

# The Effect of Perceived Usefulness, Perceived Ease of Use, Compatibility, Facilitating Conditions and Cost in Social Media Marketing and The Impact towards SMES in Indonesia = Pengaruh Perceived Usefulness, Perceived Ease of Use, Compatibility, Facilitating Conditions, dan Cost dalam Pemasaran Media Sosial dan Dampaknya terhadap Bisnis Kecil dan Menengah di Indonesia

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## Abstrak

Bisnis digital kerap menggunakan pemasaran media sosial karena berbagai alasan seperti untuk mengevaluasi target pasar, membangun keterikatan antara konsumen dan bisnis atau stakeholders. Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor-faktor apa saja yang dapat membantu Usaha Kecil dan Menengah (UKM) Indonesia untuk mengadopsi mekanisme Pemasaran Media Sosial untuk meningkatkan kinerja usahanya. Penerapan pemasaran media sosial terhadap UKM memiliki dampak yang cukup besar terhadap peningkatan hasil bisnis. Model teori Technology Acceptance Model (TAM) dan Unified Theory of Acceptance and Use of Technology (UTAUT) dengan beberapa improvisasi diimplementasikan dalam makalah penelitian ini, dengan menggunakan variabel Perceived Usefulness, Perceived Ease of use, Compatibility, Facilitating Condition, dan Cost dalam pengimplementasian Social Media Marketing terhadap berbagai indikator kinerja bisnis di Indonesia. Makalah penelitian ini telah divalidasi secara empiris menggunakan survei berupa kuesioner terhadap 172 pengusaha dan selanjutnya dilakukan analisis dengan menggunakan PLS-SEM di SMARTPLS 3.2.9. Hasil dari makalah penelitian ini akan terdiri dari perhitungan statistik (uji validitas dan reliabilitas & uji hipotesis) bahwa Perceive Usefulness, Perceived ease of use, dan Compatibility berpengaruh positif terhadap pemasaran media sosial (SMM) kecuali facilitating conditions tidak memberikan dampak positif terhadap pemasaran media sosial (SMM). Selain itu, pemasaran media sosial sangat berdampak positif terhadap perkembangan bisnis UMKM di Indonesia.

.....Digital business are often using social media marketing for various reasons such as to evaluate the target market or even their stakeholders. The purpose of this study is to identify which factors that can help Small and Medium Enterprise (SMEs) of Indonesia to adopt Social Media Marketing mechanism to increase their business performance. The adoption of social media marketing towards SMEs has considerable impact on the improvement of the business result. A theoretical model of Technology Acceptance Model (TAM) and Unified Theory of Acceptance and use of Technology (UTAUT) with some improvisation is implemented in this research paper, using variable Perceived Usefulness, Perceived ease of use, Compatibility, Facilitating Conditions, and Cost in Social Media Marketing towards various indicator of business performance in Indonesia. This research paper has been validated empirically using a survey in a form of questionnaire of 172 entrepreneurs and subsequent analysis have been carried out using PLS-SEM in SMARTPLS 3.2.9. The result of this research paper will be consist of statistical calculation (validity and reliability test & hypotheses testing) that Perceived usefulness, Perceived ease of use, and compatibility have a positive impact towards social media marketing (SMM) except Facilitating Conditions does not give a positive impact towards social media marketing (SMM). Furthermore, social media marketing extremely give a

positive impact towards the development of SMEs in Indonesia.