



THE IMPACT OF SOCIAL MEDIA MARKETING ON THE MARKETING PERFORMANCE OF CULINARY MSMEs IN BANYUMAS

Larisa Pradisti*, Tiladela Luhita, Uswatun Hasanah

Faculty of Economics and Business, Universitas Jenderal Soedirman,
Purwokerto, Indonesia

*Email: larisa.pradisti@unsoed.ac.id

Abstract. This research investigates the impact of social media marketing strategies on marketing performance, with a focus on the mediating role of social media performance within food micro, small, and medium enterprises (MSMEs) in Banyumas. Utilizing a quantitative approach, data were collected from a sample of food MSMEs and analyzed through Structural Equation Modeling (SEM) with Partial Least Squares (PLS) methodology. The findings reveal that two hypotheses were accepted: first, social media marketing strategies positively influence marketing performance; second, social media performance significantly affects marketing performance. Conversely, two hypotheses were rejected: social media marketing strategies do not have a direct effect on social media performance, and social media performance does not serve as a mediating variable between social media marketing strategies and marketing performance. These results underscore the complexity of the relationship between social media marketing and performance metrics in the context of culinary MSMEs, suggesting that while direct marketing strategies are effective, the anticipated mediating role of social media performance is not supported in this study. The implications of these findings provide valuable insights for practitioners aiming to enhance marketing effectiveness through social media channels.

Keywords: social media marketing strategy, marketing performance, social media performance, culinary MSMEs, Banyumas Regency

A. Introduction

In today's business world things have changed a lot as social media has become really important for shaping how companies operate and plan their strategies. Many different types of businesses are now using social media platforms more and more to engage with customers and build their brand while also doing market research (Ilavarasan, 2018). By using the reach and interactive features of media platforms effectively, companies can build strong relationships with their target audience (Ryan et al., 2013) and learn valuable things about what consumers like, which can help them make more money in the end. In this era of advancements it is vital for companies to adjust their strategies in order to take advantage of the opportunities available to them.

The widespread dependence on social media as an aspect of contemporary business strategies brings both great opportunities and notable hurdles for Micro, Small and Medium Sized Enterprises (MSME) (Jummani & Shaikh, 2021). A key challenge that impedes the integration of media by MSME is the lack of a well defined and quantifiable structure in place. In contrast, companies equipped with marketing departments and ample resources at their disposal to handle the complexity of social media platforms effectively and construct cohesive strategies while monitoring performance metrics; MSME often find themselves grappling with



these tasks (Islami et al., 2021). The absence of a method can result in time and resources being squandered; hampering MSMEs capacity to utilize media for expansion and competitiveness.

While social media has been able to prove its potential for encouraging the growth of MSMEs across the world, its penetration within Indonesia is still very low based on a survey conducted by Nasional Literasi dan Inklusi Keuangan (2022). Although there are 65 million MSMEs in the country, only 20.5 million have entered the digital ecosystem. This gap indicates how important it is to take immediate action toward eliminating the problems that restrain MSMEs from entering the social media world and reduce the digital gap.

With increasing competition on social media platforms, every business, including MSMEs, needs to devise a strong social media strategy that can engage the target audience and help distinguish the brand to foster growth. A well-developed strategy should clearly spell out objectives, identification of the target audience, content creation, engagement with the community, and tracking of key performance indicators (Fuertes et al., 2020). In this regard, investment in a multi-dimensional social media strategy will help MSMEs tap the fullest potential of these platforms and reposition them for success in the digital age.

Various findings from a number of studies prove that a well-implemented SMMS significantly improves social media performance (Hashim et al., 2021; Peruta & Shields, 2018). If an MSME carefully aligns its social media efforts to overall business objectives, brand awareness and customer loyalty will rise, leading to tangible results. This is where time and resources are needed in building and implementing effective SMMS. With social media performance increasing positively, the overall performance of the company is impacted by a properly designed social media strategy (Batumalai & Sahid, 2022). With better utilization of social media platforms, MSMEs can build awareness, generate leads, drive traffic to the website, and hence sales. A strong social media presence will also create customer loyalty, foster positive word-of-mouth, and establish one as a thought leader in the industry (Ziyadin et al., 2019)

While the importance of social media use within the firm's strategic context is on the rise, there is a deficiency in works that systematically synthesize and help further knowledge of social media marketing strategies (Li et al., 2020). This research will, therefore, bridge this gap by comprehensively studying various components of effective SMMS and their consequences for business outcomes. Hence, this research will present a structured framework and actionable insights to develop better social media strategies for MSMEs to realize the full potential of these platforms to usher in sustainable growth.

Based on the above background, several research questions can be concluded as follows:

1. Does Social Media Marketing Strategy affect Marketing Performance in Culinary MSMEs in Banyumas?
2. Does Social Media Marketing Strategy affect Social Media Performance in Culinary MSMEs in Banyumas?
3. Does Social Media Performance affect Marketing Performance in Culinary MSMEs in Banyumas?
4. Does social media performance be a mediating variable between Social Media Marketing Strategy and Marketing Performance in Culinary MSMEs in Banyumas?

B. Literature Review

Effective social media marketing can increase visibility, engagement and customer interaction, which are critical components of marketing performance. Several studies have shown that social media serves as a powerful tool for businesses, especially in the food industry, to improve financial performance and customer engagement (Aira et al., 2022; Tajvidi &

Karami, 2021). Strategic use of social media can facilitate the development of strong customer relationships and increase brand awareness, which directly contributes to improved marketing outcomes (Alalwan et al., 2017). In addition, the integration of social media marketing strategies has been shown to impact various performance metrics, including sales growth and customer loyalty, thus confirming the positive correlation between social media marketing and marketing performance (Fernández-Miguélez et al., 2020; Alkhateeb & Abdalla, 2020). The implementation of a strong social media marketing strategy will improve the marketing performance of food MSMEs in Banyumas, reflecting the broader trend observed in the literature on the efficacy of social media in driving business success. An effective social media marketing strategy can improve the overall performance of social media platforms used by MSMEs. Research shows that businesses that adopt a comprehensive social media marketing strategy tend to experience increased engagement, visibility and interaction on social media, which are critical components of social media performance (Krisnanto et al., 2020; Nurjaman, 2021). For example, strategic use of content, targeted advertising, and customer engagement techniques can increase audience interaction and brand loyalty (Malesev & Cherry, 2021). In addition, the ability of MSMEs to utilize social media effectively relates to their marketing capabilities, which can improve their performance metrics on these platforms (Dutot & Bergeron, 2016; Gao et al., 2023). The literature shows that when MSMEs implement a well-defined social media marketing strategy, they not only reach a wider audience but also foster stronger relationships with customers, thereby improving their social media performance (Lestari, 2022; Suryawardani et al., 2021).

Based on the discussion above, it can be concluded that there is a mutually beneficial and complex relationship between SMMS, social media performance and marketing performance in MSMEs in Banyumas, so the hypothesis in this study are:

H1: Social Media Marketing Strategy has positive impact to Marketing Performance in Culinary MSMEs in Banyumas

H2: Social Media Marketing Strategy has positive impact to Social Media Performance in Culinary MSMEs in Banyumas

H3: Social Media Performance has positive impact to Marketing Performance in Culinary MSMEs in Banyumas

H4: Social media performance is a mediating variable between Social Media Marketing Strategy and Marketing Performance in Culinary MSMEs in Banyumas.

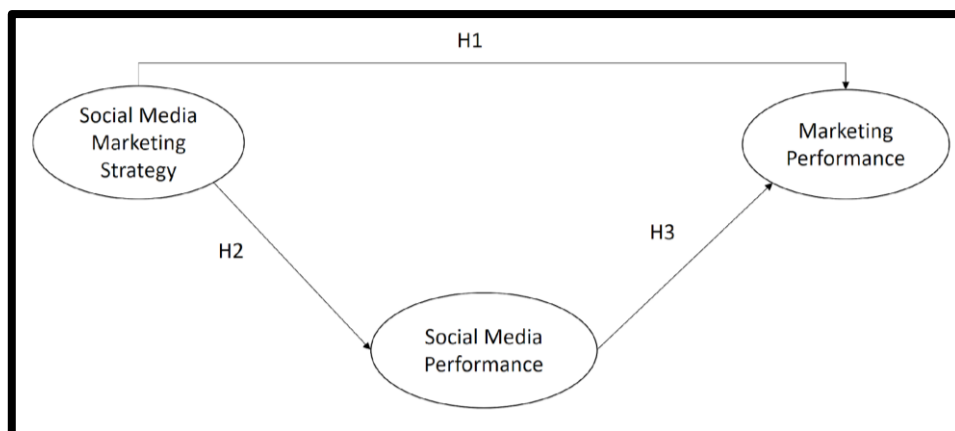


Figure 1. Research framework

C. Methods

This research uses quantitative methods to examine the relationship between social media marketing strategy, social media performance, and marketing performance. The analytical tool used is Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. The data collection process was carried out using a survey method using a questionnaire distributed to MSMEs as respondents. Respondents were asked to provide an assessment of the questionnaire questions on a Likert scale ranging from points 1-10. The respondent data used in this research were 100 respondents.

D. Results And Discussion

1. Convergent Validity Test

Table 1. Convergent validity test result

Variable	Item	Loading Factor	Result
Social Media Marketing Strategy	SMMS 1	0,741	Valid
	SMMS 2	0,701	Valid
	SMMS 3	0,719	Valid
	SMMS 4	0,741	Valid
	SMMS 5	0,814	Valid
	SMMS 6	0,784	Valid
	SMMS 7	0,745	Valid
Social Media Performance	SMP 1	0,733	Valid
	SMP 2	0,815	Valid
	SMP 3	0,841	Valid
	SMP 4	0,820	Valid
Marketing Performance	MP 1	0,792	Valid
	MP 2	0,738	Valid
	MP 3	0,721	Valid

Source: Primary data processed, 2024

All indicators on the variable are said to meet the convergent validity test criteria if the loading factor value > 0.7 can. In the table above, it can be seen that the indicators displayed have met the convergent validity test criteria, so they are declared valid.

2. Discriminant Validity Test

Table 2. Discriminant validity test result

Variable	AVE Root	AVE	Result
Social Media Marketing Strategy	0,750	0,563	Valid
Social Media Performance	0,804	0,646	Valid
Marketing Performance	0,750	0,563	Valid

Source: Primary data processed, 2024

In the results of the table, it can be seen that the construct correlation in each variable indicator has an AVE Root value of each construct greater than the correlation between the construct and other constructs and all AVE values are > 0,5. Therefore, it can be concluded that these variables have met the criteria of the discriminant validity test and can be said to be valid.

3. Reliability Test

Table 3. Reliability test result

Variable	Composite Reliability	Result
Social Media Marketing Strategy	0,900	Reliable
Social Media Performance	0,879	Reliable
Marketing Performance	0,794	Reliable

Source: Primary data processed, 2024

In the results of the table above, it is found that all variables used for measurement in this study can be said to be reliable because they have met the criteria for the composite reliability value > 0.7 .

4. Hypothesis Test

Table 6. Hypothesis test result

Variable	Original Sample	T Statistic	P Values	Result
Hypothesis 1: Social Media Marketing Strategy -> Marketing Performance	0,363	5,829	0,000	Accepted
Hypothesis 2: Social Media Marketing Strategy -> Social Media Performance	-0,008	0,070	0,472	Rejected
Hypothesis 3: Social Media Performance -> Marketing Performance	0,135	1,703	0,0,045	Accepted
Hypothesis 4: SMMS -> SMP -> MP	-0,001	0,066	0,474	Rejected

Source: Primary data processed, 2024

The criteria used in hypothesis testing for direct effects are t-statistic > 1.64 (t-table, one-tailed) or P-value < 0.05 . Based on the table above, we can see the results of hypothesis testing as follows:

a. Hypothesis 1: Social Media Marketing Strategy -> Marketing Performance

In the table above, it can be seen that the result of the P-value is $0.000 < 0.05$ and the t-statistic value is $5.829 > 1.64$, so there is a significant influence. The effect of Social Media Marketing Strategy on Marketing Performance has an original sample value of 0.363 which means that the effect is unidirectional (positive) and if the value of the exogenous variable increases, the endogenous variable also increases. Based on this description, the results show that the first hypothesis (H1) is accepted.

b. Hypothesis 2: Social Media Marketing Strategy -> Social Media Performance

In the table above, it can be seen that the result of the P-value is $0.472 > 0.005$ and the t-statistic value is $0.070 < 1.64$, so there is an insignificant effect. The effect of Social Media Marketing Strategy on Social Media Performance has an original



sample value of -0.008 which means that the effect is negative. Based on this description, the results show that the second hypothesis (H2) is rejected.

c. Hypothesis 3: Social Media Performance -> Marketing Performance

The results of the table above, it can be seen that the result of the P-value is $0.045 < 0.05$ and the t-statistic value is $1.703 > 1.64$, which means that there is a significant effect. The effect of Social Media Performance on Marketing Performance has an original sample value of 0.135, which means that the effect is unidirectional (positive) and if the value of the exogenous variable increases, the value of the endogenous variable also increases. Therefore, the result shows that the third hypothesis (H3) is accepted.

d. Mediation hypothesis: Social Media Marketing Strategy -> Social Media Performance -> Marketing Performance.

The results of the table above, it can be seen that the result of the P-value is $0.474 > 0.05$ and the t-statistic value is $0.066 < 1.96$, which means that there is an insignificant effect. This means that the mediating variable used does not have a role in mediating the relationship between the independent variable and the dependent variable. Therefore, the result shows that this mediation hypothesis is rejected.

5. Discussion

Social media marketing strategy can enhance marketing performance, this indicates that effective social media marketing strategies positively influence the marketing performance of culinary MSMEs. The results suggest that when these businesses implement well-structured social media marketing strategies, they can enhance their visibility, customer engagement, and ultimately, sales performance. This aligns with previous research that emphasizes the importance of marketing communication tools in driving brand choice and purchase intentions Kurnia et al. (2023). However, social media marketing strategy can't enhance social media performance. This finding suggests that the expected direct relationship between social media marketing strategies and social media performance was not established. This could imply that while businesses may invest in social media marketing, the strategies employed do not necessarily translate into improved performance metrics on social media platforms. This could be due to various factors, such as the quality of content, audience targeting, or engagement tactics, which require further investigation.

Social media performance plays a crucial role in enhancing marketing performance. It suggests that businesses that effectively engage with their audience on social media can see a direct impact on their overall marketing outcomes. This finding is consistent with literature that highlights the importance of consumer attitudes and engagement in driving purchase intentions and brand loyalty (Bu et al., 2020; Kusuma et al., 2021). Nevertheless, that social media performance does not serve as a mediator in the relationship between social media marketing strategies and marketing performance. This finding suggests that the impact of social media marketing strategies on marketing performance may be direct rather than indirect through social media performance. This could imply that other factors or variables might be influencing this relationship, warranting further exploration.

Based on the discussion above, the suggestions for MSMEs in Banyumas are as follows:



1. **Focus on Strategy Development:** Given that social media marketing strategies directly impact marketing performance, MSMEs should prioritize developing comprehensive and targeted social media marketing plans. This includes understanding the target audience, creating engaging content, and utilizing analytics to measure effectiveness.
2. **Content Quality and Engagement:** Since social media performance did not directly correlate with marketing performance, businesses should focus on enhancing the quality of their social media content and engagement strategies. This may involve investing in creative content creation, interactive posts, and community engagement to foster a loyal customer base.
3. **Training and Development:** MSMEs may benefit from training programs that enhance their understanding of effective social media practices. This could include workshops on content creation, audience engagement, and performance analytics to ensure that marketing efforts are optimized for success.

Due to the lack of resources in MSMEs, assistance from the government is needed to maximize the strategies mentioned above. Finally, the research findings underscore the importance of strategic social media marketing for enhancing marketing performance in culinary MSMEs. While social media performance does not mediate this relationship, it remains a critical component of overall marketing success. Future research should explore additional variables that may influence these dynamics to provide a more comprehensive understanding of the marketing landscape for MSMEs.

E. Conclusion

Overall, these findings provide valuable insights for food MSMEs in Banyumas, suggesting that while social media marketing strategies are crucial for enhancing marketing performance, the effectiveness of these strategies may not be fully realized without a focus on content quality and audience engagement. The research contributes to the theoretical understanding of marketing management by challenging existing assumptions about the mediating role of social media performance, thereby opening avenues for further exploration into the factors influencing marketing outcomes in the context of MSMEs.

Future research could investigate the specific elements of content quality that contribute to effective social media marketing. Given that the relationship between social media marketing strategies and social media performance was rejected, it would be beneficial to analyze what types of content resonate most with the target audience and how these can be optimized to enhance engagement and performance.

F. References

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