Boosting Social Media Learning among Women Entrepreneurs: Gender Outlook and Entrepreneurial Orientation

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Abstract:

Micro-, small and medium-sized enterprises (MSMEs) have grown into Indonesia's economic backbone. MSMEs also account for over 60% of GDP and 97% of domestic labor. Conversely, women own and manage 64.5% (or 37 million) of Indonesia's MSMEs. People's life, particularly the economy, have profited from information technology and its numerous derivatives, such as search engine platforms, social media, and e-commerce sites. Data, information, and digital assets are emerging as new forms of wealth. MSMEs may profit from social media by obtaining access to new information and ideas that can help them become more productive. Few studies have been conducted on the association between E.O. and social media learning, particularly among female entrepreneurs. This research aims to examine social media learning. It also intends to investigate the impact of gender on social media learning. Gender will also be investigated as a moderating element in enhancing social media learning in the study. The Rasch model analysis and structural equation modeling (SEM) analysis were used in the study. After analyzing the measurement model, it was discovered that the entrepreneurial orientation significantly influences social media learning among Indonesian MSMEs, especially women entrepreneurs. Gender also has a significant impact on social media learning. Gender, on the other hand, is not significant as an E.O. moderator in improving social media learning among Indonesian MSMEs. The study provides implications for an effective method, using social media learning, to develop a large proportion of women entrepreneurs in Indonesia. Therefore, the study delivers originality to the ongoing discussion in the academic literature about social media learning, entrepreneurial orientation, and gender perspective in entrepreneurship development.

Keywords: social media learning, gender, women entrepreneurs, entrepreneurial orientation.

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促进女性企业家的社交媒体学习：性别观点和创业方向

摘要：

微型、小型和中型企业（中小微企业）已成长为印度尼西亚的经济支柱。中小微企业还贡献了超过 60%的国内生产总值和 97%的国内劳动力。相反，女性拥有和管理 64.5%（或 3700 万）的印度尼西亚中小微企业。人们的生活，尤其是经济，已经从信息技术及其众多衍生产品中获益，例如搜索引擎平台、社交媒体和电子商务网站。数据、信息和数字资产正在成为新的财富形式。中小微企业可以通过获取有助于提高生产力的新信息和新想法，从社交媒体中获利。关于乙. 欧. 之间的关联的研究很少。和社交媒体学习，尤其是在女企业家中。本研究旨在检验社交媒体学习。它还打算调查性别对社交媒体学习的影响。性别也将作为研究中加强社交媒体学习的调节因素进行调查。研究中使用了拉施模型分析和结构方程模型（扫描电镜）分析。分析测量模型后发现，创业导向显着影响印度尼西亚中小微企业的社交媒体学习，尤其是女企业家。性别对社交媒体学习也有重大影响。另一方面，性别作为乙. 欧. 并不重要。改善印度尼西亚中小微企业社交媒体学习的主持人。该研究为使用社交媒体学习的有效方法提供了启示，以培养印度尼西亚的大部分女企业家。因此，该研究为学术文献中正在进行的关于社交媒体学习、创业导向和创业发展中的性别观点的讨论提供了独创性。

关键词： 社交媒体学习、性别、女企业家、创业方向。

1. Introduction

Micro-, small and medium-sized enterprises (MSMEs) have evolved into the economic backbone of Indonesia. MSMEs contributed 61.97% of the total national gross domestic product (GDP) (IDR 8.5 trillion in 2020), or 61.97% of the actual national GDP (Kompas Warta, 2022). Furthermore, MSMEs account for more than 60% of GDP and 97% of domestic labor. Conversely, women own and run 64.5% (or 37 million) of Indonesia's MSMEs. Additionally, 62% of business owners are in the food and beverage industry and 38% in the arts and crafts industry (Winterflood, 2022). Following this, the Financial Services Authority (OJK) statistics in 2021 revealed that women controlled 53% of MSMEs in Indonesia. According to the 2020 World Economic Forum, women's empowerment is the key to improving national revenue. According to the 2018 McKinsey Global Institute Analysis, Indonesia could generate a gross domestic product (GDP) of US$135 billion per year in 2025 if more women participated in economic activities (Kusumaningrum, 2022).

During the pandemic, women have been the backbone of the national economy. Because of the number of male employees laid off, women have become the predominant breadwinners. As a result, women's contributions to family income rose in 2021 (Statistics Indonesia data) compared with the previous year (Kusumaningrum, 2022). Furthermore, women owned MSMEs were more resilient throughout the pandemic because women were more attentive to expanding their firms and seeking online market opportunities. It was also consistent with U.N. Women's statistics from 2021, which showed that women's incomes surged by up to 82% during the epidemic (Kusumaningrum, 2022).

Information technology and its various derivatives, such as search engine platforms, social media, and e-commerce sites, have benefited people's lives, especially the economy (Sudibyo, 2022). For example, during the COVID-19 pandemic, Indonesia accelerated its shift toward e-commerce. Eventually, it became a regional leader in this area. Eighty-seven percent of Indonesian Internet users have made an online transaction using a mobile device. This number increases to eighty-nine percent when all devices are considered (Sudibyo, 2022). Hence, one technique to help MSMEs move up a class is digitalization. It is a platform for MSMEs to gather partners, market access, financing facilities, and information to help MSMEs expand and improve their enterprises. Another way is through social media.

According to a 2020 study conducted by the Indonesia Internet Providers Association (APJII), Indonesia has the most internet users in Southeast Asia and the fourth largest in the world, with more than 196 million users. In 2022, the statistic had climbed to 210 million users, accounting for two-thirds of the total in the United States (Belinda & Indra, 2022). Social media is rapidly evolving and is now packed with various advanced features ranging from varied information to online commerce. The staff provided ranges from knowledge to enjoyment (Belinda & Indra, 2022). According to APJII research, the most popular platform for sharing information or simply conversing is Whatsapp. On the other hand, Facebook, YouTube, and Instagram are the three most popular platforms for consuming content (Belinda & Indra, 2022).

We Are Social data show that social media users in

Indonesia increased by 12.6 percent (21 million individuals) between 2021 and 2022. By the beginning of 2022, there will be 191.4 million social media users, accounting for more than half of the country's population. According to the survey, 92 percent of the 181 respondents - the majority of whom were female (The Jakarta Post, 2022).

Data, knowledge, and digital assets are new sources of wealth since they are limitless, extensive, and many (Mustafid, 2022). MSMEs can benefit from social media by gaining access to new information and ideas that might boost their productivity. A company's success may be directly tied to its ability to innovate. Financial results can be enhanced if businesses provide customers with a wide range of products that set them apart from rivals. Therefore, social media is a place for new innovations that may respond to changing times (Moy et al., 2020). Another advantage of social media is the distribution of new information. It occurs when people begin to communicate about their tacit knowledge and organize it in clear, understandable forms. It also facilitates the translation of explicit knowledge into tacit knowledge through conversation and organizing within a knowledge system (Moy et al., 2020).

Only 7.4% of Indonesia's MSMEs use digital channels. Their adoption rate has been astounding, even though only a tiny fraction of MSMEs have used them. The yearly increase of 104.4% in 2018 was impressive. These findings indicate that MSMEs have a strong desire to embrace digital technology for economic goals. Ninety percent of Indonesia's MSMEs are stuck in their old ways of doing business since the transition from offline to online is too challenging. As a result, the Ministry of Cooperatives and SMEs of the Republic of Indonesia has developed several strategic initiatives to boost the competitiveness of SMEs in the digital age. The plan is intended to encourage MSMEs to employ technology in compliance with the 2020-2024 Medium-Term National Development Plan. MSMEs are also required to collaborate to deliver unified, real-time data (Kurniawati et al., 2021).

Scholars have proved that social media impacts MSMEs' performance. A study about the ability to access and share information improves SMEs' performance. The results demonstrated a direct beneficial association between social media adoption and the success of SMEs (Qalati et al., 2022). A study on social media analyzed how Indonesian MSMEs responded to the impact of social media on knowledge development, innovation, and performance. As a result, social media has a considerable impact on organizational results, particularly when it comes to the production of new information and the development of unique goods and services. The collaboration will harness social media's utility in improving business processes to produce new insights and outcomes (Moy et al., 2020). Another study on social media usage in

Malaysia showed that MSMEs can profit from greater media exposure via social media platforms. It enables them to improve their market performance, engage with customers, sell more items, and present them to new ideas (Afiyah, 2021).

Entrepreneurial orientation (E.O.) can be defined as the process of developing strategies. It is based on entrepreneurial activity to gain a competitive advantage and organizational performance (Mbaidin, 2022; Sánchez-García et al., 2022). Many kinds of research have explained the beneficial association between E.O. and financial and non-financial company performance. Additionally, other research findings indicate a relationship between E.O. and organizational strategy (Sánchez-García et al., 2022).

Entrepreneurial orientation and learning capacity have previously been investigated jointly to understand how entrepreneurial orientation affects firm performance. The findings indicate that organization learning capacity may influence this connection (Mbaidin, 2022; Sánchez-García et al., 2022). Several scholars have found a link between the entrepreneurial approach and learning capacity (Mbaidin, 2022; Sánchez-García et al., 2022). Furthermore, no research has been undertaken to analyze the association between E.O. and social media learning among women entrepreneurs. As a result, this study aims to experimentally examine the link between E.O. and social media learning among women entrepreneurs, with gender acting as a moderator.

As mentioned previously, 64.5% of MSME owners are women. Women create businesses for many reasons long before a pandemic breaks out. Since women tend to be more adept at balancing their professional and personal lives, they may be more tempted to launch their own firms (Llados-Masllorens & Ruiz-Dotras, 2022). Women entrepreneurs are self-starters with a positive attitude, eagerly looking for information, outstanding interpersonal skills, and a strong desire to succeed (Mindarti et al., 2022). They are curious about new ideas, have excellent communication skills, and are determined to achieve their goals. They are also risk-takers, opportunity explorers, tenacity, facing uncertainty, autonomy, adaptability, planning, and self-confidence (Saleem et al., 2022).

Scholars have studied the impact of entrepreneurial orientation on boosting women entrepreneurship in Indian MSMEs (Chhabra et al., 2020). Another study examines the increasing public procurement possibilities for women-owned small and medium-sized businesses (SMEs). The result explained that MSMEs owned by women were half less likely to be government suppliers than SMEs owned by men in the wholesale or retail and other services sectors (Orser et al., 2020).

There are still fewer studies on the relationship between E.O. and social media learning, specifically among women entrepreneurs. This research greatly

Herlina et al. Boosting Social Media Learning among Women Entrepreneurs: Gender Outlook and Entrepreneurial Orientation, Vol. 60
Autumn/Winter 2022

854

contributes to the related works; therefore, this research aims to examine social media learning. It is a digital platform where MSME owners may use E.O to access resources and skills. The Rasch model analysis and structural equation modeling (SEM) analysis were used in the study. Unlike earlier studies, this study focuses on the influence of social media on social learning habits. It also intends to analyze the impact of gender on social media learning. Gender will also be examined as a moderating variable in the enhancement of social media learning.

2. Literature Review

2.1. Social Media Learning

Social media learning plays a vital role in encouraging organizational learning. By forming the digital transformation in companies so that new innovations are developed to improve the performance of MSME organizations (Almujaini et al., 2021). It turns out that many processes can be carried out effectively based on technology. Social media, also known as digital transformation and social media, has a favorable impact on MSMEs' performance, particularly in the learning process, customer interactions, productivity, and creativity (Al-Sous et al., 2023; Purba, 2021). Based on the research of Zgheib and Dabbagh (2020), six activities can be carried out in the learning management system through social media: creating, evaluating, analyzing, applying, understanding, and remembering. All these activities encourage performance improvement and the formation of innovation in Indonesian SMSEs through leadership style, e-task, and e-learning (Masa'deh et al., 2022; Zgheib & Dabbagh, 2020).

2.2. Entrepreneurial Orientation (EO)

Miller and Friesen pioneered the notion of Entrepreneurial Orientation in 1983, which explained the entrepreneurial orientation with three aspects: proactive, risk-taking, and innovative. In the entrepreneurship literature, the E.O. has been viewed as behavioral characteristics. An entrepreneurial firm on the market innovates its products, conducts some risky business projects, and produces proactive innovations ahead of its competition. Miller described E.O. as proactiveness, risk-taking, and innovation in his early work. Later, Lumpkin and Dess added two more dimensions: autonomy and competitive aggressiveness (Chelliah et al., 2023). Finally, entrepreneurial orientation is defined as a set of processes, practices, and decision-making activities that lead to originality (Chelliah et al., 2023).

2.3. Gender Outlook

Numerous studies have uncovered disparate features between women and men, contributing to MSME performance disparities. For example, women are frequently more risk-averse than males (Gimenez-Jimenez et al., 2022). Similarly, there are variations between men and women in hereditary features, psychological qualities (e.g., extraversion), self-image (e.g., self-confidence), education, and personal connections. Women's ability to develop businesses may be hindered since they are less confident in their talents, their business ideas, and the entrepreneurial environment.

Traditionally, the gender gap in MSME performance has also been linked to variations in human and social capital and women's lack of confidence. Women's education-acquired skills are likely less transferrable to the entrepreneurial profession; hence, entrepreneurial jobs have lower anticipated returns. When acquiring access to networks, women confront distinct challenges; they struggle to enter male-dominated professional networks (Marlow & Mcadam, 2015). Furthermore, prejudice by resource providers, particularly finance providers, inhibits the growth of women-owned firms (Chib et al., 2015).

Regarding social media learning, research has shown gender inequalities in online behaviors and information technology use. Compared with males, women regarded smartphone text interactions as more beneficial for maintaining personal ties. Additionally, women had a more splendid view of social media's ease of use, compatibility, relative benefit, and danger than males. According to more recent research, privacy risk, social relationships, and commitment are more significant for women than men, as an attitude toward information sharing has a greater impact on women's intention to disclose information than men's (Lin & Wang, 2020). The results of a recent study on gender differences in social media use showed that females spend more time than men on smartphones, social media, texting, and general computer usage; however, how much of this time was spent organizing an activity was not identified (Twenge & Martin, 2020).

Following a thorough assessment of the literature, the researchers reach the following hypotheses:

H1: Entrepreneurial orientation has a significant influence on social media learning among women entrepreneurs.

H2: Gender has a significant influence on social media learning.

H3: Entrepreneurial orientation significantly influences social media learning, with gender as the moderator.
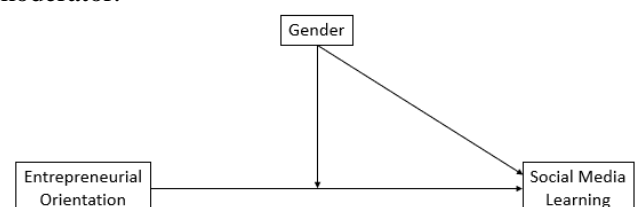

Figure 1. Research framework

3. Methodology

The study's purpose is to investigate improving social media learning. It also wants to encourage E.O., with gender acting as a moderating variable to enhance the link. The empirical research in this study was conducted using a quantitative design. The questions used to assess E.O. were modified from (Al Mamun et al., 2017; Zhang et al., 2014), and they included 17 indicators. The social media learning questions were adopted from Kordab et al. (2020). It had 18 indications. The primary data were gathered by handing out questionnaires containing closed-ended questions on a 5-point Likert scale. Given an infinite number of Indonesian entrepreneurs, the researchers used a convenience sampling method.

The Rasch model will minimize the amount of biased replies on self-report surveys by using Winstep Software Version 5.1.7.0 (Boone et al., 2014). It may also provide a detailed descriptive analysis of the two investigated variables based on persons and items (Boone et al., 2014). The Rasch model is the best tool for quantitative analysis in human sciences with ordinal data. The Rasch model analysis, according to the measurement model, is based on probability. It also translates ordinal data such as Likert rating scale item scores to an interval scale known as "unit of opportunity logarithms" (logit) (Boone et al., 2014).

Structural equation modeling (SEM) analysis will test the research hypotheses. First, the model's hypothesis is evaluated using the SmartPLS (Partial Least Squares) 3.2.9 software. The PLS-SEM analysis is a two-step method that begins with measuring and ends with evaluating the structural model (Sarstedt et al., 2021). Smart Partial Least Square is statistical software designed to examine the association between variables. It accommodates multiple indicator measurement scales in one model (ratio, ordinal with Likert, and many more) that can be tested.
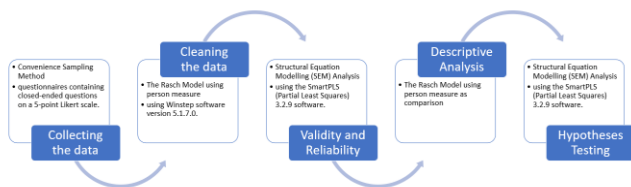

Figure 2. Schematic research framework

4. Results and Discussion

This research was conducted in Greater Jakarta, Indonesia, in 2022. The study took around six months to collect data from Indonesian entrepreneurs. A personal survey questionnaire and convenience sample were used. This strategy has been acknowledged and

applied in a number of studies. The infinite number of MSMEs in Indonesia provides a realistic foundation for this convenience sampling. Questionnaires distributed to a random sample of Indonesian MSME's. Based on Government Policy No. 7 for 2021, their annual revenue must not exceed 50 billion IDR.

By distributing closed-ended questionnaires on a 5-point Likert scale, the study collected primary data from 380 Indonesian MSMEs. Nonetheless, only 323 responses could be further analyzed since they were found to be free of bias. Their MNSQ value was more than 0.5 but less than 1.5 (Boone et al., 2014).

Males made up 49% of the population, while females made up 51%. Furthermore, 89% of MSMEs are operated by Generation Ys, while 72% are controlled by Generation Zs. Additionally, 45% have a bachelor's degree, whereas 34% have a high school diploma. Furthermore, 44% of Indonesian MSMEs have been in business for less than five years, and 25% have been in business for less than two years. Only 9% of business owners have been in operation for more than ten years. According to the report, 56% of MSMEs operate in the food and beverage industry.

4.1. Structural Equation Modeling (SEM) Analysis

SEM analysis begins with the internal consistency (ICR), convergent validity (CV), and discriminant validity (DV) must be assessed for their dependability (Sarstedt et al., 2021). ICR measures how well components capture latent ideas (Sarstedt et al., 2021). This was determined using a composite dependability rating (C.R.). The results indicate that all components had C.R. scores of more than 0.7 (Sarstedt et al., 2021), suggesting that the scales employed in this research have a high degree of internal consistency. Following that, the factor load and the extracted average variance (AVE) are computed to verify that the construction CV is accurate. CV is "the degree to which one variable correlates well with another variable measuring the same notion" (Sarstedt et al., 2021). At a minimum, the factor load must be 0.70 is deemed acceptable (Sarstedt et al., 2021). However, indicators with lower factor loadings (i.e., 0.40 to 0.70) may be retained as long as the overall construct adequately accounts for at least 50% of the variation (AVE 0.50) (Sarstedt et al., 2021).

Additionally, all components' AVE values surpassed the 0.5 thresholds, suggesting a good CV. Table 1 contains the values of the elements C.R. and AVE. Another criterion for determining the concept's validity is DV. DV is defined as "the extent to which a concept deviates entirely from other constructs in terms of empirical standards" (Sarstedt et al., 2021).

Table 1. Validity model criteria

Variables	Factor Loading	Acceptable	Variables	Factor Loading	Acceptable
SM1	0,754	> 0.70	EO1	0,758	
SM2	0,742		EO2	0,807	

Herlina et al. Boosting Social Media Learning among Women Entrepreneurs: Gender Outlook and Entrepreneurial Orientation, Vol. 60
Autumn/Winter 2022

856

Variables	Factor Loading	Acceptable	Variables	Factor Loading	Acceptable
SM3	0,747		EO3	0,724	> 0.70
SM4	0,753		EO4	0,794	
SM5	0,773		EO5	0,807	
SM6	0,755		EO6	0,875	
SM7	0,796				
SM8	0,729				
SM9	0,781				
SM10	0,775				
SM11	0,770				

Notes: SM - social media learning; E.O. - entrepreneurial orientation

In this research, the DV was assessed using Fornell and Larcker's criteria, which stated that the square root of the AVE value should be higher than the squared correlation with other variables.

Table 2. The Fornell and Larcker criteria for discriminant validity

	EO	Gender	Interact EO*Gender	SM
EO	0,773			
Gender	-0,007	1,000		
EO*Gender	0,014	0,000	1,000	
SM	0,715	0,085	0,047	0,761

Table 2 demonstrates that the DV is satisfied. As indicated in Table 2, the correlations between the latent constructs were compared with the square root of the mean variance. In addition, Table 2 demonstrates that the square root of the mean variance is greater than the correlation of the latent components. As a result, it shows that an adequate level of DV has been achieved.

The structural model's results are presented after the validation of the measurement model's validity and reliability. This research used a bootstrap resampling method of 5,000 repeats and 300 times to evaluate the significance of route coefficients (Sarstedt et al., 2021). R^2 indicates the percentage of variance in the dependent variable that the independent variable explains (Sarstedt et al., 2021). The path coefficient indicates the magnitude of the change in the dependent variable caused by each independent variable (Sarstedt et al., 2021).

After assessing the measurement model, the SmartPLS bootstrapping was used to evaluate the relevance of the path coefficients. Table 3 summarizes these results. H1 and H2 are completely significant (< 0.05), implying that the entrepreneurial orientation significantly influences social media learning among Indonesian MSMEs. Also, gender has a significant influence on social media learning among Indonesian MSMEs. On the other hand, H3 is completely insignificant, meaning that gender is not significant as a moderator for E.O. in improving social media learning among Indonesian MSMEs.

Table 3. Results of hypothesis testing via bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E.O. → Sosmed	0,715	0,719	0,032	22,086	0,000
Gender → Sosmed	0,090	0,092	0,040	2,262	0,012
EO*Gender → Sosmed	0,037	0,033	0,040	0,924	0,178

The finding of Hypothesis 1 is consistent with the study regarding the connection between E.O. and organizational performance, precisely social media learning behavior (Chelliah et al., 2023). This may be since one of the E.O. elements is proactiveness. MSMEs with a high E.O. will actively seek opportunities using social media information. In terms of market access (e.g., trade shows, business matching, etc.) and capital access (e.g. grant, investors, etc.), most high-performing MSMEs in Indonesia derived many benefits from social media information. Thus, it can be argued that for MSMEs to conduct social media learning effectively, they must first improve their entrepreneurial mindset.

Hypothesis 2 confirms that social media learning and learning commitment are significantly more significant for women than men. This is consistent with our past findings that social media has a higher influence on women's behaviors (Wilson & Chen, 2020; Lin & Wang, 2020; Twenge & Martin, 2020). This may be partially explained by the fact that most social media users in Indonesia are female. Additionally, entrepreneurial women are more proactive on social media, while male entrepreneurs are more proactive offline. These findings suggest that digital learning tools such as online videos, articles, and infographics are more effective in increasing the knowledge of female MSMEs than traditional methods.

Unpredicted results revealed that gender could not serve as a moderator for EO in enhancing social media learning among Indonesian MSMEs. This result contradicts the findings of Gimenez-Jimenez et al. (2022), who discovered gender differences in entrepreneurial orientation.

While we discovered that female entrepreneurs are more adept at social media learning than their male

counterparts, the mindset remains the underlying factor. According to Figure 3, EO has the greatest impact on social media learning (71.5%), whereas gender has a minor impact (9%). The moderately strong model (52%) can explain that EO and gender gives the improvement in social media learning, but there are still other elements that influence social media learning (Sarstedt et al., 2021). This explains why few Indonesian female MSMEs are more proactive than others in their social media learning. Thus, it could be argued that entrepreneurial orientation should take precedence over gender when measuring social media learning effectiveness. It should also analyze additional factors.
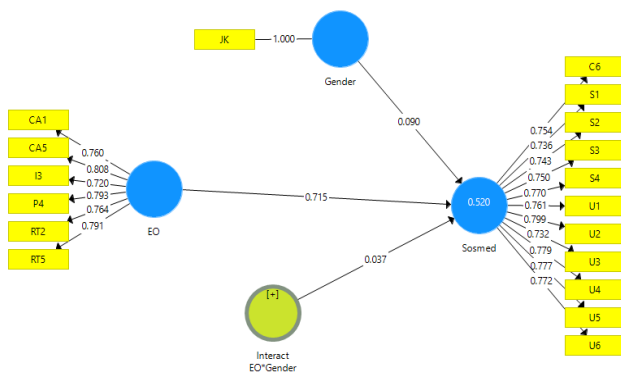

Figure 3. Structural model evaluation

4.2. The Rasch Model Analysis and Multigroup SEM Analysis

As mentioned previously, the Rasch model can also provide an in-depth descriptive analysis of the two examined variables based on people and items.

Table 4. The entrepreneurial orientation comparison

Gender	Mean Measure	EO
Male	2.48 logit	Low
Female	2.64 logit	High
All	2.56 logit	

The Rasch model comparative results show that female MSME owners are higher in entrepreneurial orientation than the male owners (2.64 logit > 2.48 logit).

Table 5. The social media learning comparison

Gender	Mean Measure	Social Media Learning
Male	2.75 logit	Low
Female	3.15 logit	High
All	2.95 logit	

Another Rasch model comparative results show that female MSME owners are higher in social media learning than the male owners (3.15 logit > 2.75 logit). This result is aligned with that of Twenge and Martin

(2020), who discovered that women spend more time on social media than men, especially for learning.

Table 6. The comparison of the impact of the E.O. and social media learning

Gender	R Square	Path Coefficients
Male	0,515	0,718
Female	0,523	0,723

SEM multigroup analysis shows that female MSMEs have a more substantial influence between E.O. and social media learning than the male owners (0,723 > 0,718). This conclusion corroborates the results of a substantial amount of prior research by Lin and Wang (2020), who discovered that women's orientation is more influenced by their attitude toward information sharing in social media. A possible explanation for this might be that most Indonesian women entrepreneurs do their business online because they should take care of their home and children. Thus, entrepreneurially oriented female MSMEs follow social media frequently.

Table 7. The comparison from most favorable to least favorable

Gender	Entrepreneurial Orientation		Social Media Learning	
	Most Favorable	Least Favorable	Most Favorable	Least Favorable
Male	Attempting to grant a wish (A2)	Invest in prospects with high returns and risks (RT1)	Learn from experience (C6)	Prepare for change (C4)
Female				

Another Rasch model comparative results show that MSME owners use social media learning from experience. On the other hand, they still less use social media to prepare for the change. The data also show that both MSME owners will make any efforts to achieve their goals. Still, they have less interest in investing in high-risk opportunities, even though it would bring high returns.

The results of this survey show that not all MSMEs use social media as a learning experience for exploitative knowledge to learn the new. This result is in line with Siregar et al. (2022), who explained that social media learning also encourages learning motivation through technology to encourage business performance. Furthermore, this research also proves that social media on blended learning positively impacts learning motivation in achieving organizational goals (Zhang et al., 2014). Besides, it is found that 6 activities in social media learning can also be carried out by male and female MSMEs. This can be seen in Table 8.

Table 8. MSME activities and gender correlation

Gender	Activities					
	Creating	Evaluating	Analyzing	Applying	Understanding	Remembering
Male	✓	✓	✓	✓	✓	✓
Female	✓	✓	✓	✓	✓	✓

Herlina et al. Boosting Social Media Learning among Women Entrepreneurs: Gender Outlook and Entrepreneurial Orientation, Vol. 60
Autumn/Winter 2022

858

These findings may help us understand that female MSMEs have a high potential for effective social media learning. However, it must only select female MSMEs with a strong entrepreneurial orientation. Even though gender plays a role in social media learning, the most crucial factor is the mindset of MSMEs, which must actively seek knowledge through technology.

It has significant implications for the government and related institutions in their efforts to improve the performance of MSMEs, particularly among women entrepreneurs. The Ministry of Women Empowerment and Child Protection estimates that 60 percent of Indonesian MSMEs are owned by women, representing roughly a quarter of the labor force (Chib et al., 2015). According to this study, social media learning is the most effective method of education. Therefore, it must provide numerous learning and informational resources via social media to aid in their development.

5. Conclusion

MSMEs have developed into the foundation of Indonesia's economy. Information technology and its myriad derivatives, including search engine platforms, social media, and e-commerce websites, have benefited people's lives, especially the economy. New types of wealth, such as data, knowledge, and digital assets, are developing. MSMEs may benefit from social media by gaining access to fresh ideas and information that might boost their performance. The study makes use of the Rasch model analysis and structural equation modeling (SEM) analysis reveals that Entrepreneurial Orientation strongly impacts social media learning among women entrepreneurs. Social media learning is significantly influenced by gender as well. On the other hand, gender has no significant influence on how well Indonesian MSME owners learn to use social media.

These findings may help us understand that women entrepreneurs have a high potential for effective social media learning. However, it must only select women entrepreneurs with a strong entrepreneurial orientation. Even though gender plays a role in social media learning, the most crucial factor is the mindset of MSME owners, which must actively seek knowledge through technology.

This paper is novel because it seeks to contribute to the current debate in the literature on social media learning, entrepreneurial orientation, and gender outlook on learning behaviors among entrepreneurs. The article's scientific novelty also includes large-scale research that describes the author's theoretical and practical qualifications to understand how women's passion for "surfing" on social media can help them learn more and gain more knowledge as well. It is demonstrated by the fact that social media learning has a greater influence on women entrepreneurs than on men entrepreneurs. Other findings show that female

entrepreneurs have a stronger entrepreneurial orientation and learn more effectively through social media. Furthermore, this study shows that social media on blended learning has a positive impact on learning motivation in achieving organizational goals, particularly among female entrepreneurs. In other words, social media can be used as a learning tool to help women entrepreneurs learn more.

However, this study has several limitations and requires additional research in some areas. Several questions still remain unanswered. First, the study must establish which E.O. component influences social media learning most. Second, the most effective strategy for social media learning must be determined. Finally, the impact of social media learning on corporate performance must be evaluated empirically.

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Herlina et al. Boosting Social Media Learning among Women Entrepreneurs: Gender Outlook and Entrepreneurial Orientation, Vol. 60
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862

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