



Analysis of the Utilization of E-commerce and Social Media on Marketing System of Micro, Small and Medium Enterprises

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Abstract:

Micro, Small and Medium Enterprises (MSMEs) have an important role in the economy in Indonesia. Nowadays, customers are starting to use social media to find various information about a particular brand before making a purchase. Therefore, it is good to consider marketing strategies through e-commerce and social media. This study examines the effect of using E-Commerce and social media in the marketing system of MSMEs among teenagers to increase sales. Data was collected from 252 teenagers in Indonesia through questionnaire distribution and hypotheses were estimated using PLS-SEM with Smart-PLS 4.0. The findings show that MSME players have begun to utilize e-commerce and social media to market their products, some MSME players have mastered various types of features in social media and one of the factors that determine how social media and e-commerce work can be managed properly which has implications for the possibility of increasing sales, proper management to influence the potential for increased sales, good management of social media and e-commerce is also recognized by MSMEs as beneficial in increasing sales among teenagers.

Keywords: E-commerce, Social Media, Marketing, MSMEs

Introduction

In the era of globalization like today, where information moves very quickly and cannot be spared from business people in order to win against rivals. This development has brought great changes for all MSMEs to get many opportunities in marketing using *e-commerce* and social media. Therefore, MSME members are required to become part of the international community by using one of the information technologies, including *e-commerce* and social media, which will make MSME actors one step behind competitors if they do not keep up with current developments. Currently, the government is actively fostering MSMEs in Indonesia, and the government has organizing various prog-

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-rams for micro business actors, providing capital to business actors and training and business support to stakeholders (Arianto, 2019). Social media is a series of internet-based applications to expand the theoretical and technical foundations of web 2.0 and allow users to create diverse content and ideas and share user content (Kaplan, A. M., & Haenlein, 2010).

E-commerce and social media are not only one of the opportunities that MSMEs can take advantage of for their marketing strategies, but also to expand their marketing access network. Given the advancement of technology in this digital era, MSME players need to be aware of the benefits of e-commerce and social media in order to access the market easily and efficiently. To get closer to consumers, business owners need to trace the behavior of consumers who are increasing (Setiawati et al., 2019).

Since its inception, several business companies have operated social media as an effective marketing tool to conduct business activities. Digital marketing capabilities make it easier for companies to find creative ideas so that companies can produce innovative new products. However, so far there may still be many small and medium industries, especially for MSMEs, that are still promoting and selling them convectively in forming a promotion, whether it is by word of mouth or through brochure media, so that the reach of promotion is uneven and not wide, which causes the product to be less known by the public in some places.

Literature Review

a. E-Commerce

E-commerce is an online channel that can be reached by everyone through electronic tools, where this channel is used by business people to access consumers or to get information through the help of computers which starts by providing an information resource to consumers in making their choices. However, the dimension or indicator of E-commerce is internet access, ease of obtaining information, human resource capabilities, and an information management responsibility. Electronic commerce or e-commerce is a term used to refer to buying and selling activities that can be easily accessed through the mobile internet. This e-commerce application can be used as a new online shopping platform, where there is no need to visit the store and only need to click on the e-commerce application (Mujiyana & Elissa, 2013)

E-commerce is a way of implementation towards business transactions as we know as: distribution, purchase, sale and services provided electronically through the internet and external computer networks (Kabanda, 2011). E-commerce can also be interpreted as the process of buying and

selling products that are carried out electronically from consumers to the business world or from consumers to consumers using computer devices, including the internet (Maulana et al., 2015). E-commerce trade is a part of e-business trade that deals with buying and selling goods or services over the internet. E-commerce also includes several activations that support its transactions such as advertising, marketing, customer support, security, shipping and payment.

The approach of using a market as a trading tool as an expression or implementation of industry 4.0 reform (Wibowo & Haryokusumo, 2020). The services provided by the Company have the potential to increase consumer trust when using these services (Aribawa, 2016). The diversity of products marketed is the initial capital for market improvement opportunities (Febriantoro, 2018). Electronic commerce demands all the exchange of information through electronic means between organizations and external stakeholders (Bălan, 2014).

b. Social Media

Social media is "a medium that allows people to share ideas, content, thoughts, and relationships online. Social media differs from "mainstream media" in that anyone can create, comment on, and add content to social media. Social media can also be in the form of text, audio, video, maps and communities" (Scott, 2015). Marketing using social media is now used as a tool to connect brands and social media users. This method is the best way to create a relationship or context with customers, namely by the method of sharing through social media, where companies and businesses that use social media as a marketing tool, will provide a few benefits such as cost savings, and of course the market will be wider to all social media users can certainly access the information provided (Mangold & Faulds, 2009). This can be stated to be true because social media has a huge influence on a brand (Kim & Ko, 2010) and in some situations the consumer can also become a marketer where he can share/provide information in the form of products, brands or services of the Company online. This can encourage social media users to share with friends on several social networks (Akar & Topçu, 2011).

Social media is a potential tool to find consumers and use products and create a brand image of a product. Social media also offers consumers to exchange ideas, seek information about brands and interests, and talk about products and some services. The purpose of marketing in social media is to create and build a market community consisting of a number of active users or online communities through social media activities. Globalization poses challenges for the survival of small and medium enterprises. Information technology, especially social media, provides benefits for small and medium businesses to increase their marketing activities. Marketing through social media is useful for consumers to know better relationships and achieve something that consumers are looking for or needing, which can be built

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effectively and efficiently through social media, can also be understood as a tool (Kusuma & Putri, 2019). Social media also allows us to use a variety of common applications in the creation of any application, such as interaction and two-way communication in the form of text, visual content, photos or sound or music, will be able to interact more easily. In addition, social networks can not only be used to communicate with their fellow users, but can also be a forum for doing business. Social networks are a means for customers to find and exchange news in any form between other users and people and vice versa. The usefulness of social media can also be to increase knowledge and encourage healthy behavior for effective results (Korda & Italy, 2013).

c. Digital Content

In the modern era marked by the use of Information and Communication Technology (ICT) and the increasingly intensive exchange of information globally, the media now uses the internet as an ideal forum to improve social views that affect society (Rocha & Cobo, 2011). In view of the common economy has become the basis for a company known as an enterprise. Especially with the progress of the development of digital smart devices and the internet (Khan et al., 2020). The general concepts of cognition and biology are more in the development of sophisticated software systems. This is triggered by the fact that observation of the basic principles of biology and understanding of cognitive mechanisms also influence various stages in the creative process, including the design and implementation of web applications, where interaction with users plays a major role (Skulimowski, 2017).

Digital content marketing includes the process of creating, distributing and various content that is appropriate, engaging and delivered on time. The goal is to engage customers at a critical stage in their purchase consideration process, with the hope of encouraging them to take steps towards achieving favorable outcomes in development. Specifically, marketing methods that utilize digital content as a promotional venue provide a technologically enhanced shopping experience, especially in the context of buying and selling (Nicolaou, 2021). The digital content industry is not considered a stand-alone industry in the conventional sense or from the perspective of socioeconomic statistics (Li & Suping, 2020). The deficit in digital skills development seems to be getting bigger when it comes to digital content creation. However, the use of digital content is recognized as one of the most effective interaction strategies between sellers and buyers to convey the content, products and needs needed by customers (Antón-Sancho et al., 2021).

(Buchanan et al., 2018) In his journal, he said that communicating with potential consumers through digital media platforms such as YouTube, Instagram and Twitter has the potential to influence digital marketing on the attitudes and behaviors of the younger generation in the context of shopping. As

shown by the high level of user engagement, such as the number of likes and shares. While (Fan & Anik, 2021) In his journal, he said that social media content that appears in real time, such as posts and videos from others, the release of movies and series on the video platform, as well as virtual meetings with family and friends make social network users Fear of Missing Out (FOMO). Moreover, the significant role of social media as a digital influencer is crucial in the realm of the digital market. An effective marketing strategy is seen through online branding of products on social networking platforms through business accounts and advertising (Javed et al., 2022).

d. Customer Satisfaction

Customer satisfaction is defined as the feeling of happiness felt by customers after receiving services that meet or even exceed their expectations. Customer satisfaction measurement is done by comparing the difference between customer expectations and the actual experience they receive (Liat et al., 2014). The researchers argue that building a good relationship and quality of service with customers is a priority, because it will make customers feel satisfied and comfortable (Rao et al., 2011).

Two dimensions of service quality, namely technical quality and functional quality. Service customers are not only interested in the 'what' aspect (engineering quality) they obtain from a service, but also in the 'how' (functional quality) they obtain (Kasiri et al., 2017). According to the theory of disconfirmation of expectations in the context of electronic service arrangements, customer satisfaction is considered an affective response that is reciprocal. Such satisfaction can only be achieved if customers are confident that their expectations are met in their interactions with electronic services. There are many reasons why customers might change their assessment of what they value, including future use and site-based considerations (Shahid Iqbal et al., 2018). The findings also show that changing customer needs can be a key driver for customers to foster relationships with key suppliers and may also break ties with others who are unable to adapt to changing desires. The obvious implications of this research involve the need for marketers to take a proactive and anticipatory attitude towards the change in value desired by customers (Flint et al., 2011).

Loyal customers provide great benefits to the company in several aspects. For example, research shows that they are loyal and see high preservation costs in buying other brands (Islam et al., 2021). In general, these studies indicate that service recovery has a significant impact on customer satisfaction. It should also be noted that there is considerable variation in the impact. Customer satisfaction and loyalty cannot be considered a substitute for any other relationship (Gu & Ye, 2014). Companies need to gain a better understanding of the link between satisfaction and loyalty in the online environment in order to

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allocate their online marketing efforts wisely, both in satisfaction initiatives and loyalty programs (Shankar et al., 2003).

Research Methodology

This research is entitled Analysis of the Utilization of E-commerce and social media in the Marketing System of Micro, Small and Medium Enterprises (MSMEs) among Adolescents for Efforts to Increase Sales. This research helps the author to more easily explain how e-commerce and social media can be useful in MSME strategies. The author uses a quantitative approach method to answer hypotheses and data obtained from adolescents who have businesses in Indonesia in particular. The researcher used a tool to analyze the data, namely Structural Equation Modeling-Partial Least Square (SEM-PLS).

The data obtained directly can be done with research in the field. The author has been using a data collection technique where it uses the Questionnaire method with and from several previous sources such as books, journals and others. The analysis technique used is the Smart PLS software approach starting from measurement, model structure and hypothesis submission (Maftuchah, 2020), where sample members are randomly selected without prior knowledge of a particular class or condition in the population. The number of samples used in this study was 252 people. The data used by the researcher is primary data taken directly from respondents.

Results and Discussions

Based on the research process, 200 female respondents (79.36%) and 52 male respondents (20.63%) were obtained. The age range of the respondents studied was 15 to 25 years. This is unique, because there are respondents aged 15 and 16 years. However, this uniqueness is not too significant, this is because there are only 3 respondents. A more complete explanation can be seen in Table 1.

As is known in the report table below of the 8 E-Commerce (EC) variable items, all of them meet the loading factor (λ) between 0.774 to 0.878 (<0.70) which shows that the value is higher than the threshold to meet the convergence. Furthermore, of the 5 items of the social media (SM) variable, all of them met the loading factor (λ) between 0.776 to 0.894 (<0.70) which showed that the value was higher than the threshold to meet the convergence.

The next 5 variable items are Online Content Digital (OCD), where all values meet the loading factor (λ) between 0.818 to 0.876 (<0.70) which shows that the value is higher than the threshold to meet convergence. Then, the 6 variable items (OS) all met the loading factor (λ) between 0.708 to 0.885 (<0.70) which showed that the value was higher than the threshold to meet the convergence. The last is 5 variable

items (IS) whose values all also meet the loading factor (λ) between 0.735 to 0.935 (<0.70) which shows that the value is higher than the threshold to meet the convergence.

Table 1. Background of the Final Respondent

Var		Frequency	%
Gender	Female	200	79,36
	Male	52	20,63
	15	2	0,79
	16	1	0,39
	17	1	0,39
	18	30	11,90
Age	19	64	25,39
	20	58	23,01
	21	52	20,63
	22	28	11,11
	23	9	3,57
	24	6	2,38
	25	1	0,39

Table 2. Research Instruments

Code	Item	LF
E-Commerce		
EC 01	Using <i>E-Commerce</i> , making my business searchable quickly	0,853
EC 02	There is friendliness between site users	0,774
EC 03	With the existence of <i>E-commerce</i> , the interaction and communication carried out in sales activities is clear and easy	0,856
EC 04	Using <i>E-Commerce</i> can increase sales effectiveness	0,869
EC 05	Using <i>E-Commerce</i> can attract visitors (consumers)	0,814
EC 06	Using <i>E-Commerce</i> can facilitate interaction and communication	0,835
EC 07	Using <i>E-Commerce</i> can increase sales of goods	0,878
EC 08	Using <i>E-Commerce</i> can improve work efficiency	0,826
Social Media (SM)		
SM 01	Social media is easy to use	0,852
SM 02	The use of social media makes it easier for the business I manage to identify new customers	0,894
SM 03	Social media makes it easy to identify customer demand	0,883
SM 04	Information about customers can be easily searched through social media	0,776
SM 05	Social media makes it easy for the business I manage to run ads	0,892
Online Content Digital		
OCD 01	I think interesting content on social media will make it easier for me to choose items	0,848
OCD 02	In my opinion, the features on social media are easy to use	0,818

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OCD 03	In my opinion, the content on social media gives a little idea of transparent pricing details and customer ratings	0,839
OCD 04	In my opinion, digital content in social media can allow me to set the content of the menu options on the display provided	0,876
OCD 05	In my opinion, social media provides clear information, both for users	0,831
Customer Satisfaction		
CS 01	The appearance of <i>E-Commerce</i> and social media is very attractive and I will continue to use social media or <i>E-Commerce</i>	0,881
CS 02	Customers can easily shop online without having to leave home and easily find items that match the desired category	0,843
CS 03	Consumers are provided with a pleasant shopping experience because of the neat and easy-to-use appearance of the site.	0,862
CS 04	Safe and reliable transactions are the main factor in choosing to shop on <i>E-Commerce</i> and social media	0,836
CS 05	Varied transaction payment options and reliable delivery certainty make customers happy to shop on <i>E-Commerce</i> and social media	0,885
CS 06	Delivery of products according to the destination address without any errors in the delivery of goods	0,708
Increase in Sales		
IS 01	I feel happy using <i>E-Commerce</i> , it can make my sales increase	0,934
IS 02	I feel happy using social media, it can make my sales increase	0,840
IS 03	I feel happy with the existence of <i>E-Commerce</i> because my products are known to others	0,935
IS 04	I feel happy with social media because my products are known to others	0,735
IS 05	I feel lucky to be able to get to know <i>E-Commerce</i> and social media for marketing media	0,830

Table 3. Measurement Model Results (External Model)

Construct	Item	Loading	Cronbach alpha	CR
E-commerce	Ec_01	0,853	0,940	0,950
	Ec_02	0,774		
	Ec_03	0,856		
	Ec_04	0,869		
	Ec_05	0,814		
	Ec_06	0,835		
	Ec_07	0,878		
	Ec_08	0,826		
Social Media	Sm_01	0,852	0,912	0,934
	Sm_02	0,849		
	Sm_03	0,883		
	Sm_04	0,776		
	Sm_05	0,892		
Online Content Digital	Ocd_01	0,848	0,898	0,924
	Ocd_02	0,818		
	Ocd_03	0,839		
	Ocd_04	0,876		

Customer Satisfaction	Ocd_05	0,831	0,914	0,934
	Cs_01	0,881		
	Cs_02	0,843		
	Cs_03	0,862		
Construct	Item	Loading	Cronbach alpha	CR
Increases in Sales	Cs_04	0,836	0,908	0,933
	Cs_05	0,885		
	Cs_06	0,708		
	Is_01	0,934		
	Is_02	0,840		
	Is_03	0,935		
	Is_04	0,735		
	Is_05	0,830		

Table 3 explains the calculation of Outer Model in E-Commerce (Ec_), social media (SM), digital content (OCD), customer satisfaction (CS), and sales increase (IS). Ec has a Loading Feature (LF) value between 0.774 to 0.878 so that all instruments are declared valid.

Table 4. Heteroit-Monotrait Ratio (HTMT)

Construct	Ec_	IS	OCD	SM_
Ec_	0,928			
IS	1,059	0,891		
OCD	0,966	0,931	0,931	
SM_	0,899	0,937	0,856	0,930

Table 4 shows all values have met the criteria. Table 5 shows the relationship between variables, where in these variables there are 3 hypotheses that have a significant influence on the value (T) > 1.96 and the value of P on each variable relationship is 0.000 (<0.05), including Customer Satisfaction for Increases In Sales (T count = 37.673), E-Commerce for Social Media (T count = 30.738) and Online Content Digital for Customer Satisfaction (T count = 35.767).

Table 5. Path Coefficients and hypothesis testing (EC, SM, OCD, OS and IS)

Hipotesis	Relationship	T-value	p-value	Results
H1	CS -> IS	37,673	0,000	Accepted
H2	Ec_ -> SM_	30,738	0,000	Accepted
H3	OCD -> CS	35,767	0,000	Accepted
H4	SM_ -> IS	1,201	0,230	Rejected

In the first hypothesis, this researcher found that there is a positive and significant influence between customer satisfaction and increased sales in Indonesia. Once loyalty is guaranteed, consumers will return to purchase the same product, either in equal quantities or even more. They may also provide

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product recommendations to other potential consumers. This strategy proves its effectiveness and profitability for the company by automatically increasing product sales.

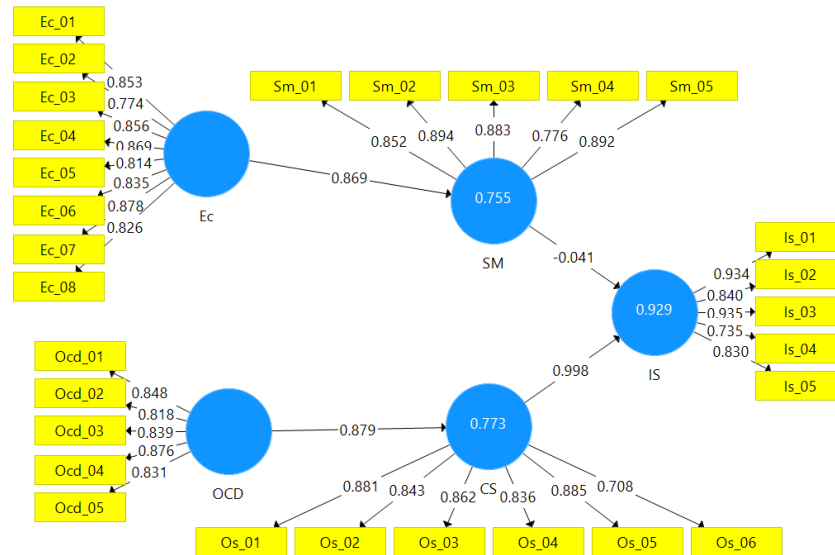


Figure 2. Measurement and Estimation of Structural Models

The results of this study have received support from previous studies. The success achieved from customer satisfaction has a significant impact on various aspects of a business. One of the positive results is the increase in sales levels. Achieving customer satisfaction is a strategic investment for the company, as it not only increases sales but also forms a solid foundation for long-term growth through customer loyalty and positive responses in the market (Sumawardani et al., 2016).

The second hypothesis explains that e-commerce has a significant positive influence on social media. The use of e-commerce and promotion on social media simultaneously has a significant impact on merchants' marketing performance. Social media does play a role as a means of socialization and interaction (Prihadi & Susilawati, 2018). Additionally, social media can attract people to access links containing product information, making it an easy and affordable marketing tool. Especially for small and medium enterprises (SMEs), social media is the choice as an interactive marketing tool (Firmansyah et al., 2020).

Furthermore, another study revealed that social media provides practical solutions for Small and Medium Enterprises (SMEs) in meeting their needs. In this context, promotional efforts or marketing activities that usually require large costs can be significantly reduced by utilizing the applications available

on social media platforms. Not only that, as an efficient promotional tool, social media also functions as a forum for online discussions, monitoring customer development, conducting customer surveys, collecting data on agent distributor needs and as a forum for displaying product photos.

Hypothesis three shows that there is a very important relationship between online digital content and customer satisfaction. Customer satisfaction with the information provided has a significant impact in meeting their expectations. This can be extended by considering that any interaction or contact that involves delivering information to customers shapes their perception of the product, service or company as a whole. The higher the quality of the information provided, the level of customer satisfaction will tend to increase. This can be explained by considering that the quality of information received by customers has a direct impact on their perception and experience.

Thus, it can be concluded that the majority of respondents expressed their satisfaction with digital information, considering it as a source that can help in providing up-to-date information. This conclusion reflects the positive view of most of the study participants on the role and benefits of digital information in meeting their need for updates and current developments (Danita & Callie, 2023).

The fourth hypothesis shows that there is no relationship between social media and increased sales. This is not in line with previous research, which stated that almost all Small and Medium Enterprises (SMEs) that use social media as a sales platform report an increase in revenue after successfully selling their products through the platform. The increase in revenue can be explained by a variety of factors, including a wider reach to potential customers, the ability to interact directly with the audience and take advantage of the promotional or advertising features provided by social media platforms (Muniroh et al., 2017).

In accordance with the previous explanation, the presence of a marketplace provides significant attraction for consumers, especially through the visual content presented. It is important to recognize that product visualization through attractive and informative photos in the marketplace can provide a more impressive shopping experience for consumers. The quick response from the admin, both in providing additional information and responding to questions, creates a positive interaction between the seller and the consumer. This creates a sense of trust and comfort for consumers, which ultimately encourages them to make purchases and even become loyal customers (Cahya et al., 2021)

Conclusion

This study conducts an in-depth analysis related to the positive impact of the use of e-commerce and social media when applied effectively in the realm of Micro, Small and Medium Enterprises (MSMEs)

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managed by teenagers. At its core, this strategy involves the use of e-commerce and social media with a special emphasis on the proper presentation of digital content. With this approach, it can be observed that e-commerce and social media platforms have the capability to reach a wider audience segment, while allowing for intensive direct interaction between businesses and consumers.

It is important to note that digital content strategically presented through e-commerce and social media can form a positive impression among consumers, by having a positive impact on customer satisfaction. This high level of customer satisfaction ultimately contributes significantly to the increase in MSME sales. Therefore, it can be concluded that that impact of e-commerce and social media, especially with a focus on digital content and customer satisfaction aspects, represents an effective strategic approach to improve sales performance in MSMEs run by adolescents.

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