

ABSTRACT

Adeline Hope Pranoto (01801170023)

THE INFLUENCE OF THE NEW ICT MARKETING STRATEGY: SOCIAL MEDIA MARKETING (SMM) TOWARDS MICRO SMALL AND MEDIUM ENTERPRISES (MSMES) IN INDONESIA

(x + 167 pages + 18 figures + 45 tables + references)

The aim of this study is to prove how far the influence of Social Media Marketing (SMM) in promoting Micro, Small, and Medium Enterprises (MSMEs) in Jakarta and Tangerang. This study use quantitative method and data were collected electronically. The questionnaire distributed by Google forms. The procedures of this study is using the preliminary test with 30 respondents. The preliminary test indicators are valid and the variables are reliable. The actual test done with 163 respondents. The profile respondents of this research consisted of the practitioners of MSMEs in Jakarta and Tangerang. The outer and inner model are analysed by SmartPLS application. It took 4 months to complete this research. In this study, Structural Equation Model was being used to test the impact of each construct. Findings of the study show that Perceived Usefulness has a positive and significantly impact on business through Social Media Marketing. Perceived Ease of Use has a positive and insignificantly impact on business through Social Media Marketing. Compatibility has a positive and significant impact on business through Social Media Marketing. Facilitating Conditions has a negative and insignificant impact on business through Social Media Marketing. Cost has a positive and significant impact on business through Social Media Marketing. Social Media Marketing has a positive and significant impact on business. Recommendations for further research are to involve more participants from other cities in Indonesia and conducting this research over a longer period of time.

Keywords: *Perceived Usefulness; Perceived Ease of Use; Compatibility; Facilitating Conditions; Cost; Social Media Marketing; Impact on Business.*

References: (1956 – 2020)