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THE EFFECT OF SOCIAL CAPITAL ON MARKETING INNOVATION: MEDIATED BY VIRTUAL COMMUNITY ROLE

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Abstract: Indonesia is a country in Asia that has the potential to develop women entrepreneurs. Bank Indonesia data states that the total Micro, Small and Medium Enterprises (SMEs) in 2018 reached 57.83 million with more than 60% managed by women where female MSME actors reached 37 million. Social capital is one of the supporting factors for the sustainability of an SME. Social capital is a relational resource that is inherent in cross-sectoral personal relationships. Social capital theory defines social networks, norms, and trust that facilitate coordination and cooperation for mutual benefit. The development of Virtual Communities in Indonesia provides opportunities for women entrepreneurs to innovate in marketing. The purpose of this study is expected to provide input for women entrepreneurs in increasing marketing innovation by using social capital theory through the role of virtual communities. This research was conducted in one of the virtual entrepreneurial communities in Indonesia involving 42 female respondents with a quantitative research method using Path Analysis. The results of the study explain that social capital which consists of Networking, Norms and Trust simultaneously has a significant direct influence on virtual communities and marketing innovations. This research can show that women entrepreneurs in increasing marketing innovation through the role of social capital directly have a greater impact than through virtual communities.

Keywords: Marketing Innovation, Social Capital, Virtual Community and Women Entrepreneurs

1. Introduction

The increasing number of women in Indonesia who choose a profession as an entrepreneur or business owner is increasing from year to year. Bank Indonesia data states that the total Micro, Small and Medium Enterprises (UMKM) in 2018 reached 57.83 million with more than 60% managed by women, of which women UMKM actors reached 37 million. Along with the progress of the national economy and the development of an increasingly modern social environment supported by the development of digital technology, it will be an opportunity for women entrepreneurs to be able to develop marketing innovations for their products. Unlimited access to technology provides opportunities for women to gain freedom in education and increase their capital resource. Indonesian women also have an important role for the development of the economic sector in Indonesia. Based on data from www.femina.co.id, it is stated that the year 2020 which was full

of challenges was successfully passed by Small and Medium Enterprises (SMEs) with a variety of business innovations. As the results of a survey conducted by Femina in early February 2021, it showed that 81.74% of respondents changed the way they run their business during the pandemic. What they did was that 85% of respondents began to focus on selling on digital platforms and adjusting marketing strategy and 74.56% of respondents innovating products and services according to market demand. The Internet is seen as an opportunity for marketers to communicate with consumers, and even to engage them in two-way communication. The internet has facilitated social media-based social communities that are very useful in carrying out various forms of work across geographical boundaries. Overall, spontaneous interactions and informal social media are considered to be more effective in forming working relationships than mere communication (Harden 2012).

The virtual world has become a new kind of social field crowded with "virtual communities" (Rheingold, 2000). More than 40 million people worldwide are estimated to participate in some form of virtual community. In a virtual community, it is quite easy for entrepreneurs to report their experiences online about in-product and innovation reviews (Gvili, Retribution, & Retribution, 2016). Some opinions represent that women entrepreneurs in Indonesia are still relatively low because most of them still concentrate primarily on micro and small businesses (Tambunan, 2012). Women are still considered as a resource that is often not empowered in various efforts to improve the welfare of society in Indonesia. This causes a lot of women's potential to be neglected, due to a paradigm error regarding the role of women in improving the nation's economy. Whereas the potential of women in improving the wheels of the economy is very large, including the opportunity to become entrepreneurs, as an option for women to contribute to the economy to raise welfare for themselves, their families, and even the community.

The phenomenon of the number of women who are entrepreneurship at this time is not just for self-gratification or just a woman's lifestyle but to increase family income or to prosper her family. Not infrequently nowadays many women are the backbone of the family income (Bastaman, 2015). Innovation as a key characteristic of an entrepreneurial business that affects business performance. Entrepreneurial business is described by its capacity to plan ahead, its capacity to innovate and its willingness to take risks, which will make it easier for it to innovate, and also develop and grow successfully. (Georgellis, Joyce and Woods, 2001). Based on existing data, it is hoped that women entrepreneurs can increase their product marketing innovations to survive in the midst of a pandemic. Entrepreneurial women are expected to continue to build and expand social capital because social capital is a network expansion for women entrepreneurs in expanding their product marketing (Maheasy and Lestari, 2016).

The unlimited development of technology provides access to communication in participating in various virtual community activities in increasing the market innovation of women entrepreneurs. Researchers are interested in conducting research related to the influence of social capital and virtual communities on marketing innovations for women entrepreneurs in Indonesia. The purpose of this research are expected to provide input in increasing the innovation of women entrepreneurs by using social capital theory through virtual communities role. It is also hoped that this research can contribute as a reference material in developing further research.

Based on the above background, the researchers have a formulation problems, including:

1. Does Social Capital consisting of Networking, Norm and Trust affect the Marketing Innovation of women entrepreneurs?
2. Does Social Capital which consists of Networking, Norm and Trust affect the Virtual Community of women entrepreneurs?
3. Want to know how much Social Capital has an effect on Marketing Innovation through the Virtual Community of Women Entrepreneurs?



The research benefits that can be obtained from this research can be grouped into two categories, namely:

1. Theoretical Benefits. This research is theoretically expected to provide benefits in contributing to knowledge, especially for management science and as a reference for further research.
2. Practical Benefits. As input material to be used by women entrepreneurs in increasing marketing innovation through virtual communities that they participation.

2. Literature Review

Social Capital

Social capital has various dimensions, according to the statement of Coleman (1988) which states that (a) social capital is an aspect of a social structure, and (b) social capital facilitates the actions of individuals within that structure (Coleman, 1988, p. 99). Aspects in social capital according to him include mutually beneficial trust relationships, potential information, effective norms, and appropriate social organization (Hauberer, 2011, pp. 43-45). According to Tonkiss (2000), social capital is the only economically valuable if it can help individuals or groups to access financial resources, obtain information, find work, start a business, and minimize transaction costs. In reality, social networks, as part of social capital, are not enough because they have not been able to create the physical and financial capital needed. Public relations index to measure public relations at the international level. The researchers found that certain public relations education had a strong and significant impact on social capital as measured by the World Values Dimension namely trust and association (Taylor, 2013). The basic principle underlying social capital theory is that networked relationships can be a valuable resource for people and groups. Social capital is the accumulation of obligations that arise from feelings of gratitude, respect, and friendship, from membership in a family or organization, through indirect contacts and connections (e.g., "friends of friends"), and through participation in certain networks (Boissevain, 1974; Bourdieu, 1986; D'Aveni and Kesner, 1993).

Putnam's (1993) social capital theory argues that the spread of social networks will decrease social capital because dense social networks facilitate reciprocal norms and social trust. But the spread of one's network is more likely when an individual is primarily participating in a virtual, geographically dispersed manner. Physically-based virtual communities will increase the possibility of overlapping with communities (Putnam, 2000) who view capital as a pattern of social relations that is able to make people coordinate their innovation activities including the transfer of knowledge to achieve the desired goals, so it can be said that social capital brings economic consequences from innovation conducted. Putnam (In Baron et.al, 2000) also gives a brief definition of social capital, there are 3 (three) elements, namely networks, norms, and trust. These three elements form a unity of three things that dominate every Putnam conceptual discussion, which emphasizes the difference between social capital and other capitals (Putnam, 1995a).

Social capital as "characteristics of social organization" namely networks, norms, and social trust that facilitates mutually beneficial coordination and cooperation. Community engagement refers to "people's relationship to the life of their community" (Putnam 1995b, 665) and includes membership in a neighborhood association, choir association, or sports club. Social capital is a resource that is owned or failed to be owned by an individual or group of people (Portes 1998; Portes and Landolt 1996).

Virtual Community

The rapid development of Information Technology in Indonesia provides opportunities for Indonesian women to develop their potential by joining various virtual communities. Virtual

communities provide access to a wide network by utilizing information technology that is growing rapidly in Indonesia. The presence of several virtual entrepreneurial communities provides access for entrepreneurs to be able to establish a wide network of groups without being limited by distance and time. As a woman who does not relinquish her obligations as an individual who obeys her husband, of course, the presence of a virtual community provides an opportunity to access a wide and trusted network. According to Piphitkul (2007: 2), most women who use computers in their work are only used for data entry, daily administrative work rather than as a means of communication and information technology applications Piphitkul (2007: 3) that the marginalization of women in the IT sector must be considered from the context of women's relationships with science and technology.

Advanced technology and consumer communication tools have changed (that is, from traditional face-to-face meetings to today's social interactions in cyberspace), and Aksoy et al. (2013) argue that these advances facilitate better consumer engagement practices; meanwhile, Gruner et al. (2014) assert that they have created many opportunities for companies for new product and/or service innovations. Therefore, the reason that consumers' involvement in virtual communities and the way they interact that influences their subsequent behavior - will be a prominent source of information for companies to create better marketing strategies in virtual communities. One of the rapidly growing IT and utilizing computer technology is the internet. Virtual Communities identify various factors that influence knowledge sharing from three perspectives: interpersonal, intra-organizational, and inter-organizational (Yang and Maxwell, 2011). Virtual community activities in sharing information and experiences among professionals ensure information security and reduce risk (Tamjidyamcholo & Al-Dabbagh, 2012). This provides benefits for women entrepreneurs who prioritize security in interacting between groups virtually.

More than 40 million people worldwide are estimated to participate in some form of virtual community. Marketing and many studies have addressed the factors associated with the success of virtual communities (Reichheld and Scheffer 2000). This study identifies the factors that make virtual communities increase social capital, but we do not know how to encourage the development of attractive virtual communities.

Social Capital and Virtual Community

Network

Networks are generally defined as a particular type of relationship that links a particular set of people, objects, or events (Knoke and Kuklinski, 1982). The network forms a group relationship that can interact with each other by sharing content, images, or text with friends in a group and can also browse the content shared the group virtually (H.-L. Yang & Lin, 2014). Virtual communities can stimulate sensory through multimedia content, new ideas, and information related to their area of interest in generating innovation (Pöyry, Parvinen, & Malmivaara, 2013).

Several studies provide some insight into the exploration of the influence social media on knowledge management (Fung and Hung 2013). Despite growing interest, the impact of social media on knowledge integration has been negligible. According to a survey of organizations using social media conducted by McKinsey Global Institute (2011), companies increase their control through social capital, use it to improve operations and exploit new market opportunities within a community group. Internet-based social interaction in mapping knowledge that can unite experts so that knowledge is integrated and strengthened (Alavi and Leidner 2001). The ability to interact in sharing experiences provides innovation for product marketing. Marketing innovations have the impact of significant changes in product design and packaging, product placement, promotion and pricing (Onwumere and Ozioma-Eleodinmuo, 2015; Talegeta, 2014). The indicators in this study are that social capital networks can

encourage equal status and participation of women entrepreneurs, social capital networks facilitate existing bonds within a community, and social capital networks provide partial support between individuals in a community.

H1: Network Influence (X1) toward Virtual Community (Z)

Norm

Norms in capital relate to demographic characteristics such as race, ethnicity, and individual relationships that have a strong impact on social capital because they affect social cohesion between groups and the extent to which people live and work as families or individuals (Porta et al. 2000). Group membership and participation have become the main concepts of social capital both at the individual and community levels. At the community level, community involvement through the number of organizations in a community both in person and virtually can be a strong measure of capital because it signifies opportunities to create strong relationships and low costs of establishing relationships (Cassar and Wydick, 2010).

Norms in social capital are both individual and social phenomena. Some studies focus on social capital at the community level based on existing norms (Engb et al. 2013) while others examine social capital at the level of norms held by individuals (Foley et al. 2001; Agarwal et al. 2011). The norms that exist in a social environment, both directly and virtual, must still be followed by all members in cooperating in a virtual community. The indicators in this study are norms that can build networks between community members, norms that support the protection of participation, activeness between a community, and norms of maintaining positive good relations between community members in society.

H2: Norm Influence (X2) toward Virtual Community (Z)

Trust

Trust is an important part of social capital and a very interesting concept in the world of virtual communities. Most empirical studies on social capital tend to conceptualize trust, both individual (Chang and Chuang 2011; Moore et al. 2011) and institutionally (Jones et al. 2011; Morris and Klesner 2010). Even among the relatively few studies examining individual and institutional beliefs simultaneously, they still focus on one of the individual beliefs rather than using on institutional trust as the main dependency (Hakhverdian and Mayne, 2012).

A key category of possible measures of social capital focus around the concept of trust, and this includes the perceptions that certain societies have about the goodness of people who are interacting and sharing experiences and innovations in groups. Common trust assesses the extent to which local residents trust others. (Robbins and Pettinicchio, 2012). Women entrepreneur groups have the opportunity to actively participate in groups based on trust. The indicator in this study is trust, which can foster self-confidence among fellow community members to be more creative. Trust can also create trust among community members.

H3: The Influence of Trust (X3) toward Virtual Community (Z)

Marketing Innovation

Marketing innovation capability is an important source of profit (O'Cass and Ngo, 2012). Innovation is defined as an idea, practice or object that is considered new by an individual or other user unit (Hills, Gerald, 2008). Innovation as the successful implementation of creative ideas in the company. Innovation is a company mechanism to adapt in a dynamic environment, so companies are required to be able to create new assessments, new ideas, offer innovative products and improve service performance that satisfies customers. Companies tend to combine marketing innovation with product and process innovation as a mixed innovation strategy (Asikainen, 2015). Innovation benefits from engagement between partners, which provides opportunities for information integration, integration of knowledge bases, different behavior and ways of thinking. Additional communication, both formal and informal, among various actors increases the possibility of new combinations of knowledge (Xu, 2011). This

study discusses the indispensable role of innovative marketing performance. Flexible microenterprises in SMEs are determined by low resistance to change and entrepreneurial activity through groups (Halim, 2015). Trust for the company can also be increased by collaborating with partners, external communities, users and customers to generate knowledge. Open innovation emphasizes integration, technological competence, and various capabilities outside or inside the company, and connects them with commercial goals (Chesbrough, 2010). The marketing innovation paradigm primarily supports the generation and flow of innovation through the appropriate community and channel context (Hafkesbring and Schroll, 2014).

A marketing innovation strategy can be seen as a new marketing method or a new way of marketing. This involves significant changes in implementing various marketing strategies to increase marketing efficiency and effectiveness (Moreira et al., 2012). Innovation is becoming increasingly important as a tool for survival, not only growth but also in increasingly fierce competition and environmental uncertainty, furthermore technical innovation has a strong and positive influence on company performance (Gronhaug and Kaufmann, 1998 in Han, et al, 1998, 1998). listed in Wahyuni (2002:29). Joyce and Woods (2000) say that an entrepreneurial business is described by its capacity to plan ahead, its capacity to innovate, and its willingness to take risks, which will make it easier to innovate, as well as develop and grow successfully.

Marketing Innovation, Social Capital, and Virtual Community

Entrepreneurial women are expected to continue to build and expand social capital because social capital is a network expansion for women entrepreneurs in expanding their product marketing (Maheasy and Lestari, 2016). Social capital is one of the factors supporting the sustainability of a small and medium business. Social capital is a relational resource that is inherent in cross-sectoral personal relationships. This is very useful for individual development in the social community organization (Tsai and Ghoshal, 2007). This will create beneficial social capital for entrepreneurs. From an entrepreneurial perspective, social capital provides a network that enables opportunity discovery and the identification, collection, and allocation of scarce resources (in Davidsson and Honig, 2003).

Microenterprises make up about 90 percent of business (Abor and Quartey, 2010), provide more than 80 percent of jobs (Abor and Quartey, 2010) and contribute more than 50 percent to GDP (Buame, 2004). In developed and developing countries, the contribution of small businesses has been faced with various challenges such as lack of access to better and affordable technology services (Quaye, 2014), and finance (Abor and Quartey, 2010; Fraser et al., 2015).

Quaye and Merish (2017) identify these challenges from both the internal and external environment. A marketing innovation strategy can be seen as a new marketing method or a new way of marketing. Social capital involves significant changes in implementing various marketing strategies to increase marketing efficiency and effectiveness through innovation (Moreira et al., 2012), which enables companies to gain competitive advantage and to create value. In this study, the indicators used are conducting marketing in a new form, conducting marketing analysis by modifying what already exists, collaborating on marketing innovations through the network. Schaltegger and Wagner (2011) note that small firms are well positioned to innovate more radically and compete well than large firms, especially in niche markets. Innovation does not come from large companies themselves but from dynamic SMEs (Schilir, 2015). Sudarmiadin and Suharto (2016) noted that innovative promotion is an activity in branding, networking, and internet adoption that is very important to maintain market advantage. As a result, innovative promotional tools increase brand trust, customer satisfaction, marketing image (Chuwiruch et al., 2015) and also achieve good market performance in a virtual community group (Schaupp and Belanger, 2013)

H4: The Influence of Network (X1) toward Marketing Innovation (Y)

- H5: The Influence of Norm (X2) toward Marketing Innovation (Y)
- H6: The Influence of Trust (X3) toward Marketing Innovation (Y)
- H7: The Influence of Network (X1), Norm (X2) dan Trust (X3) toward Marketing Innovation (Y) which is mediated by Virtual Community (Z)

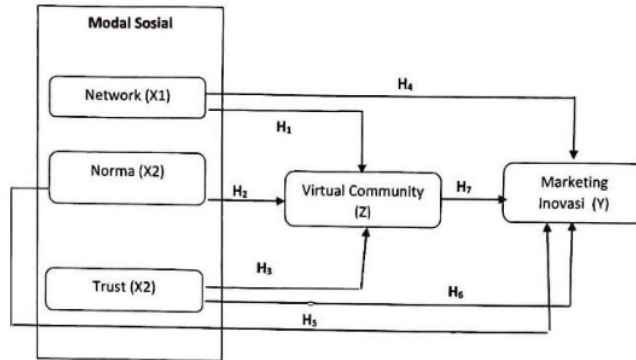


Figure 1. Conceptual Framework

3. Method

Data Analysis Technique

This research uses quantitative research methods using Path Analysis Techniques. Data analysis techniques in quantitative research uses descriptive and inferential analysis with SPSS tools. Quantitative research involves statistical analysis and focuses on measuring, confirming or validating relationships between variables to develop generalizations that contribute to theory (Denzin, Norman & Lincoln 2003; Leedy & Ormrod 2005), and therefore relies on numerical evidence drawn from relatively large samples. (eg a large number of people or organizations) to analyze data and draw conclusions about the population from which the sample is drawn (Tichestur & Veal 2000).

Population & Sampling

This study involved women entrepreneurs who joined a virtual community in Indonesia with a total of 112 members but 42 female respondents were selected. The characteristics of all respondents are female and have been a member of the community for at least 6 months. The characteristics of the respondents in this study mostly have a bachelor's level of education and have an age above 35 years.

Operational Variable

The survey questionnaire for this study is developed by using measurement scales adopted from prior studies. After pilot testing and ensuring that the questionnaire is valid and reliable the final version of the questionnaire was distributed during the period of November – December 2021 personally by researchers using the “drop off and pick” technique. In order to determine the internal consistency of the newly created variables, especially those using Likert scale items it is recommended to test the reliability of scales using Cronbach's alpha (Gliem & Gliem, 2003). In this study, Cronbach Alpha was used to test the reliability of the proposed constructs.

Table 1. Questionnaire

Variabel Concept	Construct	Questionnaire	Author	Item
Independent Variable : Social Capital (X)	Networking (X1)	X1.1. Social capital networks can promote equal status and participation of women entrepreneurs.	Putnam (1995); Baron et al. (2000)	1
		X1.2. Social capital networks facilitate the bonds that exist within a community		2
		X1.3. Social capital networks provide partial support between individuals in a community.		3
	Norm (X2)	X2.1. Norms can build a network of community members		4
		X2.2. Norms support the protection of active participation between a community.		5
		X2.3. Norms maintain positive good relations between fellow community members in society		6
	Trust (X3)	X3.1. Trust can foster self-confidence among fellow community members to be more creative		7
		X3.2. Trust can create trust between fellow community members		8
Dependent Variable (Y)	Marketing Innovation (Y)	Y1.1. Doing marketing in a new form, doing marketing analysis by modifying	Moreira et al (2012)	9
		Y1.2. Perform marketing analysis by modifying what is already there		10
		Y1.3. Collaborating on marketing innovations through networks.		11
Intervening Variable (Z)	Virtual Community(Z)	Z1.1. Virtual communities have created many opportunities for companies for new product and/or service innovations	Gruner. et al (2014)	12
		Z1.2. Virtual community activities in sharing information and experiences among professionals ensure information security and reduce risk.		13

4. Result and Discussion

The Influence of Model 1 and Model 2

It is the multiple linear regression which is explained below:

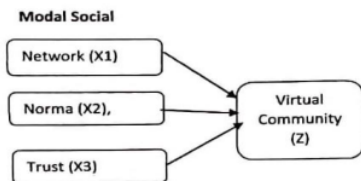


Figure 2. The Effect Model 1

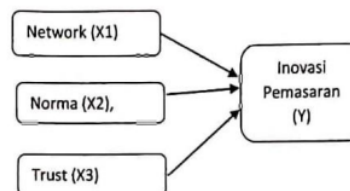


Figure 3. The Effect Model 2

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In the first multiple linear regression model, as shown in Figure 2, the independent variables used are Network (X1), Norm (X2), Trust (X3) and the dependent variable is Virtual Community (Z) and Marketing Innovation (Y). Then the results of the analysis show as follows:

Table 2. Direct Effect Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part order
(Constant)	4.683	.707		6.622	.000			
1 X1	.252	.265	.319	3.899	.000	.805	.545	.295
X2	.319	.371	.371	3.865	.000	.742	.542	.292
X3	.290	.315	.269	2.856	.004	.678	.429	.215

a. Dependent Variable: Z

Table 3. Direct Effect Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part order
(Constant)	3.296	.776		4.247	.000			
1 X1	.252	.142	.419	3.333	.000	.190	.154	.145
X2	.269	.170	.371	3.825	.000	.552	.527	.516
X3	.390	.334	.389	3.877	.002	.587	.629	.624

a. Dependent Variable: Y

Direct Influence Model 1

As shown in Table 2, the independent variables used are Network (X1), Norm (X2), Trust (X3) and the dependent variable is Virtual Community (Z). So we have an equation as below:

$$Z = 4.683 + 0,252X_1 + 0.319X_2 + 0,290X_3$$

First, the positive constant value of 4.683 means that if the network variable (X1), Norm (X2) and Norma (X3) are equal to zero, then the virtual community variable (Z) has a charge of 4.683 units.

Second, the network variable (X1) has a constant of 0.252, meaning that if the network variable (X1) has increased by one unit variable, there will be an increase in the virtual community (Z) of 0.252 units.

Third, the norm variable (X2) has a constant of 0.319, which means that if the Transformational Leadership variable has an increase of one variable unit, there will be an increase in motivation of 0.319 units.

Fourth, the trust variable (X3) has a constant of 0.290, which means that if the Transformational Leadership variable increases by one variable unit, there will be an increase in motivation of 0.290 units.

Direct Influence Model 2

In the first multiple linear regression model, as shown in Table 3, the independent variables used are Network (X1), Norms (X2), Trust (X3) and the dependent variable is Marketing Innovation (Y). So, we have the equation as follow:

$$Y = 3.296 + 0,252X_1 + 0.269X_2 + 0,390X_3$$

The explanation of the equation is:

The positive constant value of 3.296 means that if the network variables (X1), Norms (X2) and Trust (X3) are equal to zero, then the Marketing Innovation variable (Y) is 3.296 units.

Network variable (X1) has a constant of 0.252, meaning that if the network variable (X1) has increased by one variable unit, there will be an increase in Marketing Innovation (Y) of 0.252 units.

Furthermore, the Norm Variable (X2) has a constant of 0.269, which means that if the norm variable increases by one variable unit, there will be an increase in Marketing Innovation of 0.269 units.

And the Trust variable (X3) has a constant of 0.390, which means that if the trust variable (X3) has an increase of one variable unit, there will be an increase in Marketing Innovation of 0.390 units.

The Influence of Intervening Variabel Model 3

The second multiple linear regression model is shown in Figure 4.3. The variables used in this picture consist of Network (X1), Norm (X2), Trust (X3) towards Marketing Innovation (Y) of Women Entrepreneurs through Virtual Communities. The following is the multiple linear regression model:

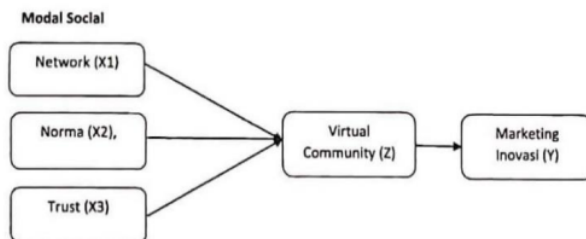


Figure 4. Multiple Linear Regression Model 3

In the third multiple linear regression model, as shown in Figure 4.3, the independent variables used are Network (X1), Norms (X2), Trust (X3) and the dependent variable is Marketing Innovation (Y) through the Virtual Community Media Variable (Z). Then the results of the analysis show as follows:

Table 3. Direct Effect Model 3 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations		
	B	Std. Error				Zero-order	Partial	Part
(Constant)	.644	.989		.651	.519			
1 X1	.252	.142	.419	3.333	.000	.190	.154	.145
X2	.269	.070	.371	3.825	.000	.552	.527	.516
X3	.190	.134	.269	3.177	.004	.137	.129	.124
Z	.566	.155	.567	3.664	.001	.645	.516	.429

a. Dependent Variable: Y

So, we have the equation as below:

$$Y = 0,644 + 0,252 X_1 + 0,269 X_2 + 0,190 X_3 + 0,566 Z$$

The equation can be explained that:

The positive constant value of 0.644 means that if the network variable (X1), Norma (X2), Norma (X3), and virtual community variable (Z) are equal to zero, then the marketing innovation variable (Y) is 0.644 units.



Second, the network variable (X1) has a constant of 0.252, meaning that if the network variable (X1) has increased by one unit variable, there will be an increase in marketing innovation (Y) of 0.252 units.

Third, the norm variable (X2) has a constant of 0.269, which means that if the norm variable increases by one unit variable, there will be an increase in marketing innovation (Y) of 0.269 units.

Fourth, the trust variable (X2) has a constant of 0.190, which means that if the trust variable increases by one unit variable, there will be an increase in marketing innovation (Y) of 0.190 units.

5. Conclusions

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This study examines and analyzes the effect of social capital consisting of network, norm, and trust on marketing innovation through virtual community as an intervening variable. The sample in this study were 42 female respondents. The data that has been collected is then analyzed using path analysis. Based on the discussion of the study findings, several conclusions can be drawn as a whole, from the seven hypotheses proposed in this study, there are six accepted hypotheses and one rejected hypothesis, namely:

1. Based on the results of previous studies that H1, H2, H3 are accepted, where the network variables (X1), norm (X2), Trust (X3) have a positive and significant effect on the virtual community (Z). The norm variable (X2) has the greatest effect with a value of 0.319 with a significance level of 0.000 and the second is the Trust variable (X3) with a value of 0.290 with a significance level of 0.000 and the smallest effect is network (X1) of 0.252. The virtual community in society can be a powerful measure of capital because it signifies the opportunity to create strong relationships and the low costs of establishing relationships (Cassar and Wydick, 2010). Social capital tends to conceptualize trust, both individually (Chang and Chuang 2011; Moore et al. 2011) and institutionally (Jones et al. 2011; Morris and Klesner 2010).

2. Based on the results of previous studies that H4, H5, H6 are accepted, where the network variables (X1), norm (X2), Trust (X3) have a positive and significant effect on Marketing Innovation (Y). The Trust variable (X3) has the greatest effect with a value of 0.390 with a significance level of 0.000 and the second is the norm variable (X2) with a value of 0.269 with a significance of 0.000 and the smallest effect is the network variable (X1) of 0.252. Social capital involves significant changes in implementing various marketing strategies to increase marketing efficiency and effectiveness through innovation (Moreira et al., 2012). Sudarmiati and Suharto (2016) noted that innovative promotion is an activity in branding, networking and internet adoption that is very important to achieve good market performance in a virtual community group (Schaupp and Belanger, 2013).

3. Based on the results of the analysis of the intervening variable, it explains that the direct influence of social capital which consists of network variables (X1), norm (X2), Trust (X3) has a smaller effect on marketing innovation (Y) through the intervening variable.

Virtual Community versus direct influence. Marketing Innovation through the role of virtual communities can stimulate sensory through multimedia content, new ideas, and information related to their area of interest in generating innovation (Pöyry, Parvinen, & Malmivaara, 2013). From an entrepreneurial perspective - social capital provides a network that enables opportunity discovery and the identification, collection, and allocation of scarce resources (Davidsson and Honig, 2003).

This study shows that women entrepreneurs in increasing marketing innovation through the role of social capital directly have a greater impact than through virtual communities.

This supports several statements in previous research which state that social capital has an



impact on the exchange of information that creates opportunities and identification in marketing innovations. Social capital that affects marketing innovation if mediated by virtual communities can support previous research, although in this study the results were smaller when compared directly.

Suggestion

This research is able to provide benefits to women entrepreneurs in increasing marketing innovation by increasing their social capital through virtual communities. Future research related to marketing innovation can collaborate not only on the influence of social capital and virtual communities. This study provides input that norms and beliefs are factors that have a greater influence so that in the future we can explore more about other normative factors such as culture, demographics, behavioral habits, etc..

The role of the virtual community in increasing the innovation of Women Entrepreneurship Marketing as a mediating variable is very supportive because of the opportunity to share experiences between members so that they are able to provide creative inspirational ideas in marketing. Although the effect is smaller, in future research it is hoped that researchers can use other mediating variables such as creativity, level of education, technology, etc. to add better knowledge and knowledge references in the future. The author hopes that this research can make a positive contribution to women entrepreneurs in supporting their participation as members of the virtual community.

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