



The Important Role of Knowledge Sharing in Improving Business Performance of Traditional Central Kalimantan Food Restaurants

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ABSTRACT

Community service by providing education at traditional restaurants in Central Kalimantan needs to be carried out well and in a focused manner. Currently, reporting on restaurant income or profits is starting to improve with the existence of social media as a medium for information and promotion. As is done in traditional restaurants in Central Kalimantan, it is stated that knowledge sharing is important in improving business performance which has an impact on income. This activity is carried out annually in order to provide direct implementation of business digital media as a cheap, easy and fast knowledge sharing medium. These results also indicate that product quality must always be carefully considered, because food is very vulnerable to public health.

INTRODUCTION

The current economy in Indonesia in the regional culinary sector is based on data from 3,800 outlet locations. This is an encouragement for business actors to improve their business capabilities and apply their abilities better. Opportunities and challenges in encouraging business actors by sharing knowledge about typical products through several parties such as the government and health, have a very good impact on restaurant businesses (Christa & Kristinae, 2021)(Sulaiman et al., 2021). For example, maintaining the quality of unique products by innovating products that are safe for public consumption. Business actors can make this a challenge to get consumers' attention when producing, recording and publishing on social media (WhatsApp, Facebook, Instagram). Apart from being interesting, this also provides a plus point that dares to say that this business is healthy, clean and transparent in its creation (Suharto et al., 2022).

One approach commonly adopted by business actors, especially in the food business sector currently faced with environmental uncertainty such as the pandemic, is to prioritize the quality of raw materials. This is an advantage for business units to survive and maintain customer loyalty (Kristinae et al., 2020). In an effort to maintain customer loyalty, a very effective strategy is to pay attention to product quality from the raw material stage to the delivery process. With consumers doing more activities at home, restaurant businesses must be smart in overcoming this situation by maintaining product quality control. Consumer behavior which increasingly prioritizes the consumption of healthy food provides opportunities for restaurant businesses to achieve success by implementing production standards that meet health criteria. Searching for information related to consumer needs can be done effectively and efficiently through knowledge sharing practices with fellow business actors, which can significantly improve business performance.

Although several studies show that knowledge sharing has a significant positive impact on business performance, including product quality, research by Yasir and Majid (2017) notes that management cannot always directly encourage knowledge sharing practices to improve business unit performance. This creates a gap in the implementation of these activities that deserves further attention (Kristinae, 2021). So, this activity has a good impact on social media in improving the traditional Central Kalimantan restaurant business by sharing knowledge.

LITERATURE REVIEW

In recent years, in the field of small and medium scale business management such as restaurant businesses, the practice of knowledge sharing has become a prominent strategy for change. This approach involves individuals who are able to explore knowledge from work teams and the external business environment (Darung & Kristinae, 2020). In facing the challenges of an uncertain business environment, individual behavior that leads to opportunity identification is key, in accordance with dynamic capability

theory. This includes developing change methods, such as improving product quality, marketing strategies, and durability.

Business transformation can be realized by encouraging knowledge productivity, creating new system methods that have real intangible properties (Kristinae et al., 2019). The fundamental relationship between changes in knowledge in business and achieving maximum results requires the ability of business actors to increase the effectiveness of system management. This involves creating knowledge access opportunities, acquiring new knowledge during the business change process, and the ability to make decisions quickly in the face of declining revenues.

This effort is not only to gain good knowledge, but also opens up opportunities for business actors to explore knowledge in ways that can increase income. Therefore, sharing knowledge not only functions as a means of obtaining information, but also as a gateway to finding innovations to improve business performance. Knowledge has an important role in building success and excellence in policy efforts that originate from science (Kristinae et al., 2023). The practice of sharing knowledge provides opportunities for other parties to contribute by sharing knowledge about success and how to overcome business problems. This can stimulate improvements in product quality, helping to maintain businesses amidst changes in the business environment. Knowledge sharing, as a form of knowledge management, becomes a space for making changes in systems or products through collaboration and knowledge exchange.

In facing current business conditions, where the characteristics of business products prioritize quality, it is important to pay attention to these characteristics. Product quality must include function, durability, reliability, suitability and appearance as parameters that can meet customer needs and adapt to the business environment (Yeboah, 2023). The overall quality of goods plays an important role in influencing consumers' decisions to consume according to their expectations.

The concept of product quality creates customer satisfaction, where products that are able to provide benefits will make customers feel satisfied. Customer satisfaction, in turn, can create loyalty which leads to repeat purchases and improved business performance. Product quality is defined as excellence that not only meets customer needs, but also meets product package standards. The quality features of the product are designed to attract the attention of consumers and ensure a large frequency of use of the product.

The product's ability to meet customer needs can be analyzed through information and knowledge obtained from the business environment. This collection of information, based on shared knowledge, can form the basis of significant planning and change to improve product quality and ultimately, improve overall business performance.

Benefits of Training Activities

Many small and medium businesses in Central Kalimantan are run by groups who depend on business performance results for their survival. Counseling on business performance pays attention to the parameters of

income, sales and number of customers as indicators of improving product quality. Business performance is defined as a comprehensive system involving various business components with predetermined goals, namely achieving profits and meeting customer needs (Arsawan et al., 2022). Implementation of outreach or training activities regarding the use of social media for traditional restaurant business actors has brought positive results, including increasing skills in using social media effectively (Jasin et al., 2023). The positive impact is not only seen in marketing, but also in interactions with customers, increased brand awareness and operational efficiency. To achieve sustainable profits, business units need to have product excellence, especially in terms of quality. In addition, knowledge of the business environment and a basic understanding of customer needs can significantly improve business performance. Therefore, it is hoped that sustainable knowledge sharing can continue to improve business performance by considering these aspects.

Business performance is the result of effective and efficient achievements by business units, supported by knowledge as a source of business information and understanding of customer needs. The benefits of having a product-dependent business within a business unit can be achieved through control of the business environment and analysis of similar types of business, so that the strengths and weaknesses of the business can be analyzed as opportunities and challenges, which in turn can increase product acceptance by customers. In the context of business performance during the pandemic, special attention is paid to the needs of customers who have high hopes and expectations for products. Therefore, to achieve optimal business performance, business actors need the ability to explore products based on comprehensive information and knowledge. Through careful analysis of the business environment and the application of creative business methods, such as extracting information and changing based on knowledge, it can encourage improvements in product quality, thereby having a positive impact on overall business performance (Fan et al., 2021).

Businesses that implement a series of processes to optimize orientation to customer needs have a significant impact on achieving business targets. Business performance assessment is generally based on the provisions of related activities, with the aim of establishing product superiority in terms of the quality offered. Business governance in management that follows business performance standards will make it easier to make changes, especially by involving the ability of business actors to obtain information through knowledge sharing. Training plays an important role in achieving this goal by providing an in-depth understanding of best practices, improving business actors' skills in carrying out the orientation process to customer needs, and strengthening capabilities in managing business performance standards. The following are the benefits of the activity:

1. Improve Social Media Use Skills: Provide understanding and practical skills to traditional restaurant entrepreneurs in using social media effectively.

2. Expanding Marketing Reach: Teaches how to use social media to expand the marketing reach of traditional restaurants, reach new customers, and increase business visibility.
3. Increased Interaction with Customers: Encouraging business actors to interact more actively with customers via social media platforms, building closer relationships and increasing customer satisfaction.
4. Increased Sales: Delivering effective strategies to increase sales through promotions, discounts and special campaigns carried out through social media.
5. Analytical Understanding: Teaches how to use social media analytics tools to understand customer behavior, market trends, and promotional campaign effectiveness.

IMPLEMENTATION METHOD

The activities were carried out directly for six weeks to create a system for sharing information directly with the community (Dangi et al., 2021). Carrying out activities by distributing questionnaires containing statements with the following benefits to business actors:

1. Increased Brand Awareness. Increasing public awareness about traditional restaurants through an active presence on social media, helps build a strong brand image.
2. Increased Customer Loyalty. Active and responsive interaction on social media can increase customer loyalty, because they feel valued and connected directly with the restaurant.
3. Access to Potential Customers. Reach new customers and attract their attention through various interesting content on social media.
4. Operational Efficiency. Increase operational efficiency by leveraging automation features on social media platforms, such as post scheduling and quick responses to customer inquiries.
5. Increased Profits. With increased marketing and sales via social media, it is hoped that there will be an increase in income and profits for business actors.

RESULTS

Based on questionnaires from 30 respondents and the results of data analysis, it appears that the influence of knowledge sharing is significant in improving business performance. This activity carries out counseling or training to provide results, through:

1. Identify Participants' Needs: Conduct surveys or interviews to identify participants' needs and level of understanding regarding social media.
2. Training Material Design: provide material appropriate to the participant's level of understanding, including the basics of social media, creating interesting content, and campaign management.
3. Hands-on Practical Session: practicum session to provide hands-on experience in creating posts, managing accounts, and using analytical tools.
4. Case Study: Presentation of a case study from a traditional restaurant that has successfully utilized social media to inspire participants.

5. Q&A: time for a Q&A session to ensure participants' understanding and help them overcome any obstacles that may arise.
6. Monitoring and Follow-up Support: After training, provide follow-up support and monitor participant progress, and set up consultation sessions if necessary.
7. Evaluation: Conduct evaluations to measure training effectiveness and obtain feedback that can be used for future improvements.

Table 1. Partial linear regression output

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | .025 | .031 | | .257 | .025 |
| Knowledge Sharing (X) | .427 | .038 | .138 | 3.126 | .001 |

a. Dependent Variable: Business Performance
source : author, 2023

The results show that the importance of sharing knowledge has a benefit of 42.7% from the t-test results of $3.126 > 0.683$ (t-table) and the significance is $0.001 < 0.05$ (significant) in providing benefits in improving business performance. The results of a simple questionnaire can be directly applied to 30 business owners (respondents) who have the following criteria: 1. The business has been running for a minimum of three years. 2. Already have social media. 3. Enter the Central Kalimantan culinary business community. The results of implementation of outreach or training activities using social media for traditional restaurant businesses can vary depending on a number of factors, including participant commitment, the quality of the training material, and the continuity of support after the training. Here are some possible outcomes:

1. Increased Use of Social Media. Participants were able to demonstrate an increase in the use of social media platforms for marketing purposes and interaction with customers.
2. Better Communication Skills. Business people can develop better online communication skills, such as responding to customer comments or questions quickly and effectively.
3. Increased Marketing Reach. By implementing the strategies taught in training, traditional restaurants can increase their marketing reach, attracting the attention of more potential customers.

4. Increased Brand Awareness. Consistent and engaging activity on social media can make a significant contribution to increasing brand awareness of traditional restaurants.
5. Increased Customer Loyalty. Through closer interaction and relevant content, customers can feel more involved and loyal to the restaurant.
6. Increased Sales. With increased visibility and interaction, it is hoped that there will be an increase in sales of traditional restaurants.
7. Increased Operational Efficiency. Implementing automation in social media management can help increase restaurant operational efficiency.
8. Empowerment of Business Actors. Participants can feel more confident and skilled in using social media as a marketing tool and interaction with customers.
9. Positive Feedback from Customers. By presenting content that is interesting and responsive to customer needs, restaurants can receive positive feedback from customers on social media.

It is important to continuously monitor and evaluate the long-term impact of implementation, as well as adjust strategies based on changing market trends and customer responses (Nordin & Ravald, 2023). Continuous support and adaptation to changes in the world of social media are also key to long-term success.

CONCLUSIONS

Implementation of outreach or training activities to use social media as a method of sharing knowledge for traditional restaurant business actors has provided a number of positive results. Increasing skills in utilizing social media not only has an impact on marketing aspects, but also on interactions with customers, brand awareness and operational efficiency. Having a better understanding of analytics helps business actors make more precise and data-based decisions. As a result, increased sales and customer loyalty can be achieved through more effective marketing strategies.

Suggestion

1. Provide Continued Support. Continuing support after training can help businesses overcome obstacles and challenges that may arise in implementing a social media strategy.
2. Monitor and Evaluate Regularly. Carrying out regular monitoring and evaluation will help identify areas that need improvement and ensure that the strategies adopted remain relevant to changing trends.
3. Promote collaboration between business actors. Encouraging collaboration between traditional restaurant business actors through social media can create synergy and mutual support, increasing competitiveness at the same time.

4. Adaptation to Social Media Developments. Keeping up with social media platforms and adapting strategies to new features can help maintain the effectiveness of marketing campaigns.
5. Continue to Improve Content Creativity. Designing creative and engaging content can help maintain customer interest and differentiate a restaurant from competitors.
6. Strengthen Relationships with Customers. Focusing on building strong, personal relationships with customers through social media can bring long-term benefits in the form of loyalty and recommendations.
7. Integration with Off-line Activities. Integrating social media activities with off-line activities, such as local events or on-site promotions, can create a holistic experience for customers.

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