

Disruption of disruption innovation: a resource based view (RBV) theory approach

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Abstract

Objective & object:

Disruptive innovation has become a key focus in modern business strategy because of its ability to revolutionize industries and create new market opportunities. Disclosure of disruptive innovation is a voluntary disclosure made by a company to provide information related to the company to stakeholders. This research aims to examine the influence of Human Capital, Structural Capital, and Relational Capital on the disclosure of disruptive innovation

Methods:

The population in this study was 33 companies, 132 samples, sampling used a purposive sampling method, and this research used a quantitative paradigm

Results & Conclusions:

The results of this research are that Human Capital, Structural Capital, and Relational Capital influence the Disclosure of Disruptive Innovation. However, it does not have a significant effect.

Limitations:

The weaknesses of this study are the absence of the Financial Services Authority (OJK) policy because this study refers to financial companies; and the lack of emphasis on concrete examples or case studies that support the application of the RBV concept in maintaining a company's competitive advantage. Using only one method of data collection can limit the depth and accuracy of the findings.

Implications:

The implications of this study for company management are expected to emphasize processing internal and external resources so that the company can become a company that has a sustainable competitive advantage. Investors need to evaluate the risks associated with the uncertainty of disruptive innovation and how companies manage these risks, especially if human, structural, and relational capital do not show significant influence.

Keywords: Human Capital, Structural Capital, Relational Capital

Abstrak

Tujuan & obyek:

Inovasi disruptif telah menjadi fokus utama dalam strategi bisnis modern karena kemampuannya untuk merombak industri dan menciptakan peluang pasar baru. Pengungkapan inovasi disruptif adalah pengungkapan sukarela yang dilakukan suatu perusahaan untuk memberikan informasi-informasi terkait perusahaan kepada stakeholder. Penelitian ini bertujuan untuk menguji pengaruh *Human Capital*, *Structural Capital*, dan *Relational Capital* terhadap pengungkapan inovasi disruptif.

Metode:

Populasi dalam penelitian ini ada 33 perusahaan, 132 sampel, pengambilan sampel menggunakan metode purposive sampling, dan penelitian ini menggunakan paradigma kuantitatif.

Hasil & Simpulan:

Hasil dari penelitian ini adalah Human Capital, Struktural Capital, dan Relational Capital berpengaruh terhadap Pengungkapan Inovasi Disruptif. Namun tidak berpengaruh secara signifikan.

Keterbatasan:

Kelemahan dari penelitian ini adalah tidak adanya kebijakan Otoritas Jasa Keuangan (OJK), karena penelitian ini merujuk pada perusahaan keuangan; kurangnya penekanan pada contoh konkret atau studi kasus yang mendukung penerapan konsep RBV dalam mempertahankan keunggulan bersaing perusahaan. Hanya menggunakan satu metode pengumpulan data dapat membatasi kedalaman dan keakuratan temuan.

Implikasi:

Implikasi dari penelitian ini bagi manajemen perusahaan, diharapkan untuk dapat menekankan untuk mengolah sumber daya internal dan eksternal agar perusahaan dapat menjadi perusahaan yang memiliki keunggulan kompetitif yang berkelanjutan. Investor perlu mengevaluasi risiko yang terkait dengan ketidakpastian inovasi disruptif dan bagaimana perusahaan mengelola risiko tersebut, terutama jika modal manusia, struktural, dan relasional tidak menunjukkan pengaruh signifikan.

Kata Kunci: Human Capital, Struktural Capital, Relasional Capital

1. Introduction

Currently, the world is entering the industrial era 4.0, one of the impacts of which is the emergence of an era of disruption that forces many companies to change rapidly so as not to be drowned by the developments of the times. In strategic management science, disruption is considered commonplace in the business world. Disruption is a change that occurs in the business environment naturally (Beverly, 2020), especially in food and beverage companies that are now in great demand by consumers.

Currently, in a disruptive era, technological advances are developing rapidly, encouraging the emergence of innovations that ultimately shift existing technologies, or shift existing markets Aziah & Adawia, (2018)—Supheni et al., (2021) stated that without disruptive innovation, companies or industries will experience market failure which ultimately leads to bankruptcy. Disruptive innovation can be an important factor in maintaining the competitiveness and growth of a company or industry.

This study discusses the influence of human capital, structural capital, and relational capital on the disclosure of disruptive innovation. However, previous studies did not convey how relational capital influences the disclosure of disruptive innovation. Disclosure of disruptive innovation is an important voluntary disclosure that companies must make to provide information about the company to stakeholders.

This study uses the Resource Based View theory. Resource-based View (RBV) is a managerial framework used to determine strategic resources that companies can utilize to achieve sustainable competitive advantage. Jay Barney (1991) explains that sustainable

competitive advantage depends on Valuable, Rare, Inimitable, and Non-substitutable resources.

According to Adelakun & Johnson, (2011), Human Capital is the ability and skills of human resources that can be a source of competitive advantage and must be managed with the right strategy. The role of Human Capital is important for the development and growth of the creative economy, namely the economic sector that prioritizes creative and innovative human resources and relies on human knowledge.

Structural Capital or Organizational Capital is the knowledge owned by a company that can be processed by human capital to provide added value to the company (Habibah, 2016). Structural Capital is formalized as part of intellectual capital, Leif Edvinsson, and Michael S. Malone, in their book entitled "Intellectual Capital: Realizing Your Company's True Value by Finding It's Hidden Brainpower" in 1997, identified structural capital as one of the three main components of intellectual capital, along with human capital and relational capital. Relational capital is a concept that developed from the study of intellectual capital and intangible resources owned by an organization. Relational Capital is a harmonious relationship or network of associations owned by a company with its partners, which includes reliable and quality suppliers, loyal and satisfied customers with the company's services, and the company's relationship with the government and surrounding community (Demartini & Beretta, 2020).

2. Research Method

The researcher in this study adheres to a quantitative paradigm. The quantitative paradigm is a research method based on the philosophy of positivism, used to research a certain sample population, data collection using research instruments, and quantitative or statistical data analysis to test the established hypothesis (Sugiyono, 2020). Sample selection is carried out based on the purposive sampling method. Purposive sampling is a technique for selecting data source samples based on certain criteria (Sugiyono, 2016). The reason for using the Purposive Sampling technique is that not all samples have criteria that match the phenomenon being studied. Disclosure of disruptive innovation in this study is defined as the disclosure of disruptive innovation of food and beverage companies. Disclosure of disruptive innovation is measured based on the Disruptive Innovation Disclosure index with weight. The total score of the company's disruptive innovation disclosure is calculated from the number of

disruptive innovation disclosure items based on the index compiled by the researcher, after being multiplied by their respective weights (Supheni et al., 2021).

VARIABLES	DEFINITION	MEASUREMENT
<i>Human Capital</i> (X ₁)	According to Adalakun & Johnson, (2011), Human Capital is the ability and skills of human resources that can become a source of competitive advantage and must be managed with the right strategy.	<p><i>Human Capital Efficiency</i> (HCE)</p> $HCE = \frac{\text{Value Added (VA)}}{\text{Human Capital (HC)}}$ <p>Ulum et al., (2014) dan Nimtrakoon, (2015)</p>
<i>Structural Capital</i> (X ₂)	Structural capital is the internal framework of an organization that supports the ability to transform human capital into performance. It includes information systems, standard operating procedures, and organizational culture (Stewart, 1997).	<p><i>Structural Capital Efficiency</i> (SCE)</p> $SCE = \frac{\text{Struktural capital (SC)}}{\text{Value Added (VA)}}$ <p>Ulum et al., (2014), Nimtrakoon, (2015)</p>
<i>Relational Capital</i> (X ₃)	Relational capital is a concept that evolved from the study of intellectual capital and intangible resources owned by an organization. Relational capital refers to the value derived from a company's external relationships with parties such as customers, suppliers, business partners, and other stakeholders.	<p><i>Relational Capital Efficiency</i> (RCE)</p> $RCE = \frac{\text{Value Added (VA)}}{\text{Relational Capital (RC)}}$ <p>Ulum et al., (2014), Nimtrakoon, (2015)</p>
Disclosure of Disruptive Innovation (Y)	Disclosure of disruptive innovation is voluntary disclosure that provides information about the state of innovation in a company (Thomond & Lettice, 2002).	$ID = \frac{\text{Jumlah Inovasi Yang Diungkapkan}}{\text{Jumlah pengungkapan yang di harapkan}} \times 100 \%$ <p>Supheni et al., (2021)</p>

3. Results and Discussion

3.1. Results

The results of this multiple linear regression test are that Human Capital, Structural Capital, and Relational Capital have an influence on Disruptive Innovation Disclosure.

Table 1: Multiple Linear Regression Test Results

Model	Unstandardized Coefficients B	Standardized Coefficients Std. Error	Beta	t	Sig.
1					
(Constant)	-0.727	0.146		-4.989	0.000
Human Capital	0.760	0.485	1.928	1.566	0.128
Structural Capital	-0.526	0.359	-1.546	-1.464	0.153
Relational Capital	-0.041	0.092	-0.151	-0.444	0.660

Table 2: F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.326	3	0.109	2.013	.133 ^b
Residual	1.676	31	0.054		
Total	2.002	34			

3.2. Discussion

The results of the statistical test in Table 4.6 show that the unstandardized coefficient beta for the constant is -0.727. The unstandardized coefficients beta of the Human Capital variable (X1) gives a regression coefficient value of 0.760, the unstandardized coefficients beta of the Structural Capital variable (X2) gives a regression coefficient value of -0.526 and the unstandardized coefficients beta of the Sales Growth variable (X3) gives a regression coefficient value of -0.041, then the regression equation model is presented as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$PID = -0,727 + 0,760X_1 - 0,526X_2 - 0,041X_3 + e$$

From the second table of the f-test results, it can be concluded that simultaneously, the variables Human Capital (X1), Structural Capital (X2), and Relational Capital (X3) do not have a significant effect on the Disruptive Innovation Disclosure variable (Y). This means that when these three variables are analyzed together, they do not show a strong enough influence to significantly affect Disruptive Innovation Disclosure. This supports the research conducted by Wahyuningtias et al., (2023), in which it is explained that Human Capital, Structural Capital, and Relational Capital do not have a significant effect. When Human Capital (X1), Structural Capital (X2), and Relational Capital (X3) do not have a significant effect on Disruptive

Innovation Disclosure (Y), this can be caused by several factors related to the organizational context, external environment, or measurement approach used.

4. Conclusion

This study aims to examine the effect of Human Capital, Structural Capital, and Relational Capital on the Disclosure of Disruptive Innovation. Disclosure of disruptive innovation is an important voluntary disclosure made by companies to provide information about the company to stakeholders. This study uses secondary data, namely the financial statements of food and beverage companies in 2020-2023. During the study, food and beverage companies were still lacking in disclosing disruptive innovation. From the results of the partial test (T-test) and simultaneous test (F test), Human Capital, Structural Capital, and Relational Capital did not have a significant effect on Disclosure of Disruptive Innovation. From the multiple linear regression test, Human Capital has a positive value on the Disclosure of Disruptive Innovation, while Structural Capital and Relational Capital have negative values on the Disclosure of Disruptive Innovation. From here, it is necessary to increase innovation in food and beverage companies so that the company does not go bankrupt. From this study, Human Capital, Structural Capital, and Relational Capital affect the Disclosure of Disruptive Innovation. Human Capital and Structural Capital have the same results or are consistent with previous studies conducted by Supheni et al., (2021) and Sabina & Handajani, (2024), that human capital and structural capital or organizational capital have an effect on the disclosure of disruptive innovation. However, relational capital has not been studied in previous studies on this variable about the disclosure of disruptive innovation. The author hopes that in the future it can be a reference for further researchers and can be a comparison of current research with further research.

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