

Research Article

The Influence of Social Media Utilization, Adversity Intelligence, and Innovation on the Success of Fashion MSMEs in Beringin District, Lubuk Pakam

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Abstract: The purpose of this study is to determine the effect of social media usage, adversity intelligence, and innovation on the success of Fashion MSMEs in Beringin District, Lubuk Pakam. In this study, the data collection technique used a random sampling method, the sample used was 62 respondents. All analyses in this study were assisted by the SPSS 25.0 program. Data analysis techniques were carried out through classical assumption tests, multiple linear regression analysis, and hypothesis testing. Based on the t-test that has been carried out, the results obtained are that the Sig. value of the Social Media Utilization variable is obtained at $0.002 < 0.05$ and the calculated t value $(7.513) > t$ table (1.671) . So it can be concluded that the Social Media Utilization variable has a positive and significant effect on the Success variable of MSMEs. Furthermore, the Sig. value of the Adversity Intelligence variable obtained is $0.000 < 0.05$ and the calculated t value $(9.048) > t$ table (1.671) . So it can be concluded that the Adversity Intelligence variable has a significant influence on the MSME Success variable. Furthermore, the Sig. value of the Innovation variable obtained is $0.000 < 0.05$, which significantly affects the MSME Success variable. From these data, the calculated t value is obtained at $(1.167) > t$ table (1.671) . The value of the multiple regression analysis is $Y = 9.227 + 0.428 X_1 + 0.484 X_2 + 0.063 X_3 + e$. The F-count value is 65.958 with a significance of 0.000 while the F-table value is 2.752. The value of R Square (R^2) namely the Value of Social Media Utilization (X_1), Adversity Intelligence (X_2) and Innovation (X_3) is 87.9% while 12.1% is influenced by other variables not studied. Therefore, it can be stated that the Innovation variable has a positive and significant influence on the MSME Success variable.

Keywords: Adversity Quotient; Innovation; Multiple Linear Regression Analysis; Social Media Utilization; Success of Fashion MSMEs.

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1. Introduction

Micro, Small, and Medium Enterprises, or more commonly known as MSMEs, are business activities that can be carried out by anyone without age restrictions and large capital. MSMEs play an important role in efforts to achieve national economic stability, as MSMEs can create job opportunities for the unemployed, thereby reducing poverty levels. In the new economic era, it refers to the idea of enhancing information creativity through the use of concepts in MSMEs (Dewi et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) are one part of building the economy of a country or region, including in Indonesia. This can be seen from the contribution of MSMEs to employment, income distribution, and regional economic development. Micro, Small, and Medium Enterprises (MSMEs) are businesses owned by individuals and play an important role in national economic activities to solve all economic problems in Indonesia (Wahyunti, 2020).

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in national economic growth, especially in absorbing labor, increasing community income, and

strengthening the domestic economic structure. Amid global dynamics and the challenges of the digital era, MSMEs are required to continuously innovate and adapt, including in creative industry sectors such as fashion. Deli Serdang Regency, particularly Beringin District, is an area with significant potential for MSME development, including in the fashion sector. Fashion MSMEs in Beringin District still face challenges in terms of data collection, marketing, and capacity development, although there is business potential in the craft and local product sectors that can be developed.

2. Literature Review

Definition of MSME Success

Entrepreneurial orientation is reflected in every action taken by entrepreneurs with the primary goal of achieving business success. This success cannot be achieved instantly, but requires a long, gradual process full of challenges. In this context, entrepreneurs are required to be able to manage and optimally utilize the resources they have, to have resilience in facing increasingly intense competitive dynamics, and to be able to compete strategically with other business players (Sakidi et al., 2022)

Definition of Innovation

According to (Armanda and Mala, 2024), innovation is a process of discovering ideas or creativity in a product or business. Innovation, on the other hand, is the process of realizing creative ideas into products, services, or processes that can be applied in business to create added value (Yasin, 2025).

Definition of Adversity Intelligence

Adversity intelligence is a state in which an individual's ability to observe a difficulty is then able to process that difficulty until finding a solution or potential with the abilities they possess (Cahayani & Gunawan, 2021).

Definition of Social Media Utilization

The use of social media in MSME marketing is the utilization of features and services provided by platforms such as Instagram, Facebook, TikTok to increase sales, expand market reach, and introduce products to the wider community (Seisu, et al., 2023).

3. Materials and Method

This research uses an associative quantitative approach with the aim of analyzing the influence of independent variables, namely Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) on the dependent variable, which is the Success of MSMEs (Y) in Fashion MSMEs in Beringin District, Lubuk Pakam. The research design used is causal, which aims to explain the cause-and-effect relationship between the independent and dependent variables being studied. The population in this study consists of all owners of Fashion MSMEs in Beringin District, Deli Serdang Regency. Based on data from the Deli Serdang Regency Cooperative Office in 2025, the number of Fashion MSMEs that make up the research population is 62 business units.

The sampling technique used the saturated sampling method (census), so that all members of the population were taken as research samples, with a total of 62 respondents who are owners of Fashion SMEs. Research data were collected through the distribution of questionnaires using a Likert scale with a score range of 1 to 5. The research instrument contains statements related to the variables of Social Media Utilization, Adversity Intelligence, Innovation, and SME Success. In addition to questionnaires, data were also obtained through field observations and documentation to support the completeness of research information. To test the research hypothesis, a partial test (t-test) is used to determine the influence of each independent variable on the dependent variable, as well as a simultaneous test (F-test) to determine the effect of the three independent variables together on SME Success. In addition, the coefficient of determination (R^2) test is conducted to see how well the variables of Social Media Utilization, Adversity Intelligence, and Innovation explain the variation in Fashion SME Success.

4. Results and Discussion

Classical Assumption Test

Normality Test

The purpose of testing data normality is to see whether in a regression model the dependent and independent variables have a normal distribution or are otherwise non-normal. Data is said to be normally distributed if the significance value is greater than 0.05 at a 0.05 significance level.

Table 1. Data Normality Test Results One-Sample Kolmogorov-Smirnov Test.

Description	Sub-description	Value
N		62
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.16859939
Most Extreme Differences	Absolute	0.084
	Positive	0.048
	Negative	-0.084
Test Statistic		0.084
Asymp. Sig. (2-tailed)		0.200

Test distribution is Normal; Calculated from data; Lilliefors Significance Correction; This is a lower bound of the true significance.

Multicollinearity Test

Multicollinearity is conducted to determine the magnitude of intercorrelation among the independent variables in this study, namely Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3). If a correlation occurs, it is called a multicollinearity problem. To detect whether there is any Multicollinearity can be seen in the values of tolerance and VIF. If the tolerance value is above 0.1 and the VIF value is below 10, then multicollinearity does not occur.

Table 2. Results of Multicollinearity Test Coefficients^a.

Model	Variabel	B (Unstandardized Coefficients)	Std. Error	Beta (Standardized Coefficients)	t	Sig.	Tolerance	VIF
1	(Constant)	9.227	2.845	—	3.243	0.002	—	—
	X1	0.428	0.057	0.504	7.513	0.000	0.870	1.150
	X2	0.484	0.054	0.584	9.048	0.000	0.937	1.067
	X3	0.063	0.054	0.078	1.167	0.248	0.885	1.130

Dependent Variable: y; Based on the data from the multicollinearity test table above, it can be understood that the three independent variables, namely Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3), have Tolerance values of 0.870, 0.937, 0.885 and VIF values of 1.150, 1.067, and 1.130. All variables have tolerance values above 0.1 and VIF values below 10, so it can be concluded that the regression model in this study does not experience multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is inequality of variance and residuals from one observation to another in the regression model. A good regression model is one where heteroscedasticity does not occur. If the independent variables are not statistically significant and do not affect the dependent variable, then there is an indication that heteroscedasticity does not occur. The following are the results of the heteroscedasticity test on the regression model in this study.

Table 3. Results of Heteroscedasticity Test Coefficients^a.

Model	Variabel	B (Unstandardized Coefficients)	Std. Error	Beta (Standardized Coefficients)	t	Sig.	Tolerance	VIF
1	(Constant)	9.227	2.845	—	3.243	0.002	—	—
	X1	0.428	0.057	0.504	7.513	0.000	0.870	1.150
	X2	0.484	0.054	0.584	9.048	0.000	0.937	1.067
	X3	0.063	0.054	0.078	1.167	0.248	0.885	1.130

Dependent Variable: y; Based on the heteroscedasticity test table data above, it shows that all variables have significance values greater than 0.05, so it can be concluded that the regression model in this study does not experience heteroscedasticity.

Multiple Regression Analysis

This research uses multiple linear regression to determine the effect of independent variables on the dependent variable. The multiple linear regression equation used is as follows:

Table 4. Results of Multiple Regression Analysis Coefficients^a.

Model	Variabel	B (Unstandardized Coefficients)	Std. Error	Beta (Standardized Coefficients)	t	Sig.	Tolerance	VIF
1	(Constant)	9.227	2.845	—	3.243	0.002	—	—
	X1	0.428	0.057	0.504	7.513	0.000	0.870	1.150
	X2	0.484	0.054	0.584	9.048	0.000	0.937	1.067
	X3	0.063	0.054	0.078	1.167	0.248	0.885	1.130

Dependent Variable: y; From the table, by paying attention to the numbers in the Unstandardized Coefficients column, a multiple regression equation can be formulated as follows: $Y = 9.227 + 0.428 X1 + 0.484 X2 + 0.063 X3 + e$. From the regression equation above, several things can be interpreted, including: The constant (a) of 9.227 indicates that the variables Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) have an effect on MSME Success (Y). 9.227. This means that any change in the variables Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) will have a positive effect on MSME Success (Y).

The utilization of Social Media (X1) of 0.428 indicates that the variable Social Media Utilization (X1) has a positive and significant effect on SME Success (Y), which means that any change in the Social Media Utilization variable (X1) will positively affect SME Success (Y). Adversity Intelligence (X2) of 0.484 indicates that the variable Adversity Intelligence (X2) has a positive and significant effect on MSME Success (Y), meaning that any increase in Adversity Intelligence (X2) will have a positive effect on MSME Success (Y). Innovation (X3) of 0.063 shows that the Innovation variable (X3) has a positive and significant effect on MSME Success (Y), meaning that any increase in Innovation (X3) will positively affect MSME Success (Y).

Hypothesis Testing

To determine the extent to which the independent variable affects the dependent variable, a t-test is conducted. If the significance is less than 5%, the independent variable has a significant effect on the dependent variable.

Table 5. Partial Test (t) Coefficients^a.

Model	Variabel	B (Unstandardize d Coefficients)	Std. Error	Beta (Standardized Coefficients)	t	Sig.
1	(Constant)	9.227	2.845	—	3.243	0.002
	X1	0.428	0.057	0.504	7.513	0.000
	X2	0.484	0.054	0.584	9.048	0.000
	X3	0.063	0.054	0.078	1.167	0.248

Dependent Variable: y In the coefficients table, it can be seen that the calculated t for the Social Media Usage variable (X1) is 7.513 with a significance value of 0.000, while the calculated t for the Adversity Intelligence variable (X2) is 9.048 with a significance value of

0.000, and the calculated t for the Innovation variable (X3) is 1.167 with a significance value of 0.248.

Simultaneous Test (f)

The F test is used to test the hypothesis of the effect of independent variables on the dependent variable simultaneously. If significant, F is smaller and the significance level is 5%, then the independent variables have a significant effect together. Conversely, if F is greater than the significance level, then the independent variables do not have a significant effect.

Table 6. F Test Results ANOVA^a

Model	Sumber Variasi	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284.197	3	94.732	65.958	0.000
	Residual	83.303	58	1.436		
	Total	367.500	61			

Dependent Variable: y; Predictors: (Constant), x3, x2, x1. Based on the results of the calculated F-test in the table above, it can be assessed that the calculated F is 65.958 with a significance of 0.000, while the F-table value is 2.752. The criterion of the calculated F being greater than the F-table means that it can be concluded that the independent variables Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) simultaneously have a significant effect on MSME Success (Y).

Determination Coefficient Test (R²)

Table 7. Results of the Determination Coefficient Test (R²) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.879	0.773	0.762	1.198

Predictors: (Constant), x3, x2, x1; Dependent Variable: y

From the following table data, it shows that R indicates a simple correlation, namely Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) is 87.9%, while 12.1% is influenced by other variables that were not studied. R Square (R²) shows the coefficient of determination is 0.773 (77.3%), meaning the percentage of Social Media Utilization (X1), Adversity Intelligence (X2), and Innovation (X3) is 77.3%, while the remaining 22.7% is influenced by other variables that were not studied.

Discussion

The Use of Social Media Affects the Success of MSMEs

The use of social media has a positive and significant effect on the success of MSMEs because social media can serve as an effective, inexpensive, and easily accessible promotional tool. This condition encourages increased sales, customer loyalty, and business image enhancement, which overall can support the success of MSMEs.

Adversity Intelligence Influences MSME Success

Adversity Intelligence has a positive and significant effect on MSME success because this ability helps business actors to remain resilient, optimistic, and able to recover from various difficulties. The ability to endure, adapt, and bounce back is what ultimately supports the continuity and success of their business.

Innovation Influences MSME Success

The results of this study indicate that innovation does not have a significant effect on the success of fashion MSMEs in the Beringin District of Deli Serdang. Therefore, although innovation is important in the vision and goals of business development, in the context of fashion MSMEs in the Beringin District of Deli Serdang, innovation has not yet become a dominant factor in determining business success.

The Utilization of Social Media, Adversity Intelligence, and Innovation on the Success of SMEs

The results of this study indicate that the utilization of social media, adversity intelligence, and innovation have a positive and significant effect on the success of fashion SMEs in the Beringin District of Deli Serdang. The use of social media supports promotion, expands market networks, and strengthens interactions with consumers. Adversity intelligence helps business actors remain resilient in facing various challenges, be able to recover from difficulties, and continue to adapt to market changes. Meanwhile, innovation drives the

creation of fashion products that align with trends and consumer needs, thereby increasing competitiveness. These three factors complement each other and collectively contribute to supporting business growth, expanding market opportunities, and strengthening the position of fashion SMEs in the region.

5. Conclusion

Based on the analysis and discussion regarding the influence of social media utilization, adversity intelligence, and innovation on the success of fashion MSMEs in Beringin District, Lubuk Pakam, the following conclusions can be drawn: The t-test results indicate that social media utilization has a positive and significant effect on the success of fashion MSMEs in Beringin District, Lubuk Pakam, with a calculated t-value of 7.513 exceeding the t-table value of 1.671; thus, it is concluded that social media utilization positively and significantly affects the success of fashion MSMEs in the area. The t-test results show that adversity intelligence has a positive and significant effect on the success of fashion MSMEs in Beringin District, Lubuk Pakam, with a calculated t-value of 9.048 exceeding the t-table value of 1.671; thus, it is concluded that adversity intelligence positively and significantly affects the success of fashion MSMEs in the area. The t-test results indicate that innovation has a positive and significant effect on the success of fashion MSMEs in Beringin District, Lubuk Pakam, with a calculated t-value of 1.167 being less than the t-table value of 1.671 and a significance value of $0.000 < 0.05$; thus, it is concluded that innovation does not have a significant effect on the success of fashion MSMEs in the area. The F-test results show that social media utilization, adversity intelligence, and innovation simultaneously influence the success of fashion MSMEs in Beringin District, Lubuk Pakam. With a calculated F-value of 65.958 exceeding the F-table value of 2.752 and a significance value of $0.000 < 0.05$, it is concluded that there is a positive and significant simultaneous influence of social media utilization, adversity intelligence, and innovation on the success of fashion MSMEs in Beringin District, Lubuk Pakam.

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