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Do Perceived Benefits Influence the SME Social Media Marketing?: Lesson from COVID-19

Ludi Wishnu Wardana^{1*}, Rachmad Hidayat¹, Mohammad Hari¹, Farij Ibadil
Maula¹, Dani Ajar Baskoro¹, Angga Martha Mahendra²

¹ Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

² Accounting Study Program, STIE Al Anwar Mojokerto, Indonesia

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Abstract:

The purpose of this paper is to contribute to highlighting the influence of Financial Support (FS), Perceived Benefits (PB), Perceived Usefulness (PEU), on Social Media Marketing (SMM), and the role of Perceived Ease of Use (PEOU) as mediating variables. We used a quantitative approach with SEM-PLS analysis. East Java Province was chosen for data collection because this province is densely populated and has a diverse population that can represent the Indonesian population. The study participants were 123 SMEs in East Java, Indonesia, which were selected using a google form by the convenience random sample method. The findings indicate that Financial Support (FS), Perceived Benefit (PB), Perceived Usefulness (PEU), and Ease of Use (PEOU) have positive effects on Social Media Marketing (SMM) adoption. Meanwhile, financial support failed to support the SMM adopted by MSMEs. This study found that Ease of Use (PEOU) was prosperous in mediating the influence of Financial Support (FS) and Perceived Benefit (PEU) on Social Media Marketing (SMM). This research is a step related to SMM for MSMEs in Indonesia during the COVID-19 pandemic.

Keywords: financial support, perceived benefits, perceived usefulness, perceived ease of use, social media marketing.

感知利益是否会影晌中小企业社交媒体营销?: 新冠肺炎的教训

摘要:

本文的目的是强调财务支持 (FS)、感知收益 (铅)、感知有用性 (聚乙烯醇) 对社交媒体营销 (SMM)

Corresponding Author: Ludi Wishnu Wardana, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia;
email: ludi.wishnu.fe@um.ac.id

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的影响, 以及易用性 (PEOU) 作为中介变量。我们使用扫描电镜分析的定量方法。选择东爪哇省进行数据收集是因为该省人口稠密, 并且拥有可以代表印度尼西亚人口的多样化人口。研究参与者是印度尼西亚东爪哇省的 123 家中小企业, 它们是通过便利随机抽样方法使用谷歌表格选择的。研究结果表明, 财务支持 (FS)、感知收益 (铅)、感知有用性 (聚乙烯醇) 和易用性 (PEOU) 对社交媒体营销 (SMM) 的采用具有积极影响。同时, 金融支持未能支持中小微企业采用的 SMM。本研究发现, 易用性 (PEOU) 在调节财务支持 (FS) 和感知收益 (聚乙烯醇) 对社交媒体营销 (SMM) 的影响方面表现出色。这项研究是在新冠肺炎大流行期间与印度尼西亚中小企业的 SMM 相关的一步。

关键词: 财务支持、感知收益、感知有用性、感知易用性、社交媒体营销。

1. Introduction

The existing conditions require SMEs to redesign their business strategies to survive this pandemic condition, shifting the use of internet technology as their tool in all aspects of their business (Low et al., 2020). The transformation from an established company to online social media marketing (SMM) has become the current business concentration (Shareef et al., 2019). Strategic use of SMM increases profitability and competitive advantage. Recent research (Chatterjee & Kumar Kar, 2020) has described SMM as a helpful application that can help business management in terms of marketing and sales to attract customers. However, SMEs' use of SMM is still low due to their insufficient knowledge of digital technology (Papadopoulos et al., 2020). Business education needs to adopt internet and e-business technology for its students and business people to keep learning through intensive training and entrepreneurial spirit formation (Wardana et al., 2020).

The role of SMM in marketing is essential for researchers (Budzanowska-Drzewiecka, 2020). Some studies focus on specific information, such as buying behavior, customer relationship management, brand management, innovation management, and team member recruitment. While detailed studies of advances in the specific areas of social media marketing and management knowledge, the existing literature does not provide a holistic framework for marketing at a strategic level. Several new marketing types of research that are complex need to be re-researched because there are still significant weaknesses (Yadav & Pavlou, 2020). However, SMM is very strategic to be applied and becomes a new paradigm that has not been widely researched and published by academics. The adoption of this SMM can create sustainable profitability.

The presence of the internet for SMEs in their business can create opportunities to increase their business profits. Furthermore, the adoption of internet and e-business technology (IEBT), such as WEB, e-mail, and online transactions, can support business operations well in times of the Covid-19 pandemic. Wardana et al. (2020) stated that MSMEs need to apply new internet-based technology to run their business.

Furthermore, Patma et al. (2020) argue that financial support (FS) is needed to support the adoption of internet and e-business by MSMEs. From the finding of his research that FS, perceived benefits (PB), and perceived usefulness (PEU) have a close relationship

with IEBT. From the results of this study, there are several findings, which include: 1) Empirical findings of MSMEs paying attention to the dominant factors of FS, PB, PEU, and perceived ease of use (PEOU), so MSMEs are expected to feel PEOU; 2) Recommendations on effective marketing through SMM during the Covid-19 pandemic, especially the findings of the PEOU variable having a significant effect on SMM; 3) The SMM variable has relevance to the ability to be able to exist during the Covid-19 pandemic.

2. Literature Review

2.1. Financial Support (FS)

Financial support is a method used to assist SMEs in obtaining capital for their business (Juergensen et al., 2020). Ease of access to money from financial institutions managed by the Government and the private sector expect to be easily accessible by SMEs to improve their business performance. The need for working capital support for SME growth is in line with the limited number of programs and institutions they can access. Different loan facilities, co-loans, special funds, and credit facilitation programs allow SMEs to be accessible for financial support (Alshehhi et al., 2018). Currently, researchers are conducting studies on the effectiveness of banking institutions and financial institutions in providing financial support to assist the adoption of SMM in MSMEs (Patma et al., 2020).

H_1 : Financial Support (FS) has a significant effect on Social Media Marketing (SMM).

H_2 : Financial support (FS) has a significant effect on Perceived ease of use (PEOU).

2.2. Perceived Benefits (PB)

Perceived benefit (PB) is the relative advantage of using the internet and e-business technology for businesses that apply it (Patma et al., 2020). When businesses realize that innovation can offer advantages over the application of these technologies and existing systems, business success results from the positive use of innovations that have been made (Patma et al., 2020). Some of the direct and indirect benefits obtained from internet technology and e-business include increasing revenue, improving the quality of customer relationships, and increasing operational efficiency.

Examples of indirect and direct benefits from internet and e-business technologies include improved customer and partner relationships, increased turnover, profits, and operational efficiency (Low et al., 2020). Researchers including Low et al. (2020) argued that the perceived benefit (relative advantage) is the strength of using internet technology and e-business and related technologies in SMEs. Perceived benefits (PB) have support for perceived ease of use (PEOU) when they adopt internet and e-business technology when SMEs are willing to become businesses that can get better business performance (Low et al., 2020).

H_3 : Perceived usefulness (PB) has a significant effect on Perceived Ease of Use (PEOU).

2.3. Perceived Usefulness (PEU)

Tubaishat (2018) and Patma et al. (2020) states that there are benefits that a person feels and believes technology adoption can improve business performance. Both studies produced 12 items that measure perceived usefulness and ease of use. While Wardana et al. (2020) convey the perception of the ease of use of the internet and e-business technology, someone believes that adopting this technology can increase the profitability of his business. The facility is free from difficulty or significant effort in running its business. Actions are limited resources that a person can allocate to various activities for which he is responsible. The results of several recent studies have become the basis for our opinion that the use of social media through digital platforms, in this case, PEU, has a significant effect with the help of internet technology (Chatterjee & Kumar Kar, 2020).

H_4 : Perceived usefulness (PEU) has a significant effect on Perceived ease of use (PEOU).

H_5 : Perceived usefulness (PEU) has a significant effect on Social Media Marketing (SMM).

2.4. Perceived Ease of Use (PEOU)

The use of this digital technology, website access, internet functions, and web interfaces are perceptions of ease of use obtained by the extent to which businesspeople operate their businesses (Moslehpour et al., 2018). It is about the part of technology deemed necessary (Kim & Chiu, 2019). In exceptional circumstances, technology is preferred for use and can be approved by online shoppers. In other words, the more complex the technology application, the more likely the website will exploit. The perceived ease of use is technology acceptance (Tubaishat, 2018). E-mail is one example of the ease of use of the internet and e-business technology that felt to have been used, e-commerce (Shemi & Procter, 2018), m-commerce (Khaskheli et al., 2017), and intention to use internet applications (Ikumoro & Jawad, 2019).

Several reasons consider influencing SMEs in adopting and using SMM. The SMM innovation that makes it easy for users to use makes users happier using the technology (Ware, 2018). Some researchers have found that PEOU has had a significant influence on

adopting new technologies. Researchers believe that PEOU has a positive relationship with the use of new technologies. The researcher's belief strengthens the results of previous studies, which concluded that SMM's influence on SMEs' sustainability (Chatterjee & Kumar Kar, 2020).

H_6 : Perceived ease of use (PEOU) has a significant effect on Social Media Marketing (SMM).

2.5. Social Media Marketing

SME marketing techniques in increasing the number of customers by optimizing social media to improve business performance will increase the number of customers and make customers even more loyal (Ahmad et al., 2018). the function of social media for e-commerce is to build trust from customers to make customers more loyal.

Some promotions in sales are activities that control the discount promos given. These are contrary to the original purpose of social media for long-term consumer brands. Other and recent research on promotions on social media yielded similar findings. Some of the current activities may be that consumers are more concerned with changes in promo prices than building emotional equity in brands (Wardana et al., 2020). Buyers' trust can increase during customer communication from buyers, buyer reviews, and providing feedback from previous buyers. Therefore, the interaction on social media is a new form of word-of-mouth communication to discuss products and services and providers that have proven to be very important in making consumer decisions in e-commerce.

SMM enables users to receive information from each other effectively and efficiently about all conditions and events in the world (Alnaser et al., 2020), especially during the current coronavirus pandemic. The use of social media marketing is also an essential means of communication and interaction in stopping the spread of the coronavirus (Papadopoulos et al., 2020). Social media marketing hopes that SMEs can improve business performance (Bartik et al., 2020). SMEs implement mainly SMM in Indonesia to advance them to adopt and apply social media marketing in their digital marketing (Chatterjee & Kumar Kar, 2020).

3. Method

3.1. Research Design

This study uses a survey model with a quantitative approach to understanding how Financial Support (FS), Perceived Benefit (PB), Perceived Benefit (PEU), and Ease of Use (PEOU) explain Social Media Marketing (SMM). The location of this research is in Mojokerto Regency, East Java Province, Indonesia. It is reasonable because Mojokerto Regency is a district currently developing SME intensively. In Figure 1, the influence between variables in this study is carried out from empirical research and several references to the results of previous studies.

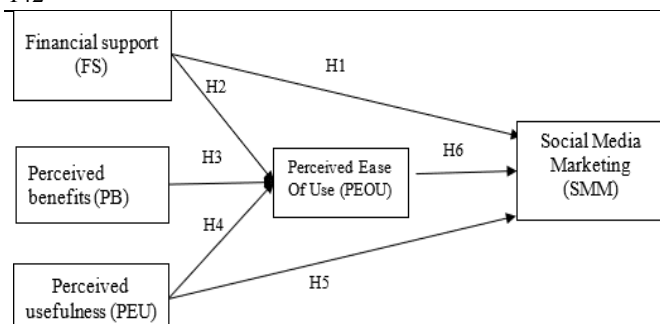


Figure 1. The research framework

3.2. Participants and Data Collection

In this study, the sample convenience technique can be applied to entrepreneurship research. At Universitas Negeri Malang, an institutional research committee agrees on ethical rules in conducting research. This is intended for privacy and ethics. Respondents in this study were anonymous. The researcher provided 150 questionnaires using a google form, shared via WhatsApp, and sent to the respondent’s e-mail. After that, the researcher will tabulate and make research data. Data from respondents were deleted as much as 18% of incomplete questionnaires. One hundred twenty-three questionnaire results can be used further for data processing (see Table 1 for detailed respondents).

Table 1. The participants’ demographic characteristics

S/No.	Characteristics	Frequency	Percentage
1.	Gender		
	Female	43	35
	Male	80	65
2.	Business area		
	Restaurant	59	48
	Service	44	36
	Fashion	20	16
3.	No of years in the current company		
	> 10 years	29	24
	7-9 years	18	15
	4-6 years	29	24
	1-3 years	29	24
	< 2 years	18	15
4.	Educational Background		
	Senior High School	61	50
	Diploma	13	11
	Bachelor degree	33	27
	Postgraduate degree	9	7
	Certificate level	7	6
5.	No. of employees		
	1 – 4	94	76
	5 - 19	26	21
	20 - 99	3	2
6.	Revenue per year		
	≤ 100 Million	81	66
	> 100 juta–Rp200 Million	25	20
	> 200 juta–Rp300 Million	15	12
	> 300 Million	2	2

Table 1 describes the demographics of the respondents in this study. Respondents are dominated by 65% male students and 35% female students. Most of the respondents came from the restaurant sector as much as 48%, the service sector 36%, and the fashion sector 16%. For the business age above ten years by 24% while the business age under two years is 15%, while for the educational background above high school it is 50% As for the undergraduate education as much as 27%. The number of employees below four is 76%,

while those below 99 employees are 3%. Furthermore, income per year is below 100 million per year, as much as 66%, while the income above 300 million per year is 2%.

3.3. Data Measurement and Analysis

To find out the results of the respondent’s condition to Social Media Marketing (SMM) using three indicators developed by Chatterjee & Kumar Kar (2020) for financial support (FS) using three indicators developed by Patma et al. (2020). At the same time, the Perceived Benefits (PB) presented by Patma et al. (2020) include six indicators. For Perceived Benefits (PEU) using five indicators developed by Chatterjee & Kumar Kar (2020). Furthermore, Ease of Use (PEOU) uses five indicators developed by Chatterjee & Kumar Kar (2020). The questions in the questionnaire were distributed using a Likert scale with five answer options. After tabulating each variable, the researcher used an analysis tool in SEM-PLS with Smart PLS version 3.0. This researcher followed Hair et al. (2020) by performing all five-step structural model assessment procedures, including structural model assessment for collinearity problems, path coefficient values, R-squared values (R^2), effect size values (f^2), and predictive relevance values (Q^2).

4. Results

4.1. The Outer Model Assessment

Data processing is carried out by evaluating predictive models, namely internal and external evaluation models. Hair et al. (2020) presented the results of the evaluation of the external model, including convergent validity, composite reliability, construction reliability, and discriminant validity. Table 2 describes the details of the external model. The table presented the calculation of convergent validity for several variables (FS, PB, PEU, PEOU, and SMM), which has a loading factor between 0.755 to 0.940, this means that the variable has met convergent validity (loading factor > 0.70) (Hair et al., 2020).

Table 2. Results of measurement (outer) model

Construct	Item	Loading	α	CR	AVE
Financial support (FS)	FS1	0.850	0.769	0.865	0.681
	FS2	0.792			
	FS3	0.832			
Perceived benefits (PB)	PB1	0.837	0.879	0.912	0.675
	PB2	0.804			
	PB3	0.879			
	PB4	0.827			
	PB5	0.755			
Perceived usefulness (PEU)	PEU1	0.815	0.884	0.920	0.742
	PEU2	0.900			
	PEU4	0.883			
	PEU5	0.845			
	PEOU3	0.783			
Perceived Ease Of Use (PEOU)	PEOU4	0.775	0.739	0.850	0.654
	PEOU5	0.865			
	PEOU3	0.783			
Social Media Marketing (SMM)	SMM1	0.940	0.922	0.950	0.864
	SMM2	0.919			
	SMM3	0.930			

The table also shows that the variables that have been calculated in this study have an AVE greater than

0.5. It can be concluded that the variables confirm discriminant validity. Thus, the variables FS, PB, PEU, PEOU, and SMM have a CR value of 0.865; 0.912; 0.920; 0.850, and 0.950 (>0.70), which means that the variable meets the reliability test criteria (Hair et al., 2020).

The results of the discriminant calculation are presented in Table 3. The table shows that the cross-loading values for FS, PB, PEU, PEOU, and SMM are above 0.70; this indicates that these variables meet the criteria of convergent validity (Hair et al., 2020). Using models and cross-loading (Hair et al., 2020), the researcher applies the heterotrait-monotrait ratio procedure by (Hair et al., 2020) to generate discriminant validity. The test results for several variables (see Table 4) show the heterotrait-monotrait ratio < 0.90, which indicates that the variable confirms discriminant validity.

Table 3. Discriminant validity

	FS	PB	PEOU	PEU	SMM
FS	0.825				
PB	0.753	0.821			
PEOU	0.711	0.794	0.809		
PEU	0.731	0.717	0.778	0.862	
SMM	0.760	0.783	0.753	0.626	0.930

Table 4. Hasil Uji HTMT (Heterotrait-Monotrait)

	FS	PB	PEOU	PEU	SMM
FS					
PB	0,648				
PEOU	0,803	0,714			
PEU	0,636	0,691	0,698		
SMM	0,646	0,644	0,783	0,679	

4.2. Collinearity Test and R-Square

In this study, a collinearity test was carried out by producing a VIF score ranging from 1.375 to 3.734 (<5.00) (Hair et al., 2020). The model has met the collinearity criteria and is valid for further analysis. Furthermore, this study's R-square test (R²) follows the categories, namely 0.67 on the critical criteria, 0.33 on the moderate criteria, and 0.19 on the weak criteria. From the R2 test, it can be concluded that FS, PB, and PEU can explain PEOU by 0.579 or 57.9%. With moderate criteria, SMM can be described by PEOU, FS, PB, and PEU as 0.526 or 52.6%.

4.3. Size Effect Test (f²)

Effect size test (f²) to calculate how correlated some latent predictor variables (exogenous latent variables) are in the structural model (Hair et al., 2020). Meanwhile, the f² test consists of three main classifications: small classification (0.02), medium classification (0.15), and large classification (0.35). The test results show that the effect of FS, PB, and PEU on PEOU is 0.853, which means that it has a significant correlation with its size. In addition, the FS, PB, PEU,

and PEOU against the SMM are 0.313, which indicates a moderate effect size.

4.4. Predictive Relevant Test (Q²)

Meanwhile, the Q-square (Q²) predictive test is intended to test the observation scores by the model and act as parameter estimators. Criteria Hair et al. (2020), where the value of Q² > 0, indicates that the model has a relevant predictive value and vice versa. The calculation results show that Q² of each variable is greater than 0, the model meets the relevant predictive criteria.

4.5. Coefficient Path Analysis

Meanwhile, path analysis aims to evaluate the model built in this study. For SEM-PLS, at the bootstrap stage, start assessing the t-statistical scores and t-values. Figure 2 and Table 5 describe hypothesis testing between variables. The researcher found that seven hypotheses were accepted from the eight-hypothesis testing. The first hypothesis is rejected because the p-value is 1.075, which requires above 1.96.

Table 5. Path coefficients and results of hypotheses testing

Hypothesis	Relationship	Beta	T-value	P-value	Decision
H ₁	FS → SMM		1.075	0.283	Rejected
H ₂	FS → PEOU		5.849	0.000	Accepted
H ₃	PB → PEOU		2.635	0.009	Accepted
H ₄	PEU → PEOU		2.579	0.010	Accepted
H ₅	PEU → SMM		3.885	0.000	Accepted
H ₆	PEOU → SMM		3.786	0.000	Accepted
H ₇	FS → PEOU → SMM		3.178	0.001	Accepted
H ₈	PEU → PEOU → SMM		2.131	0.033	Accepted

	R Square
PEOU	0.579 = 57.9%
SMM	0.526 = 52.6%

	FS	PB	PEOU	PEU	SMM
FS			0,377		0,011
PB			0,053		
PEOU					0,135
PEU				0,046	0,167
SMM			0,377		

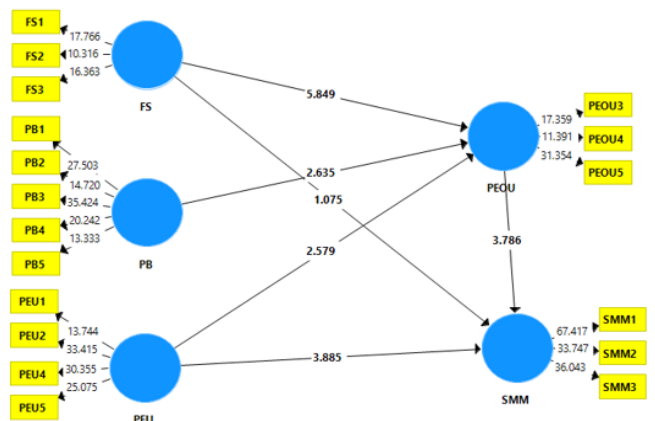


Figure 2. The structural equation modeling calculation

5. Discussion

The results of this study will discuss 8 (eight) hypotheses proposed. *The first hypothesis* confirms a direct positive effect of FS on SMM. The study results showed that H_1 was insignificant with a P-value of $0.283 > 0.05$ and t Value $1.075 < 1.96$. It means that FS does not affect SMM. In this condition, participants who have participated in this study have a condition that FS does not have a significant relationship with SMM. The primary reason is that the current financial support for SMEs is: there is still a lack of support from bank institutions that provide financial assistance for SMEs that have adopted e-business technology. This business is their priority. The findings of this study reject the findings of Patma et al. (2020).

The banking sector prioritizes businesses that have good financial reports and adequate collateral. Currently, SMEs are less severe in managing their business to use e-business facilities, partly due to the lack of knowledge about e-business (Juergensen et al., 2020). FS makes them receive less attention from banks for their financial support. Therefore, marketing on social media is less intensive and makes this a reason for their income to decline (Song et al., 2020). Mainly during this Covid-19 crisis, the Government has restricted people's movement to reduce people's mobility and reduce the number of spreads of the COVID-19 virus. Competitors in business are now very tight due to many new business players resulting from the Termination of Employment by several companies due to the increasingly severe conditions of the spread of covid (Alshehhi et al., 2018). The larger amount of new business people are young and master the use of social media, the marketing competition in social media is quite competitive.

The second hypothesis states a direct positive effect of FS on PEOU. The results of data analysis state that H_2 is significant with a P-value $0.000 > 0.05$ and t Value $5.749 > 1.96$. FS affects PEOU. In such conditions, participants who have participated in this study believe that financial support significantly influences PEOU. FS is obtained from banking institutions and optimal sales results, and social media has a reasonably good involvement in its marketing. They have the opportunity to buy Hand Phones or Personal Computer devices to adopt e-business in their business. Social media can help SMEs run their business, especially for marketing their products. The findings of this study strengthen Mutahar et al. (2018).

Improve their business performance because e-business platforms can make marketing and sales. E-business significantly impacts the number of sales and their customers (Juergensen et al., 2020). E-business will all increase their business profits.

The third hypothesis states a direct positive effect of PB and PEOU. The results of data analysis state that H_3 is significant with a P-value of $0.009 > 0.05$ and a t-value of $2.635 > 1.96$. It means that the perceived benefit (PB) affects the perceived ease of use (PEOU). In such conditions, participants who have participated

in this study have a condition that the perceived benefits significantly affect the perceived ease of use. In adopting internet technology, e-businesses will help increase their income and profits. SMEs can also help to increase their company's return on investment (ROI). The findings of this study strengthen by Chatterjee & Kumar Kar (2020). This e-business can reduce direct and indirect costs in their operations. E-business can help entrepreneurs improve these business processes (Low et al., 2020). Customer service will be excellent and even better. Furthermore, relationships with suppliers will also work well because they can interact directly through applications on the internet. The use of e-business can also increase their marketing and sales. The use of several applications from social media can find out where customer requests are easily (Low et al., 2020). Business people and customers quickly access information because they can interact directly without time and space constraints.

The fourth hypothesis states that there is a direct positive effect of PEU on PEOU. The results of data analysis state that H_4 is significant with a P-value of $0.010 > 0.05$ and a t-value of $2.579 > 1.96$. It means that PEU affects PEOU. In such conditions, participants who have participated in this study believe that perceived usefulness significantly affects perceived ease of use. The use of social media for business can also be a valuable tool for marketing and improving business performance. Social media also supports better business management and more customers. Marketing with SMM can be effective and efficient. Impact on customer satisfaction achieved when business productivity and query management increase. Customer satisfaction achieves when there is an increase in business productivity and queue management. The findings of this study strengthen Chatterjee & Kumar Kar (2020). Perceived Usefulness (PEU) is the adoption of digital marketing that is very useful with several advantages and perceived ease of use in serving customers on digital platforms. (Low et al., 2020), To determine future business strategies, everything can obtain with accurate and analyzable data.

The fifth hypothesis states a direct positive effect of PEU on SMM. The results of data analysis state that H_5 is significant with a P-value of $0.000 > 0.05$ and a t-value of $3.885 > 1.96$. It means that PEU affects SMM. In such conditions, participants who have participated in this study believe that perceived usefulness significantly affects SMM. Currently, SMM is beneficial for business performance in SMEs. SMM is an effective and efficient tool in marketing and business productivity. The target of customer satisfaction achieves when businesses can fulfill the wishes of their customers. Advertising products and services through social media can be done optimally and impact increasing business performance. They are aware of the need for social factor. The findings of this study strengthen results obtained by Kim & Chiu (2019 and Chatterjee & Kumar Kar (2020). One of the most significant benefits of social media for businesses is

increasing website traffic. Social media helps SMEs direct people to their websites, but their search rankings are higher as they receive more on social media.

The sixth hypothesis states a direct positive effect of PEOU on SMM. The results of data analysis state that H_6 is significant with a P-value $0.000 > 0.05$ and t Value $3.786 > 1.96$. That is, PEOU affects SMM. In such conditions, participants who have participated in this study believe that the perceived ease of use significantly affects SMM. The widespread use of social media can make it easier to identify new customers and customer requests. Finding information about customers is also easier. Advertising products and services on SMM platforms will be more accessible, and the results will be more optimal. A significant increase in turnover and profits is obtained from the ease of use of social media in delivering advertising promotions, identifying the presence of competitors, and improving business performance. Significant increase in turnover and profits obtained from the ease of use of SMM in delivering advertising promotions, identifying the presence of competitors, and improving business performance. The findings of this study comply with Chatterjee & Kumar Kar (2020).

Through an active and listening approach to what is happening on social media, SMEs can collect relevant customer data and use that information to make intelligent business decisions (Shemi & Procter, 2018). When the presence of SMEs is visible on social media, it will be easier for customers to find and connect with them. Furthermore, connecting with customers on social media makes SMEs more likely to increase customer retention and brand loyalty (Low et al., 2020).

The seventh hypothesis states a direct positive effect of FS on SMM through PEOU. The results of data analysis state that H_7 is significant with a P-value of $0.001 > 0.05$ and a t-value of $3.178 > 1.96$. It means that FS affects SMM through PEOU. In such conditions, participants who have participated in this study believe that FS has a significant influence on social SMM through PEOU. FS from bank institutions is necessary for their business capital. As for this, social media is felt to be very helpful in marketing and identifying existing competition to determine more effective and efficient marketing and sales strategies. Currently, much marketing by SME through social media through several familiar platforms, namely Instagram, Facebook, WhatsApp Bisnis, and several other digital platforms. The findings of this study confirm those of Chatterjee & Kumar Kar (2020).

Advertising on social media is inexpensive and is a way to promote businesses and distribute SME content. This ad also offers robust targeting options to reach the right audience. SMEs can get important information about their competitors by monitoring social media. This method allows SMEs to make strategic business decisions to stay ahead (Dumitriu et al., 2019).

The eighth hypothesis states a direct positive effect of PEU on SMM through PEOU. The results of data analysis demonstrate that H_8 is significant with a P-

value of $0.033 > 0.05$ and a t-value of $2.131 > 1.96$. It means that PEU affects SMM through PEOU. In such conditions, participants who have participated in this study believe that PEU has a significant influence on SMM through PEOU. The use of social media marketing effectively and efficiently in this business can be achieved if the use and ease of use are optimal. Social distancing is very necessary, with the current Covid condition, which makes marketing through social media very suitable for marketing and sales at this time. The findings of this study strengthen the results of Chatterjee & Kumar Kar (2020).

Social media is not only about increasing company sales on social media, but social media is a two-way channel where SMEs have the opportunity to enrich customer relationships (Chatterjee & Kumar Kar, 2020). Social media has many benefits for building SME businesses. Using it to learn more about customers, approach audiences, and expand brand reach, SMEs will achieve conversions before they know it (Chatterjee & Kumar Kar, 2020).

6. Conclusion

This study discusses the causality between FS, PB, PEU, SMM and understands the mediating role of PEOU. The findings of this study confirm that PB, PEU, and PEOU have a significant effect on SMM, while FS does not have a significant effect on SMM. In addition, both FS, PB, and PEU have an essential role in PEOU. Finally, this study indicates that the use of social media, in this case, PEOU, can explain the relationship between FS, PB and PEU, and SMM on MSMEs in Indonesia.

Several previous studies on SMM use by MSMEs have not included PEOU and PEU in their research. The results of field observations showed that a few MSMEs still adopted the SMM in their marketing activities. Because it considered that it is still tricky because they have low competence in terms of IT. For this reason, PEU and PEOU are indispensable in analyzing the use of SMM by SMEs.

This research has several practical implications, especially for SMEs and the Government. For MSMEs, this research shows that FS, PB, and PEU support the formation of perceived ease of use of social media (PEOU). This will all support the use of SMM in business marketing, where MSMEs are currently being mobile as businesses that perform even better. The need for intensive training for MSMEs on digital marketing. Digital marketing material, especially SMM, forms personal branding and business identity in the internet world. The right digital marketing strategy will deliver MSME businesses with a valuable business reputation, especially quality and trusted consumers. If MSMEs can learn digital marketing – social media marketing today and adopt it in running their business, they can compete globally in the Industrial Era 4.0.

Strengths generated by this study can explain the influence of FS, PB, and PEU on SMM and understand the mediating role of PEOU. After the COVID-19

pandemic, as it is now, MSMEs are developing, all of these variables have an essential role in implementing the SMM adopted and applied by MSMEs in their business to get even better profits. The main limitation in this study is that no cross-sectional study design and a triangulation model were used for data saturation, which enabled the researcher to obtain information on the influence between variables and examine moderator variables. Therefore, the generalizability of this study to the broader population remains questionable.

PB, PEU, and PEOU significantly affected universities and vocational schools. These findings become valuable recommendations for improving the entrepreneurship curriculum that is more relevant to current conditions. Meanwhile, for the Government, this study illustrates that there are still at least MSMEs, especially those fostered by the Government, that use social media in marketing and promoting their products. The Department of Industry and Trade (Disperindag) must take the initiative to help foster MSMEs by promoting social media, which will manage by Disperindag support from KOMINFO, which can facilitate digital platforms. Intensive guidance from the Government, socializing various policies that support MSMEs, such as conditioning a conducive business atmosphere and easy access to funding. And the need for continuous entrepreneurship training. The Government, institutions, and vocational schools are also needed to conduct training on digital marketing, mainly social media marketing, to intensively students in schools and MSMEs. For further research, it is possible to add a variable to the role of the Government in educating MSMEs to increase the ability to adopt technology in terms of Social Media Marketing.

7. Limitations and Further Study

This study focuses on the use of social media marketing used by SMEs. In the future, to become a reliable and competitive business, the conventional marketing concept as it is today must be replaced with the digital marketing concept. Then actors and all their human resources must be able to adopt this technology and apply it.

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Co-Authors' Contributions

The authors were involved in conducting research, collecting and analyzing data, creating and reviewing articles under the obligations of research group members.

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