

Enhancing Customer Relationship Management in MSMEs: The Impact of Social Media Marketing on Performance Marketing

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Abstract

Objective: MSMEs play an important role in economic development in Indonesia. There are several things that MSMEs in Indonesia have not developed, one of which is weak human resources and limited capabilities in terms of marketing. Therefore, social media is needed to overcome this problem. The aim of this research is that with social media marketing, MSME business actors in Indonesia can develop in terms of marketing performance which is useful for involving MSME business actors with a wider range of customers and establishing relationships with customers so that customers are better looked after. loyal to MSME products through customer relationship management.

Methodology: This research uses a quantitative research approach and collects primary data using online questionnaires via Google form and offline, namely directly to outlets, then collecting a sample of 100 MSME business actors in the fashion industry, culinary and craft industries, then processing the data using the SEM PLS application.

Results: This study states that social media marketing has a positive impact on marketing performance and social media marketing has a positive impact on customer relationship management. Therefore, customer relationship management has a positive impact on marketing performance. MSME businessmen feel supported by social media marketing. Social media allows MSME businessmen to increase sales, compete with competitors, and increase customer loyalty to their products.

Application/Authenticity/Value: The data that has been processed in this research is different from previous research, namely that 100 respondents can represent the results of social media marketing users among MSME business actors. Apart from that, this research uses different variables from the previous one by combining the influence of social media marketing for marketing performance on customer relationship management in MSMEs.

Introduction

According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, the development of Micro, Small, and Medium Enterprises (MSMEs) in 2019, business units was 99.99% and the number of workers absorbed was 96.92% (KEMENKOPUKM, 2021). Within the scope of the MSME sector, there are several business fields such as culinary, crafts, fashion, and so on (midmarket, 2020). Furthermore, MSMEs play an important role in Indonesia's economic development. However, the chairman of the Indonesia Marketing Association (IMA) explained that according to sources, the knowledge elements of economics, marketing, and market access are the main issues. (marketeers, 2015). MSME business actors need to anticipate from the start to prevent business risks (Wajdi, Syamsudin, & Isa, 2012).

Social media plays an important role in the business world. Social media is a treasure trove of consumer information and is used as an information dissemination vehicle to build a market presence. Social media is becoming an increasingly important strategic tool between organizations or companies. This research aims to increase digitality such as social media in MSME marketing activities, which according to professionals is a strategic tool to effectively engage MSME business actors with a wider customer reach through statements (Chowdhury, 2019), adding product value (Itani, 2020), improving company performance (Cheng, 2021), and creating initiative and enterprise, which means initiative and company management skills that contribute to innovative results (Isa, 2013). Therefore, performance marketing is needed to increase sales of MSME products and customer relationship management, efforts made by MSME business actors to maintain customer loyalty so that they continue to use their products (Widianingsih & dkk, 2022) and this is an obligation in business (Wijaya, 2020).

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Literature Review and Hypothesis

The theory that is suitable for this research is the RBT theory or what can also be called Resource Based Theory. The relationship between this research and the RBT theory is that by increasing existing resources, the quality of MSME business actors can be improved. Resource theory is because if a company can manage resources it can excel in market competition and will have a positive impact in the long term. Namely being able to manage social media, marketing, then by improving marketing performance, and customer relationship management can be managed well.

Social Media Marketing and Marketing Performance

Social media is where people build networks and exchange information in a marketing context. Social media can connect businesses and customers. Such connections are developed by social networks such as Facebook and Instagram, various platforms such as Twitter, YouTube, Tiktok, etc, whose interests and purposes are called "social networks" (Muller, 2019). For example, capture and utilize CRM features to enable businesses to identify and retain customers based on data obtained from social media. Claims that marketing effectiveness is multidimensional. The use of social networks improves the communication skills and adaptability of sellers, thereby improving the management efficiency of small and medium enterprises (Ogilvie, 2018). Previous studies have shown that social media use directly and indirectly influences MSME performance in B2C contexts through brand image (Tajvidi & Karami, 2021). Social media's ability to give businesses the opportunity to engage with consumers is well documented, but it also serves as an important resource for building and fostering relationships between organizations.

H1: The use of social media marketing has a positive effect on the marketing performance of MSMEs businesses Figure 1.

Social Media Marketing and Customer Relationship Management

MSMEs that utilize digital technology, especially social media, can develop their capabilities so that their brands are more competitive (Bocconcelli, 2018). The main goal of CRM is to maintain and build relationships with customers in order to maximize profits. revealed that social media marketing for CRM can improve the business performance of MSMEs (Sasvari, 2013)A good example is customer relationship management (CRM), what is meant by companies utilizing information generated from social media interactions to identify and develop customer loyalty. The main purpose of CRM is to maintain and build relationships with customers in order to maximize profits. The purpose of CRM in this study is to maintain relationships with customers through social media marketing so that businesses get maximum profit. Specifically, a company's ability to engage with customers and personalize its marketing communications to increase customer satisfaction and commitment to long-term relationships. Social media gives companies direct access to customers' thoughts and feelings. When used correctly, it can be an effective tool for conducting market research and obtaining real market responses to a company's products.

H2 : Social media marketing has a positive effect on consumer relationship management Figure 1.

Customer Relationship Management and Marketing Performance

To sustain business in the long term, MSME economic actors use so-called customer relationship management to maintain customer loyalty. According to his Vorhies & Harker in the same magazine, marketing performance is the result a company achieves in meeting consumer expectations (Halim, 2012). Increasing product sales to consumers can be achieved by increasing product promotion efforts, according to (Saputri, 2023), this can be done through social media marketing. This research is supported by previous research which states that customer relationship management has a positive effect on marketing performance (Djatnika, 2019).

H3 : Customer relationship management has a positive effect on marketing performance Figure 1.

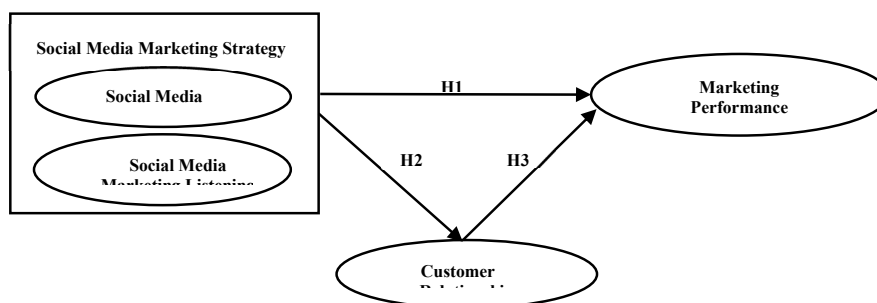


Figure 1. Framework

Methodology

Measures

This research is quantitative research and data collection is in the form of primary data with target respondents answering online and offline questionnaires to achieve the objectives of this research. The target number of respondents was 100 people, then each respondent answered the questionnaire with 20 question points. Therefore, a sample of 100 respondents can be considered sufficient according to what is stated in the sample size table. Then the subjects needed are MSME business people in the fashion, culinary, and craft industries. The sampling technique in this research is non-probability sampling. The sampling technique used is purposive sampling, which can be used to determine research samples with certain criteria and reasons and is suitable for use in quantitative research, or research that is not generalized (Sugiyono, 2016). This research approach uses a quantitative approach and collects primary data via Google Forms and fills out printed questionnaires. The questionnaire was created using a Likert scale with 5 points for each answer to the questionnaire question. The Likert scale represents a series of questions that respondents must answer to best reflect their opinions, each item is given a score from 1 to 5, namely 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree, and 1 for strongly disagree. This survey has 20 questions. This survey has 20 questions Table 1.

Table 1. Outer Loading Value

Variables and Indicators (1)	Outer Loading (3)
<i>Social Media Marketing</i>	
1. Social media is used to attract customers and maintain customer loyalty	0.762
2. By using social media for MSME businesses, we can maintain suppliers or business partners and build new business partners.	0.829
3. Social media can help give customers confidence in our MSME business	0.824
4. Our MSME business can use social media for trading activities according to what we want	0.837
5. The development of social media can have a positive or negative impact on the branding of our MSME businesses in the coming year.	0.737
6. Our MSME business uses social media to build and maintain relationships with customers	0.761
(1)	(2)
<i>Performance Marketing</i>	
1. With social media marketing, product offerings in our MSME business increase	0.758
2. With social media marketing, product sales in our MSME business increase	0.741
3. With social media marketing, customer loyalty to our MSME business increases	0,825
4. With social media marketing, customer satisfaction in our MSME business increases	0,760
5. With social media marketing, the image of our MSME business improves	0,825
6. With social media marketing, the environmental market share of our MSME business products has grown	0,753
7. With social media marketing, our MSME business actively promotes	0,783
(1)	(2)
<i>Customer Relationship Management</i>	
1. Our MSME business builds conversations with customers regularly on social media	0,716
2. Our MSME business routinely maintains the customer loyalty that we have earned	0,719
3. Our MSME business by using social media can increase relationships with quality customers on a regular and interesting basis	0,779
4. Our MSME business uses social media because this platform is popular and can facilitate effective communication between customers	0,829
5. With MSME business social media, we can create friendliness towards users	0,800
6. Social media provides a platform for sharing information and discussing topics of interest to MSME business people	0,848
7. With social media, customer complaints (Response) are responded to and followed up quickly	0,786

Analysis And Results

The characteristics of the respondents in this study were that after distributing the questionnaire via private messages from MSME business players, 84 respondents filled it in online, namely Google form, and 16 respondents through an event and then filled in the questionnaire via printed paper questionnaires. The address of most respondents was in Solo. Raya and there are several in other areas such as the Madiun residency. The average business owner is 21-30 years old 76.2% of business owners are female and 23.8% of business owners are male. The targeted businesses are culinary businesses such as drinks and food, craft businesses, and businesses in the fashion industry. During the research, there were no obstacles and they understood the contents of the questionnaire given. Almost all respondents have social media to help market their business. Then the results of this research value were processed using SEM PLS via computer.

To model and analyze complex models with smaller input data, SMARTPLS3 analysis is used (Gio et al., 2019). The SMARTPLS3 approach is not based on assumptions so it is considered more efficient. Additionally, SMARTPLS3 can assess SEM models using a variety of scale options, including proportion and Likert (Harahap, 2020). Both external models and internal models are components of SMARTPLS analysis (Ghozali I. L., 2014).

Outer Model

Validity Test

In this study, the value tested in SMARTPLS3 includes convergent value and discriminant value. The purpose of this test is to find out whether between variables have a structured relationship. A loading factor value > 0.70 has good convergent validity, but a loading factor value of $0.50 - 0.60$ is still considered sufficient (Ghozali I. L., 2014). Can be seen in Figure 2 below shows. It is proven that all the variables and indicators tested through the convergent validity test have fulfilled the requirements and all variable indicators have an outer loading value of > 0.70 . Because social media marketing can help MSME businesses by increasing marketing so that it can be attractive, one of which is creating video content and providing a QnA column, so they can maintain relationships with their customers. figure 2 and table 2.

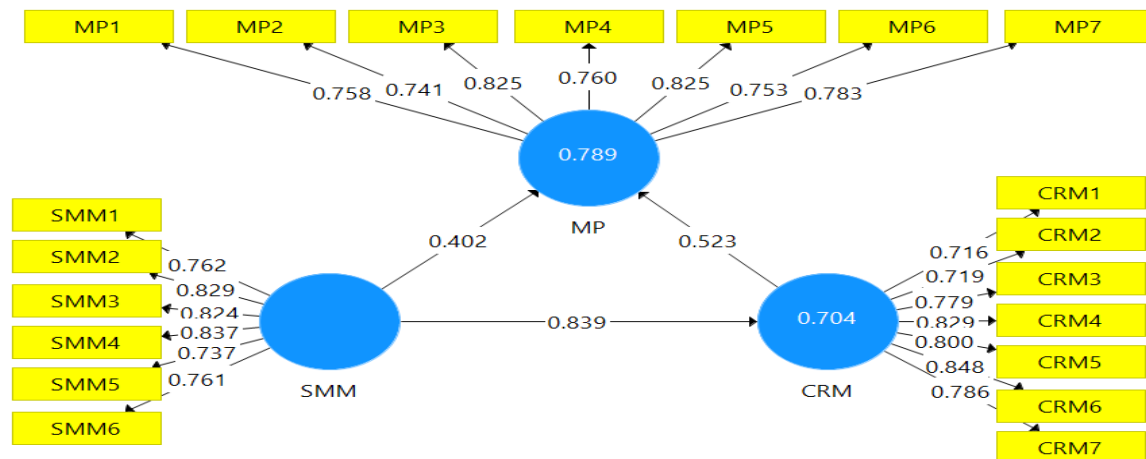


Figure 2. Loading Factors

The cross-loading value of each construct indicator formed is used to determine the validity of the differentiating value. A prerequisite for proving discriminant validity is that the configuration built has a high cross-loading value compared to other configurations (Ashar & dkk, 2019). The table above is a discriminant cross-load test. In Table 2 above, the numbers in bold show all indicators of MSME trade variables that meet the requirements. Because the value of the variable in the cross-forming payload is greater than the value of the other variable.

Table 2. Cross Loading

Indikator	<i>Social Media Marketing</i>	<i>Marketing Performance</i>	<i>Customer Relationship Management</i>
(1)	(2)	(3)	(4)
SMM1	0,762	0,578	0,619
SMM2	0,829	0,632	0,601
SMM3	0,824	0,704	0,654
SMM4	0,837	0,720	0,722
SMM5	0,737	0,614	0,646
SMM6	0,761	0,728	0,727
MP1	0,598	0,758	0,644
MP2	0,585	0,741	0,588
MP3	0,676	0,825	0,686
MP4	0,588	0,760	0,626
MP5	0,770	0,825	0,814
MP6	0,667	0,753	0,637
MP7	0,672	0,783	0,662
CRM1	0,558	0,641	0,716
CRM2	0,570	0,572	0,719
CRM3	0,599	0,596	0,779
CRM4	0,785	0,719	0,829
CRM5	0,671	0,717	0,800
CRM6	0,722	0,746	0,848
CRM7	0,664	0,708	0,786

Reability Test

Reliability shows how consistent and consistent a measurement or research instrument is in measuring a concept or structure (Abdillah, 2015). If other variables have a composite reliability value or Cronbach Alpha of 0.7, then it can be assumed that the construct has good reliability or the questionnaire used as complementary instrumentation is consistent (Ghozali, 2014) in the journal (Parashakti & Putriawati, 2020). For reliability tests, Cronbach's alpha measures intrinsic consistency (Abdillah, 2015). If Cronbach's Alpha value > 0.60, we can conclude that all indicators are reliable (Ghozali I. , 2016).

Table 3. Construct Reliability and Validity

Indikator	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
(1)	(2)	(3)	(4)
SMM	0,881	0,910	0,628
MP	0,891	0,915	0,606
CRM	0,895	0,918	0,615

Based on Table 3. The above figure shows that Cronbach's alpha for social media marketing is 0.881. Business performance 0.891, Customer relationship management 0.895. This means that each variable greater than 0.6 is marked as a fulfilled condition. Then on value composite reliability has an Social Media Marketing value of 0.910; Management Performance 0.915; and Customer Relationship Management 0.918 which means the resulting value > 0.7. Then the value generated by AVE on the SMM is 0,628; MP is 0,606; and CRM is 0,615, variables has value >0.5.

Inner Model

R square

If the exogenous variable is determined relative to its endogeneity, then R2 is significant. The larger the R2 value, the higher the judgment level. According to (Ghozali I. L., 2014), the R2 values are 0.75, 0.50, and 0.25. It can be concluded that the model is strong, moderate, and weak.

Table 4. R Square

Indikator	R Square	R Square Adjusted
(1)	(2)	(3)
MP	0,789	0,785
CRM	0,704	0,701

Based on table 4 above, it shows that the influence of the Social Media Marketing variable on Marketing Performance has an R Square value of 78.9%, which means that the relationship is strong because building social media properly will have an impact on increasing performance in terms of marketing. In addition, because the location aspect is a limitation in terms of marketing, even though that is not entirely true (N.D , Saputro, & Purnomo, 2008), social media can solve this problem easily. Then the magnitude of the influence of the Social Media Marketing and Marketing Performance variables on Customer Relationship Management has an R Square value of 70.4%, which means that the relationship is medium because some business actors can maintain relationships with their customers by utilizing social media marketing.

F square

F square values are 0.02, 0.15 and 0.35 representing small, medium and large effect sizes according to the (Bagozzi & Yi, 1988).

Table 5. Nilai f Square

	Social Media Marketing	Marketing Performance	Customer Relationship Management
(1)	(2)	(3)	(4)
SMM		0,227	2,379
MP			
CRM		0,384	

The f-square result in Table 6 above shows that the social media marketing variable has a moderate impact on the marketing performance variable as its value is 0.227. Next, the social media marketing variable has a significant impact on the customer relationship management variable as it has a value of 2.379. Customer relationship management has a significant impact on the marketing performance variable as it has a value of 0.384.

Hypothesis Test

Path coefficient

T-statistic if the value is greater than the T-table, the criteria for the influence of the variable relationship are declared accepted (Ghozali I. L., 2014). The t-statistic significance value for this study is 1,96. This test is then applied to the data. A t-statistic result greater than 1.96 indicates that the effect of the variable relationship is significant.

Table 6. Nilai Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values
(1)	(2)	(3)	(4)
SMM → MP	0,402	4,227	0,000
SMM → CRM	0,839	26,688	0,000
CRM → MP	0,523	6,166	0,000

Table 6 above shows that Hypothesis 1 is confirmed to have a positive effect on QMS with MP which is also positive on the MSME business because the p value is $0.000 < 0.05$ and t-statistics is $4.227 > 1.96$ and this research is in line with research (Tajvidi & Karami, 2021) The performance of MSMEs in the B2C context is influenced by social media branding, with both direct and indirect effects. Then in Hypothesis 2 the relationship between QMS and CRM is positive with a p-value of $0.000 < 0.05$ and t-statistics $26.688 > 1.96$ and this research is in accordance with the opinion (Sasvari, 2013) that social media marketing for CRM can improve MSME business performance. Hypothesis 3 is CRM on MP with a p-value of $0.000 < 0.05$ and t-statistics $6,166 > 1.96$ and this study argues the same as research from (Wang Z. &, 2017) examining the impact of consumer relationship management capabilities showing that the use of social media moderates the relationship between social consumer relationship management capabilities and company performance.

Specific Indirect Effect

P-values can be said to be significant if < 0.05 , which means the indirect effect is caused by a variable mediating the influence of an exogenous variable on endogenous, conversely if P-values > 0.05 it is said to be not significant, it is direct

because the variable is not mediating. the influence of exogenous variables on endogenous according to opinion (Juliandi,2018). The results of this research can be seen in Table 7.

Table 7. Nilai Specific Indirect Effects

	Original Sample (O)	T Statistics (O/STDEV)	P Values
(1) SMM → CRM → MP	(2) 0,439	(3) 6,252	(3) 0,000

Then in Table 7 above it has a significant value because after entering CRM between the SMM and MP relations in the MSME business it produces an indirect effect of CRM with a p value of 0.000 <0.05 and t-statistics 6.252 > 1.96 which means that CRM has a direct effect on SMM and MP. A case in point is that by establishing good relationships with customers, MSME businesses are trusted by the community so they will spread MSME products such as fashion, culinary and crafting through their social media accounts.

Conclusion

This study investigates how MSME business players leverage social media marketing to improve marketing performance and subsequently influence customer relationship management. The objective of this research is to demonstrate how social media marketing contributes to marketing success. The positive effects of social media marketing can be observed in the management of customer relationships and relationship management. Loyal customers have a positive impact on the marketing performance of his MSME industries such as cooking, fashion and handicrafts.

This study is important for MSME businesses as it discusses the positive influence of social media marketing on improving marketing performance and customer relationship management. What distinguishes this study from others is that the existence of customer relationship management among MSME business entities can help enhance marketing effectiveness. I hope that the future implications of this research can help MSME business players to modernize through social media marketing and customer relationship management, thereby increasing customer confidence in our MSME products and increasing customer loyalty, then performance marketing can run and increase market competition.

Suggestion

This research can influence MSME businesses, especially in the culinary, fashion, and crafting fields. Because of the importance of social media to the MSME business, then utilizing social media marketing in the MSME business can then establish good relationships with customers and so that the business can develop. The limitation of the research in my research is that this research only explains that social media marketing will have a positive impact on MSME business people. Not enough to explain the section on how to increase the competitiveness of MSMEs by using social media marketing, for example by utilizing endorsements, receiving input and making changes according to what is recommended through e-WOM. Because this research explains the relationship between producers to consumers, namely MSME business people and customers. However, this research has not examined what kind of relationship is produced. Whether the relationship is constructive or not, I hope that further research can examine this.

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