



## Beyond Reach: Social Media Performance as A Key Metric for Marketing Success

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**ABSTRACT:** Social media is now an integral part of business activities. Companies that manage social media effectively can experience significant benefits in improving their marketing performance. Study results show that there are still many businesses that have not developed effective social media strategies in their marketing efforts. This study explores the social media marketing strategies that Micro, Small, and Medium Enterprises (SMEs) should adopt to improve their social media performance, which in turn will improve overall marketing results. To achieve optimal social media performance, social media marketing strategies adopted by SMEs should involve Social Media based Customer Engagement. This study adopted a quantitative approach and collected data from 265 SMEs in the food and beverage sector in Semarang, Solo, Kudus, and Jepara regions using a purposive sampling method. Data collected through questionnaires were used to test the empirical model using Structural Equation Modelling (SEM-AMOS). The results showed that the implementation of effective social media marketing strategies by SMEs can increase Social Media-based Customer Engagement, which in turn will have a positive impact on their social media performance. Increased customer engagement through social media can also be strengthened by the Brand Exposure strategy applied in marketing through social media.

**Keywords:** SMMS, Social Media-Based Customer Engagement, Brand Exposure, Social Media Performance, SMEs



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## INTRODUCTION

Social media use has become an indispensable aspect of businesses' strategic efforts for product and service promotion and dissemination. Social media platforms, particularly those such as Facebook, Instagram, and Twitter, have emerged as powerful channels through which enterprises can effectively reach and engage broader target demographics, [Li et al. \(2022\)](#). Social media has proven its effectiveness in helping SMEs expand and develop relationships with prospects to see

more details of their products [Chatterjee and Kar \(2020\)](#). But with more competition on social media than ever, businesses must establish an effective social media. Good social media performance indicates a company has effective customer relationship management since businesses that can design product communications and processes on social media to engage customers in collaborative conversations to generate mutual value in an open, trusting, transparent business environment [Oberoi et al. \(2017\)](#) have strong CRM. Social media performance also plays a crucial role for marketers looking to enhance marketing performance using dimensions of social media performance, [Tafesse and Wien \(2018\)](#).

Recent research conducted by [C.-W. J. J. o. B. R. Wu \(2016\)](#) concluded that social media marketing strategy had a positive and significant influence on marketing performance. A similar finding was shared by [C. W. Wu et al. \(2020\)](#), who concluded that this type of marketing strategy has an effect on a company's marketing performance, whereas [Tarsakoo and Charoensukmongkol \(2019\)](#), who reported no substantial difference in performance as demonstrated by multiple past studies; showing inconsistency across these results from various previous research works as researchers found evidence gaps to these disparate results between studies as outlined previously.

This study seeks to offer an outlook on the relationship between social media marketing strategy and performance in marketing. The development of a social media marketing strategy within companies serves to increase company development; social media provides mutually beneficial services between businesses and customers, [C. W. Wu et al. \(2020\)](#). [Ananda et al. \(2016\)](#) recognized the critical nature of creating and implementing a social media marketing strategy by designing an innovative framework specifically to facilitate its creation. Social media marketing strategies play a pivotal role in building brand recognition and image, which in turn boosts the company's brand equity [Guha et al. \(2021\)](#). However, despite the widespread adoption of social media marketing, there is a lack of clarity on how to effectively leverage these platforms to drive business outcomes. This ambiguity is significant because social media marketing can have a profound impact on a company's brand image, customer engagement, and ultimately, its bottom line. By devising an effective social media marketing plan for their company, firms will be able to bring about many beneficial aspects.

The relationship between social media marketing strategy and performance is complex and multifaceted. It involves understanding consumer behavior, brand perception, and the role of social media influencers. Additionally, the problem is influenced by various factors such as consumer demographics, lifestyle, and benefits sought. Furthermore, the impact of social media marketing on business outcomes is not uniform and can vary across different industries and market segments.

Based on the above understanding, this study seeks to answer the following questions:

- (1) is social media performance able to make companies improve marketing performance?
- (2) What factors (brand exposure or social media-based customer engagement factors) are important in improving the company's social media performance?

(3) Is social media performance able to mediate the gap between social media marketing strategy and marketing performance of the company?

By addressing these objectives, this research aims to provide a comprehensive understanding of the relationship between social media marketing strategy and performance in marketing, ultimately helping businesses to develop effective social media marketing strategies that drive meaningful business outcomes.

Social media performance is of great significance for companies using social media for marketing, such as research by [Tafesse and Wien \(2018\)](#), which found a correlation between certain company activities involved with creating their social media marketing strategy and positive social media performance results. [Marchand et al. \(2021\)](#) conducted extensive research on social media performance and determined that companies that invest a budget into supporting employee social media efforts saw their social media performance improve significantly. Social media performance can also be enhanced through company efforts to strengthen their orientation on the platform, particularly by making improvements that target sales and business, [Dutot et al. \(2016\)](#). Companies employing personalization strategies and expanding their social media marketing initiatives have been shown to significantly boost social media performance, [Oberoi et al. \(2017\)](#).

### 1. Social Media Marketing Strategy in Online Business

Recent studies have raised awareness of what constitutes "social media marketing strategy," yet no clear and definitive definition has yet to emerge. [Ananda et al. \(2016\)](#) define it as an integrated way and series of actions undertaken by companies to meet marketing goals through the use of social media tools; [Li et al. \(2021\)](#) goes further by characterizing it as an integrated pattern of activities by companies which takes account of customer motivation when using brand-related social media, deliberately designed engagement methods with customers who interact on these channels as well as any changes to attachment/interaction and attachment/interaction to produce desired marketing results.

Social media marketing strategy can be divided into four streams of discussion: social commerce strategy, content strategy, monitoring strategy, and CRM, [Li et al. \(2021\)](#). Social Commerce Strategy refers to activities undertaken or influenced by computer-mediated social networks for exchange purposes, [Yadav et al. \(2013\)](#). [Rydén et al. \(2015\)](#) expressed this sentiment by asserting that social media should not be used for initiating conversations and engagement but for making first contact and selling your product or service. Next is developing and delivering timely and valuable social content strategies geared to meeting customer needs rather than pushing products [Järvinen and Karjaluoto \(2015\)](#). High engagement through valuable content increases product/service sales, [Malthouse et al. \(2013\)](#). [Holliman and Rowley \(2014\)](#) stated that content marketing is a customer-oriented strategy and described its worth as useful, relevant, interesting, and timely. Social monitoring strategy refers to marketers themselves listening and responding, [Barger et al. \(2016\)](#). A social monitoring strategy necessitates more active involvement by companies in all stages of communication, [Barger et al. \(2016\)](#). More specifically, a social monitoring strategy not only observes but analyzes customer behavior on social media, [Lamberton and Stephen \(2016\)](#). Social CRM strategy represents the pinnacle of social media marketing strategy

as it seeks to capitalize on both customer engagement and relationship management aspects, [Malthouse et al. \(2013\)](#).

This study investigates the measurement of social CRM strategy using customer engagement variables on social media to measure its effects in improving marketing performance and social media performance overall. Social CRM allows companies with limited resources to maximize long-term benefits through limited resource optimization [Guha et al. \(2021\)](#) while simultaneously gathering direct customer input via engagement, [Ahani et al. \(2017\)](#).

## 2. The Influence of Customer Engagement

### *Brand Exposure*

**Social Media Exposure** Social media has transformed marketing, altering customer/company interactions with content on social media as the main driver for customer-based engagement, [Linda D. Hollebeek \(2019\)](#). [Hallock et al. \(2019\)](#) suggest companies prioritize customer engagement on social media as an integral element to increasing marketing communications effectiveness online. Customer-based social media engagement has long been used as an avenue for sales (both directly and through individuals within companies who possess competence and commitment in relation to social media usage, [Guesalaga \(2016\)](#). Furthermore, customer-based engagement was identified as being at the core of the four dimensions of customer loyalty to social commerce companies, [Molinillo et al. \(2020\)](#).

[Linda D Hollebeek et al. \(2014\)](#) define social media-based customer engagement as cognitive, affective, and behavioral commitment to an active relationship with a brand displayed through consumer/brand interactions on social media platforms such as Facebook. "Social media-based customer engagement" can be defined as any interaction between consumer interactions with products, brands, and companies through social media channels, [Grewal et al. \(2017\)](#). [Pansari and Kumar \(2017\)](#) define social media-based customer engagement as a method for adding customer value directly and indirectly. [Linda D. Hollebeek \(2019\)](#) suggests customer engagement can also refer to activity undertaken within a social media context, even if doing so doesn't directly add any tangible benefit for businesses.

Research on social media customer engagement includes several research streams. One such thread conceptualizes engagement as an emotional state involving cognitive, emotional, and behavioral components [Brodie et al. \(2013\)](#). Customer engagement can also be understood as the intrinsic motivation for actively engaging with brand elements in social media brand communities [Baldus et al. \(2015\)](#). Another stream views customer engagement within social media brand communities as consumer behavior, with consumers engaging with brand elements [Dolan et al. \(2016\)](#). In this research, we will be looking specifically at customer engagement as consumer behavior via social media-based views of it (i.e. customer behavior as shown through interactions) instead.

### *Social Media Performance*

Social Media Performance can be defined as measuring the efficacy of social media activities in meeting specific goals or objectives, [Zachlod et al. \(2022\)](#). Increased brand exposure via social

media may increase word-of-mouth (WOM) about products, [Pace et al. \(2017\)](#). Repeated exposure to social media may also influence brand selection and user participation, even if only through incidental exposure, [Humphrey Jr et al. \(2017\)](#). Communication carried out both by businesses on social media and users can have an effectful way on brand recognition, [Schivinski and Dabrowski \(2015\)](#). Brand exposure refers to indirect interactions such as advertisements or recommendations made from others as well as levels of experience consumers have with brands, [Baumann et al. \(2015\)](#).

Social media performance can often be linked with increasing return on investments, [Michopoulou and Moisa \(2019\)](#). Studies have repeatedly demonstrated the benefits of intensive social media usage within companies as a marketing tactic, leading to improved sales [Yost et al. \(2021\)](#) and customer engagement, [Bai and Yan \(2020\)](#). Social media performance has a direct and significant effect on company marketing performance, [Tafesse and Wien \(2018\)](#). Research by [Oberoi et al. \(2017\)](#) supports this theory and shows how social media performance is proven to boost sales performance, which in turn improves a company's marketing effectiveness. Social media performance also has empirical support as being capable of altering future brand perception [Marchand et al. \(2021\)](#) while shaping user attitudes and intentions regarding posts [Vinuales et al. \(2021\)](#).

### *Marketing Performance*

Marketing Performance can be defined as the results generated from company marketing activities that contribute to overall business performance, [Katsikeas et al. \(2016\)](#). Meanwhile, [Liang et al. \(2018\)](#) define it as the ability of an organization to effectively make an impactful statement regarding overall company performance.

Research by [Sok et al. \(2013\)](#) demonstrated the correlations between marketing capabilities, innovation, and learning as indicators of SME marketing performance and technology and market dynamism as determinates of it. Research from [Davicik et al. \(2021\)](#) also confirmed this notion and showed their correlation to international SME performance (International Marketing Capabilities as Determinants of International Performance of Small & Medium Enterprises; [Park et al. \(2019\)](#)).

### *Social Media Marketing Performance on Brand Exposure*

Social media marketing strategies have proven themselves effective at reaching and persuading an intended consumer group effectively [Azar et al. \(2016\)](#). A successful implementation will have an immediate effect on brand exposure, which in turn encourages purchases while becoming competitive against similar brands; [Thornhill et al. \(2017\)](#). Furthermore, such approaches increase brand recognition at low costs but remain attractive [Taecharungroj \(2017\)](#); similarly, it increases luxury product marketing whereby social media strategies increase brand recognition while raising equity within millennial audiences [Zollo et al. \(2020\)](#).

H1: Social media marketing strategy can have an immense and substantial effect on brand recognition and exposure.



### *Social Media Marketing Strategy on Social Media-based Customer Engagement*

Marketers today must focus on developing a Social Media Marketing Strategy that emphasizes increasing customer engagement through social media [Kim and Wang \(2019\)](#). The same thing was also conveyed by [Dolan et al. \(2019\)](#), where marketers need to carry out a social media marketing strategy to increase customer engagement, especially on forums on social media. Another study by [Wang and Kim \(2017\)](#) said that marketers are also advised to use social CRM, which is part of a social media marketing strategy to increase customer engagement and marketing performance. The application of social media marketing strategies in an effort to increase customer engagement has proven effective in all stages of the customer journey [Demmers et al. \(2020\)](#).

H2 : Social media marketing strategy has a positive and significant effect on social media-based customer engagement.

### *Social Media Marketing Strategy on Social Media Performance*

Companies need to conduct a thorough analysis of their social media marketing strategy so as to achieve the expected social media performance, [Michopoulou and Moisa \(2019\)](#). Researchers [Marchand et al. \(2021\)](#) concluded that an effective social media marketing strategy could directly improve performance on social media as well as indirectly increase brand perception, with further studies documenting the effect of marketing strategy on performance, [Tafesse and Wien \(2018\)](#).

H3: Social media marketing strategy has an undeniably beneficial and profound influence on performance on social media channels.

### *Brand Exposure on Social Media Performance*

Brand exposure that occurs repeatedly through social media ads has the power to affect brand choice, [Humphrey Jr et al. \(2017\)](#). Research by [Thornhill et al. \(2017\)](#) also concluded that brand exposure strategies on social media could encourage purchases while simultaneously raising competitiveness levels among brands. Consumers who create and influence content through social media can develop co-creation with companies and improve social media performance [Tajvidi et al. \(2020\)](#).

H4: Brand exposure can have a positive and noticeable influence on social media performance

### *Social Media-based Customer Engagement on Social Media Performance*

Social media-based customer engagement has been proven to increase sales through social media, improving performance [Guesalaga \(2016\)](#). Research also indicates that engaging customers on social media improves each stage of the customer journey, [Demmers et al. \(2020\)](#).

H5 : Engaging customers via social media has an undeniably beneficial and noticeable influence on its performance.

*Brand Exposure on Marketing Performance*

Studies demonstrate the positive influence of brand exposure on brand associations and consumer performance, [Brasel \(2012\)](#). Repeated exposure over a short period has proven its ability to create effective advertising messages with strong customer engagement [Humphrey Jr et al. \(2017\)](#).

H6: Brand Exposure has an undeniably positive and significant influence on marketing performance

*Social Media-based Customer Engagement on Marketing Performance*

[Pansari and Kumar \(2017\)](#) conducted research that explored how social media customer engagement could help maximize companies' marketing performance, and another research team, V. J. J. o. P. M. Kumar (2020), concluded that customer engagement on social media played a significant role in its long-term success and survival.

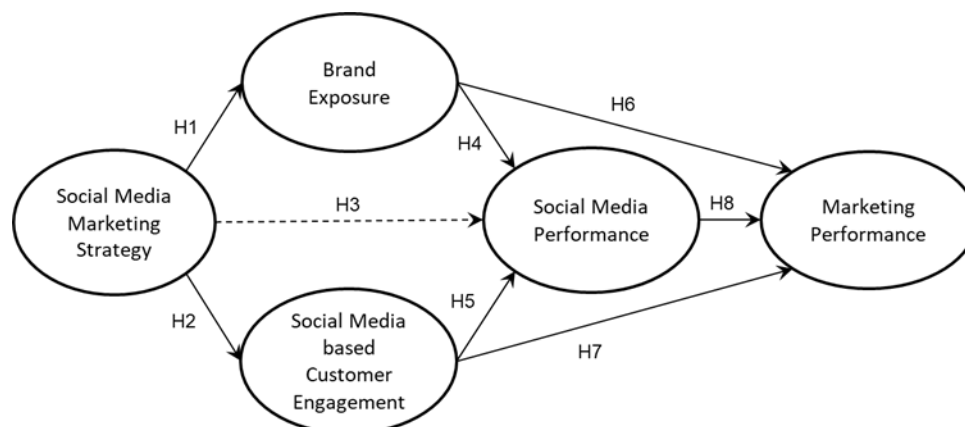
H7: Social media customer engagement can have a substantial and beneficial effect on marketing performance.

*Social Media Performance on Marketing Performance*

Research by [Tafesse and Wien \(2018\)](#) indicates a correlation between social media performance and marketing performance; similarly, results of another research effort by [Oberoi et al. \(2017\)](#) confirmed this fact as well; social media performance had a positive correlation to sales performance for companies studied.

H8: Social media performance has an undeniably positive and substantial effect on marketing performance.

Figure 1: Hypothesis Development



Source : The Authors

## **METHOD**

This research provides a systematic investigation of causal research with the aim of uncovering intricate networks of cause-and-effect interactions encompassing multiple variables. The paradigm used for this investigation specifically examines operational dynamics among small and medium-sized enterprises (SMEs) operating within the food and beverage industry in Solo, Semarang, Kudus, and Jepara in Indonesia, utilizing both primary and secondary data sources as sources for inquiry data collection ensuring robust investigative framework.

This research study addresses all food and beverage SMEs within Central Java's expansive precincts; its sample comprises 265 entrepreneurial SME owners located within Solo, Semarang, Kudus, and Jepara. Primary data collection was distinguished by its meticulous methodology and was undertaken using a survey design that involved the direct distribution of an intricate questionnaire among respondents. Analytically speaking, structural equation modeling (SEM) techniques supported by AMOS software suite were applied extensively for data interpretation and modeling purposes.

At its heart, this endeavor seeks to empirically verify hypotheses proposed to better comprehend intricate cause-and-effect relationships within examined variables. This research's conceptual framework has been carefully constructed in accordance with established tenets of causal research, placing special emphasis on small and medium enterprises (SMEs) operating within the food and beverage sector in particular regions. Methodologically, both data acquisition and hypothesis testing were accomplished meticulously through questionnaires; data analysis was made easier through structural equation modeling (SEM) techniques leveraging AMOS software capabilities for optimal computation capabilities.

## **RESULT AND DISCUSSION**

This research presents its results in two parts, using descriptive methods for descriptive analyses and inferential methods (indexed values vs SEM (Structural Equation Modeling)).

### **1. Descriptive Analysis**

Respondent answers regarding social media marketing strategy variables, customer engagement via social media channels, brand exposure via social media performance measures, and overall marketing performance were evaluated using an index value approach. Below is the index calculation result for each variable:



Table 1: Tendencies of Respondents' Answers to Research Variables

Constructs	Index	Remark
Social Media Marketing Strategy	77.5	High
Social Media Bases Customer Engagement	73.9	High
Brand Exposure	75.5	High
Social Media Performance	76.3	High
Marketing Performance	73.5	High

*Source : Data processed*

Based on the index values calculated above, one can conclude that respondents tend to respond well when faced with each research variable.

## 2. Inferential Analysis

Inferential analysis was conducted to test the research model and the relationship between variables using Structural Equation Modeling (SEM).

### *Konfirmatori Analysis*

Confirmatory analysis involves conducting tests to ascertain that indicators used as measuring instruments accurately reflect observed variables. Standardized Estimate value >0.5, Critical Rate Value (CRV) of 1.98 at  $\alpha = 5\%$ , and significance Value of less than 0.05 are criteria required to conduct confirmatory analyses.

Table 2: Results of Research Model Analysis

			Estimate	S.E.	C.R.	P
<b>SMMS5</b>	<---	SMMS	,726	,073	9,925	***
<b>SMMS4</b>	<---	SMMS	1,327	,093	14,338	***
<b>MP6</b>	<---	MP	,656	,035	18,862	***
<b>MP4</b>	<---	MP	,702	,030	23,476	***
<b>MP1</b>	<---	MP	1,000			
<b>CE3</b>	<---	SMBCE	,905	,055	16,301	***
<b>MP2</b>	<---	MP	1,024	,014	71,259	***
<b>SMP3</b>	<---	SMP	,975	,044	22,262	***
<b>BE2</b>	<---	BE	1,727	,112	15,408	***
<b>BE3</b>	<---	BE	2,045	,129	15,894	***
<b>BE1</b>	<---	BE	1,000			
<b>SMMS1</b>	<---	SMMS	1,000			
<b>CE5</b>	<---	SMBCE	1,087	,067	16,326	***
<b>CE2</b>	<---	SMBCE	1,000			
<b>SMP5</b>	<---	SMP	1,000			
<b>SMP2</b>	<---	SMP	,798	,039	20,336	***

*Source : Data processed by AMOS*

Based on the results of the above research, it can be concluded that indicators can reflect the observed variables.

*SEM assumptions*

Normality testing was undertaken using a multivariate CR value between +2.58 and 2.58, where univariate normality showed scores within this range, and multivariate normality showed scores between 2.58 and 3.826 for multivariate normality - this exceeded recommended cut-off values, yet did not cross the threshold of 8.0 (Ferdinand, 2014). Therefore, it can be concluded that the data used in this analysis met assumptions of adequate normality, so the analysis can proceed to its next stage (Ferdinand, 2014).

Table 3: Result of Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
MP6	5,000	10,000	,211	1,334	-,470	-1,486
MP4	5,000	10,000	,399	2,525	-,483	-1,528
MP3	5,000	9,000	,153	,970	-1,011	-3,196
MP2	5,000	10,000	,422	2,668	-,828	-2,618
MP1	5,000	10,000	,491	3,104	-,696	-2,200
CE1	5,000	10,000	,303	1,919	,204	,644
CE3	6,000	10,000	,746	4,719	-,275	-,870
CE4	5,000	10,000	,315	1,990	-,731	-2,311
CE5	5,000	10,000	,167	1,057	-,837	-2,648
SMP1	6,000	10,000	-,210	-1,331	,156	,494
SMP2	6,000	10,000	,127	,802	-,209	-,662
SMP3	5,000	10,000	-,024	-,150	-,542	-1,713
SMP4	5,000	10,000	-,021	-,131	-,663	-2,097
SCC1	5,000	10,000	-,379	-2,395	-1,043	-3,299
SCC2	6,000	9,000	,118	,748	-,331	-1,045
SCC3	5,000	10,000	,213	1,349	-1,118	-3,534
SCC5	6,000	10,000	,045	,286	-,935	-2,957
SCC7	6,000	10,000	,030	,189	-1,269	-4,014
SCC8	6,000	8,000	-,502	-3,174	-,644	-2,036
SMMS1	5,000	10,000	-,225	-1,425	-,061	-,193
SMMS3	6,000	10,000	,405	2,564	-,298	-,943

<b>SMMS4</b>	5,000	10,000	,066	,416	-,556	-1,759
<b>SMMS5</b>	6,000	10,000	,023	,147	-,713	-2,254
<b>SMMS6</b>	6,000	10,000	-,045	-,282	-,662	-2,094
<b>SMMS7</b>	6,000	10,000	-,325	-2,053	-,388	-1,227
<b>Multivariate</b>					18,150	3,826

*Source : Data processed by AMOS*

Multicollinearity and singularity checks are used to establish the extent of correlation among exogenous variables; however, in this model, there is only a single exogenous variable, and therefore, this assumption does not hold water for this study.

Residual analysis was used to monitor errors incurred while testing a research model and to ascertain any necessary adjustments or alterations that need to be made to it. A desirable residual value is 2.58; no results from model calculations exceeded this figure, and thus, there was no residual problem. Reliability Construct value and Variance Extracted values must meet requirements of >0.5 for reliability construct value and Variance Extracted; below are calculation results showing these values, respectively.

Table 4: Reliability Construct and Variance Extracted

Variable	Reliability Construct	Variance Extracted
Social Media Marketing Strategy	0.544	0.587
Social Media Based Customer Engagement	0.654	0.782
Brand Exposure	0.744	0.894
Social Media Performance	0.720	0.869
Marketing Performance	0.809	0.947

*Source : Data Processed by AMOS*

Calculations of Construct Reliability and Variance Extracted for each variable met all necessary criteria; hence, it can be concluded that assumptions for Construct Reliability and Variance Extracted have been fulfilled.

*Goodness of Fit Model*

This research develops a research model describing Social Media Marketing Strategy on Social Media Performance services, which will be tested with SEM analysis techniques. Here's the first step taken towards testing our research model:

This table illustrates the Goodness of Fit results of this model:

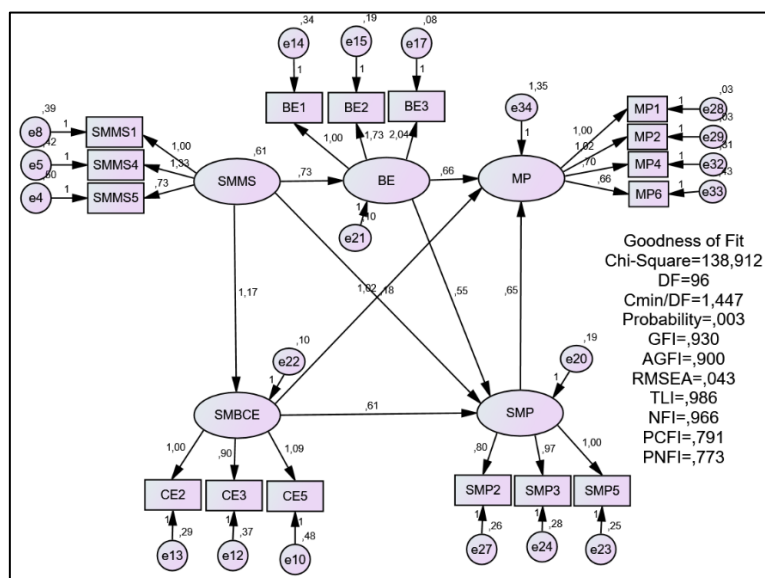
Table 5: Result of Goodness of Fit Test

Goodness of Fit Index	Cut off Value	Result	Model Evaluation
Chi-Square (df = 147)	< 375,279	138,912	Good
Probability	≥ 0.05	0.03	Marginal
CMIN/DF	≤ 2.00	1.447	Good
GFI	≥ 0.90	0.930	Good
AGFI	≥ 0.90	0.900	Good
TLI	≥ 0.95	0.986	Good
CFI	≥ 0.95	0.993	Good
RMSEA	≤ 0.08	0.089	Good

Source : Data Processed by AMOS

Based on the calculated Chi-Square value (138.912) versus that found in table Chi-Square values (374,279) and probability values between 0.03 and 0.05 (marginal value), one may conclude that the model successfully accounts for population estimates.

Figure 2: SEM Structural Model



Source : Data Processed by AMOS

Table 6: Measurement Items

Variable Name	Indicator Name	Indicator	Source
Brand Exposure	BE1	Our business’s social media followers are increasing	Adapted from Baumann et al. (2015) and Dijkmans et al. (2015)
	BE2	Users who see our business posts on social media are increasing.	
	BE3	Users who share our business social media posts are increasing.	
Marketing Performance	MP1	Our sales have increased a lot this year	Adapted from Merrilees et al. (2011) dan Farida et al. (2017; Healy et al. (2014)
	MP2	Our profits have increased a lot this year.	
	MP4	Many of our sales targets have been achieved this year.	
	MP6	The number of our product variants has increased a lot this year.	
Social Media Marketing Strategy	SMM1	This business's social media provides a means for customers to share content.	Adapted from Tarsakoo and Charoensukmon gkol (2019)
	SMM4	We use this business's social media to monitor competitors' prices	
	SMM5	We use this business's social media to develop new products.	
Customer Engagement	CE2	I assess that more and more users often visit this business's social media	Adapted from Garg et al. (2020)
	CE3	I think more and more users like this business's posts on social media.	
	CE5	I assess the more customers who ask about problems experienced in consuming products.	
Social Media Performance	SMP2	I assess the increasing number of users who contact this business through social media.	Adapted from Tafesse and Wien (2018)
	SMP3	I assess the more customers this business gets through social media	
	SMP5	I assess the more customers this business can maintain with social media.	

*Source : Data processed by author*

Table 7: Hypothesis Test Results

	Hypothesis Results	Testing	Std Estimate	Estimate	S.E.	C.R.	P
H1	BE	<- SMMS	,875	,729	,067	10,925	***
H2	SMBCE	<- SMMS	,946	1,171	,087	13,531	***
H3	SMP	<- SMMS	,126	,182	,352	,519	,604
H4	SMP	<- BE	,313	,546	,162	3,375	***
H5	SMP	<- SMBCE	,522	,613	,246	2,497	,013
H6	MP	<- BE	,343	,665	,29	2,292	,022
H7	MP	<- SMBCE	,778	1,016	,292	3,483	***
H8	MP	<- SMP	,586	,651	,257	2,531	,011

Source : Data processed by AMOS

### 3. Hypothesis Testing

Testing hypotheses requires analyzing probability values according to an analytical criterion of less than 0.05, and it has been demonstrated that Social Media Marketing strategies have an enormously positive effect on Brand Exposure. The use of a Social Media Marketing Strategy has an immense and positive effect on Customer Engagement through Social Media; however, studies have proven that its implementation does not significantly enhance its performance. Exposure to a Brand has an Influential and Significant Effect on Social Media Performance. Customer engagement on various social media platforms may have an indirect and noticeable benefit on performance; there's a connection between exposure, customer engagement on various social media platforms, and the performance of social media accounts.

## CONCLUSION

This research aims to investigate how Social Media Marketing Strategies employed by Small and Medium Enterprises (SMEs) influence marketing performance. For optimal effectiveness, SMEs should focus on developing Brand Exposure and Social Media-based Customer Engagement strategies, either individually or in combination. By using company social media to facilitate content sharing, monitor competitor prices, and develop products, SMEs can increase Brand Exposure, leading to a rise in social media followers, post views, and shares. This, in turn, improves Marketing Performance, reflected in higher sales figures and more consistent achievement of sales targets.

Additionally, adopting Social Media-based Customer Engagement strategies can enhance visitor counts, post interactions, and customer inquiries, resulting in improved marketing outcomes such as increased revenue and profits. SMEs that effectively combine these strategies will likely see improvements in Social Media Performance, with more user interactions and customer retention. Overall, integrating Brand Exposure and Customer Engagement within Social Media Marketing



Strategies can significantly boost Marketing Performance, ensuring sustained business growth and profitability.

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