supported will have increased income, so they need to get an Award. Justice is very necessary in providing support, there are answers strongly agree 88.8%, agree 2.0%, neutral 5.1%, disagree 4.1%% and Mean of 4.775 which means Justice is very necessary in providing support, it can be said that the organization is very supportive. Superior Support is a form of government support, there are answers strongly agree 84.7%, agree 9.2%, neutral 1.0%, disagree 3.1%, strongly disagree 2.0% and Mean of 4.984 which means that superiors who support the business actor get full support from the superior. Organizational support must be adjusted to Working Conditions, there are answers strongly agree 90.8%, agree 6.1%, neutral 3.1% and Mean of 4.878 which means Organizational support must be adjusted to Working Conditions.

In accordance with the frequency distribution, it is known that business actors who understand technology have broad knowledge and insight, the technology must be developed, and the development of technology requires the support of related organizations, in order to be able to develop the technology, then business actors who have good knowledge will understand work procedures, work procedures can be understood and known usually from training or seminars held by related agencies, so this is part of organizational support for business actors.

The phenomenon that occurs in business actors in the area of the Trade, Cooperatives and SMEs Service of East Barito Regency is where the lack of knowledge possessed by business actors, causing their businesses to be less developed , so organizational support from the Trade, Cooperatives and SMEs Service of East Barito Regency is very much needed. Where the knowledge of business actors is very minimal, because not all business actors understand the knowledge to manage their businesses, without

the help of organizations, business actors will not develop because their knowledge management does not increase. According to Davenport, knowledge management is the process of translating lessons learned, which are in a person's mind/self into information that can be used by everyone. Knowledge management is a discipline that treats intellectual capital as a managed asset (Jerry Honeycutt, 2000). Organizational support is the employee's perception of how the organization values their contributions and cares about their well-being (Eisenberger) in Paille, Bourdeau, and Galois (2010). This shows that the commitment of the organization to its employees can be very beneficial. So this research is in line with the research of Anisa Kusuma, Hari Purwanto, Prima Utama, 2021, which states that Knowledge Management has a significant positive effect on Organizational Support.

4. CONCLUSION

Knowledge management has a positive and significant influence on organizational support at the Trade, Cooperatives and SMEs Service of East Barito Regency. Innovation has a positive and significant influence on organizational support at the Trade, Cooperatives and SMEs Service of East Barito Regency. Knowledge management has a positive and significant effect on MSME performance at the Trade, Cooperatives and MSME Service of East Barito Regency. Innovation has a positive and significant influence on the performance of MSMEs at the Trade, Cooperatives and MSMEs Service of East Barito Regency. Organizational support has a positive and significant effect on MSME performance at the Trade, Cooperatives and MSME Service of East Barito Regency. Organizational Support Mediates the Influence of Knowledge Management on MSME Performance at the Trade, Cooperatives and MSME Service of East Barito Regency. Organizational Support Mediates the Influence of Innovation on MSME Performance at the Trade, Cooperatives and MSME Service of East Barito Regency

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