



Utilization of Social Commerce and Social Proof Marketing on Business Performance of Micro, Small and Medium Enterprises

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Abstract: The shift in consumer consumptive patterns has experienced a shift from shopping at conventional stores to online vendors or stores, this is in line with the current development of e-commerce. Social media provides enormous benefit opportunities for MSMEs in improving business performance. The integration of social media, social networking sites and e-commerce if viewed from the substantial growth caused by social e-commerce. In the process of selecting alternative products to consumers, especially Jambi Batik products, the dominant consideration is social proof. The objectives of this study are (1) to examine the effect of social commerce on the business performance of MSMEs; (2) To examine the effect of social commerce on social proof marketing; (3) Assessing the effect of social proof marketing on MSME business performance; (4) Assessing the role of social proof marketing in mediating the influence of social commerce on MSME business performance. The data analysis method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The results of the study show that (1) Social commerce shows a significant positive effect on business performance, it is proven that the higher the social commerce in a business, the business performance will increase; (2) Social commerce shows a significant positive effect on social proof, it is proven that the higher the social commerce in a business, the better the social proof; (3) Social proof shows a significant positive effect on business performance, it is proven that the better social proof in a business, the business performance will increase; (4) Social proof as a mediation of the influence of social commerce has a significant positive effect on business performance, where social proof is considered a variable that strengthens social commerce in improving business performance.

Keywords: Social Commerce, Social Proof Marketing

INTRODUCTION

The presence of Micro, Small and Medium Enterprises (MSMEs) has a very strategic role in Indonesia's economic growth. Meeting the needs of goods, creating jobs and sources of income for the community is the role of MSMEs that have the potential to contribute to economic growth and reduce poverty. In carrying out their business activities, MSMEs

experience various kinds of obstacles and problems, including business growth and competitiveness, referring to the strategic plan of the Ministry of Cooperatives and MSMEs for 2015-2019.

Globalization is developing very rapidly with the presence of new technology, where world trade and information flow knows no boundaries. The challenge for MSMEs in the current era of globalization is to survive and have an advantage in the competition. According to data from the Indonesian Internet Service Providers Association (APJII), the results of the survey of internet users in 2020 increased by 8.9% or 25.5 million internet users compared to 2018, which was 196.7 million internet users. As the population increases as a population in Indonesia, it will have an impact on increasing internet users in Indonesia. Nowadays, people cannot be separated from virtual activities, especially with the use of social media. Based on the survey results from the Central Statistics Agency of Jambi Province in 2020, the number of MSMEs using the internet for marketing purposes in 2019 was 1,146:

Tabel 1. Number of MSMEs Using the Internet for Marketing Purposes in 2019

Kabupaten/Kota	Banyaknya Usaha	Tidak Menggunakan Internet	Menggunakan Internet	Tujuan Menggunakan Internet				
				Pemasaran/Iklan/ Penjualan	Penjualan Produk	Pembelian Bahan Baku	Pinjaman Fintech	Informasi
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
01 Kerinci	2 322	2 230	92	11	23	34		24
02 Merangin	1 743	1 623	120	50	51	18	4	19
03 Sarolangun	1 813	1 679	134	26	68	19		40
04 Batang Hari	2 134	1 624	510	355	118	127	37	46
05 Muaro Jambi	2 688	2 566	122	62	28	36		46
06 Tanjung Jabung Timur	3 683	3 532	151	86	34	15	67	67
07 Tanjung Jabung Barat	2 384	2 275	109	99		72	24	10
08 Tebo	2 427	2 277	150	150		54		
09 Bungo	1 738	1 644	94	36	29	12		30
71 Jambi	4 960	4 481	479	170	130	29	20	160
72 Sungai Penuh	2 267	1 903	364	101	103	27	4	168
Jambi	28 159	25 834	2 325	1 146	584	443	156	610

Source: BPS Jambi Province, 2020

According to Priambada (2015), the development of information technology, especially on social media, provides enormous benefit opportunities for MSMEs in improving business performance, namely increasing promotional activities that have a positive impact on market expansion, increasing sales and marketing and assisting in business decision making. The shift in consumer consumptive patterns has experienced a shift from shopping at conventional stores to online vendors or stores, this is in line with the current development of e-commerce. According to Mamonov & Benbunan-Fich (2017), the integration of social media, social networking sites and e-commerce when viewed from a substantial growth is caused by social e-commerce.

According to Kim and Park (2013), social commerce is the use of social media by utilizing social interactions and contributions from these social users. Maximizing the search for purchasing goods and recommending previous shopping experiences are the basic differences between e-commerce and social commerce, the focus on social commerce emphasizes interaction per person and generates value for individuals (Ashari, 2017).

In the process of selecting alternative products, in this case the priority focus is Batik Jambi with the very dominant consideration being social proof. Social proof refers to the practice of other consumers after the transaction. Respondents from around the world in choosing to buy a product online, 92% believe buying because friends and family provide recommendations, 70% of them see consumer comments on online media as the second basis for consideration in buying a product, this survey was conducted by Nielsen (2014).). The

large number of followers on social media accounts makes the perception that business actors with a good reputation, especially if providing information with a high number of responses, become a judgment consideration for consumers.

The marketing strategy carried out by social commerce and supported by social proof measurements on the Jambi Batik products being marketed, is expected to be the basis for consumers to buy a product. Creating attraction for consumers is not the main factor in buying Jambi Batik products. In online transactions, consumers also need confidence that Jambi Batik products meet their expectations. Before buying a product, consumers choose from a variety of product alternatives and look at the social evidence of consumer experience. The diversity of Jambi Batik products forces business actors to always innovate and improve their creativity, both in creating products and in terms of marketing. Jambi Batik products, motifs and colors are the first impression for consumers in choosing products and as an effort to strengthen confidence in buying products, see the transaction history of these products or what can be called social proof. The benefits of the strategy carried out on MSMEs through social commerce and social proof are expected to improve business performance for MSMEs selling Batik in Jambi Province.

The problems that occur at this time, namely (1) how is the influence of social commerce on the business performance of MSMEs, (2) how is the influence of social commerce on social proof marketing, (3) how does social proof marketing affect the business performance of MSMEs and (4) what is social proof marketing? able to mediate the influence of social commerce on MSME business performance

The purpose of this paper is to (1) examine the effect of social commerce on MSME business performance; (2) To examine the effect of social commerce on social proof marketing; (3) Assessing the effect of social proof marketing on MSME business performance; (4) Assessing the role of social proof marketing in being able to mediate the influence of social commerce on MSME business performance

LITERATURE REVIEW

Social Commerce

Current technological developments require the business world to be able to keep up with technological advances in market expansion, including MSMEs. In the most effective promotional activities carried out by business actors, both for the promotion of goods and services, is e-commerce. According to Huang, Qian, Robert M. Davison, and Hefu Liu (2014), e-commerce is the evolution of a business model with the aim of increasing economic value and gaining more consumer participation through the adoption of web 2.0 technology. E-commerce performance is influenced by website quality, usability, information quality and playfulness.

The development of technology opens up great opportunities for business actors to change the e-commerce business model from a product-oriented environment to a social and customer-oriented one. According to Hajli, M. N. (2014), the change in market power from companies to consumers is seen in the environment by utilizing web 2.0. A platform that provides benefits for business people and consumers in communicating intensely is social media. The popularity of social media gave birth to a new paradigm, namely social commerce.

According to Kim and Park (2013), social commerce is the use of social media by utilizing social interactions and contributions from these social users. Business goals, interaction systems and relationships between consumers are the basis for the difference between social commerce and e-commerce. From the point of view of business goals, e-commerce can maximize the actualization of business activities, for example with product searches, online catalogs and so on. The benefits of social commerce for business actors

include increasing the average sales value, conducting promotional activities for their products and getting value from content.

Based on the benefits of social commerce, social commerce is very helpful for MSMEs in their marketing activities so that the performance of MSMEs can increase. According to Dana, Ardye and Deki (2017), social commerce consists of elements of Recommendation and referrals and reviews

Social Proof

Purchasing products through online media requires very high trust, this is because there is no direct interaction between sellers and buyers in transactions. The system carried out by marketers so that there is involvement, interaction and collaboration by utilizing the participation of people is called social media marketing (Tsitsi; 2013). A very dominant consideration when purchasing goods online is social proof, which refers to the practice of other consumers after transacting. Respondents from all over the world in choosing to buy a product online, 92% believe buying because friends and family give recommendations, 70% of them comment on consumers on online media as the second basis for consideration in buying a product, this survey was conducted by Nielsen (2014).).

According to Rao, Grave and Davis (2001), the basis for making a decision is information conveyed by society or society based on experience. Transactions on online social media can be seen from social proof, which responds a lot to posts from Facebook and Instagram media, for example, many respond to likes or comments on the information. The use of the method with social proof is expected to be able to improve the performance of MSMEs. Assiouras, O. Ozgen & G. Skourtis (2013), suggested dimensions in social evidence, namely (1) the number of followers, the large number of followers raises the perception that they have a good reputation; (2) support by celebrities, responses from celebrities to the purchase of a product are considered to be a puller in purchasing a product; (3) recommendations by the social community, responses from the social community are considered to be a reference in determining purchases because they perceive that the community has experience with various alternatives to products.

Business Performance

Performance appraisal is very important for a business, especially for MSMEs because it can be related to welfare. Evaluation in running a business is a measure in improvement steps to achieve business goals. The performance of a business describes the condition of a business in the form of an outcome.

Performance can be seen by what is produced from a business, which is measured based on achievements in terms of quality and quantity, Mangkunegara (2005). According to Helfert in Srimindarti (2004), performance is the appearance of a situation in a certain period that results in an achievement of the operational activities of a business.

The performance of a business is measured financially and non-financially, where financially by looking at return on sales, profit growth and sales growth, while non-financially by customer satisfaction, market growth and product quality, Prieto and Revilla (2006). Another view put forward by Mishra and Suar (2010), company performance is described by financial performance and social performance.

METHODS

The population used is Jambi batik sellers in Jambi Province who promote through e-commerce. According to Akdon and Riduwan (2007: 238), the population is the object of research located in an area with conditions according to the research problem. According to

Hair (2010), the sample size in the SEM analysis is between 100 - 200, the researchers took the number of 150 Batik SMEs in Jambi Province as respondents in this study.

The data used are primary data and secondary data. Primary data is data that comes from respondents, data collection through interviews, field observations and distributing questionnaires, while secondary data is obtained from books, journals and government

This type of research is research using descriptive qualitative methods, where data collection through surveys and questionnaires is distributed and data measurement is based on measurement instruments from questionnaire data obtained from respondents.

The variables used are (1) social commerce with recommendation and referrals indicators and review reviews; (2) social proof with indicators for the number of followers, endorsements from celebrities and recommendations from social communities; (3) business performance with indicators of profit growth, sales growth and market growth

The method used is the Structural Equation Modeling (SEM) measurement using SmartPLS software. The analysis technique is carried out through analysis of results (1) outer model with Average Variance Extracted (AVE) indicators, loading factor and communality as well as reliability testing by analyzing the results of Cronbach's alpha and composite reliability; (2) inner model with analysis indicators rho based on the results of T-statistics and R-Square

RESULT AND DISCUSSION

Results

The results of the study carried out measurement tests on the reliability value, the analysis was carried out through Cronbach's alpha with a minimum score of 0.7 and composite reliability with a minimum score of 0.7, where the score of each measurement of each variable if more than 0.7 then the variable is considered reliable. Measurement of the validity value, the analysis is carried out through Average Variance Extracted (AVE) with a minimum score of 0.5, where the measurement score of each variable is more than 0.5, then the variable is considered to meet validity. The calculation results can be seen as follows:

Tabel 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Performance	0,877	0,805	0,828	0,741
Social Commerce	0,836	0,828	0,766	0,687
Social Proof	0,846	0,908	0,854	0,761

Source: data processed, 2021

The results of Cronbach's alpha analysis on each variable show that the score is more than 0.7, where the business performance variable is 0.877, the social commerce variable is 0.836, and the social proof variable is 0.846. These results indicate that the accuracy and reliability of all variables in this study. The results of the composite reliability analysis on each variable show that the score is above 0.7, where the business performance variable is 0.828, the social commerce variable is 0.766, and the social proof variable is 0.854. These results indicate that the variables as a whole are declared reliable. The results of the Average Variance Extracted (AVE) analysis on each variable show that the score is above 0.5, where the business performance variable is 0.741, the social commerce variable is 0.687, and the social proof variable is 0.761. These results indicate that the variables as a whole are declared to meet the validity

Hypothesis testing is done through the results of the t-value model can be seen in the following figure:

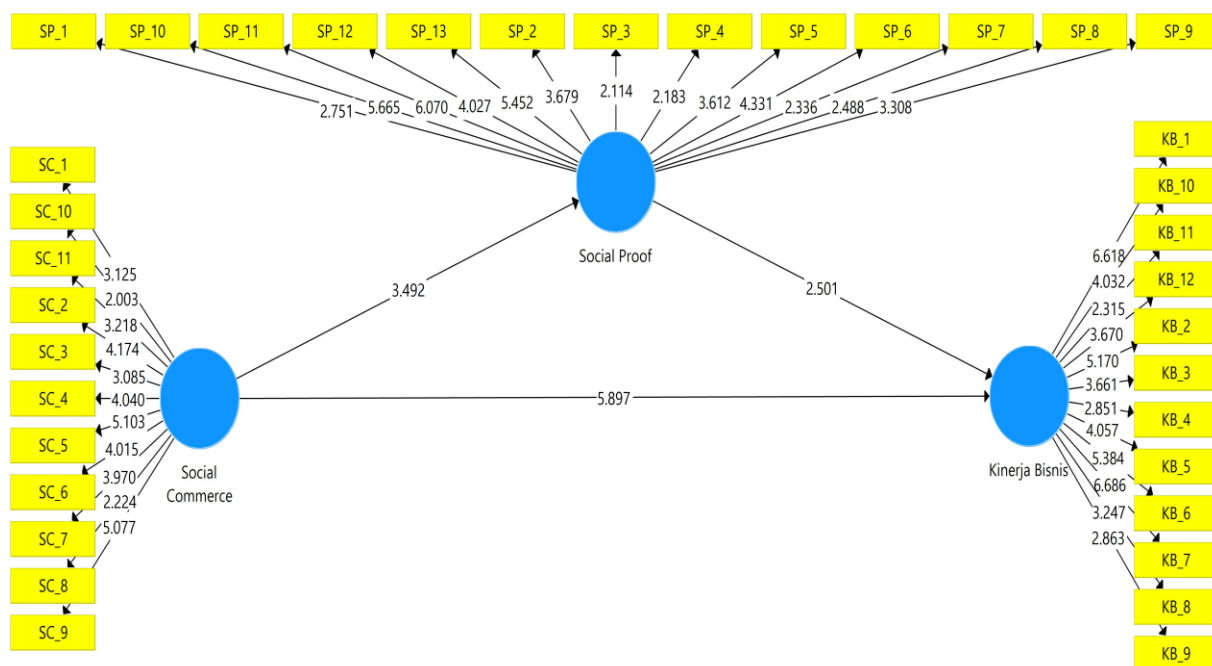


Figure 1. Bootstrapping Model

Testing the relationship between variables in this study can be seen in the following table:

Tabel 3. Outer Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Social Commerce -> Business Performance	0,320	0,473	0,357	5,897	0,000	Accepted
Social Commerce -> Social Proof	0,723	0,543	0,484	3,492	0,003	Accepted
Social Proof -> Business Performance	0,604	0,801	0,241	2,501	0,013	Accepted
Social Commerce -> Social Proof -> Business Performance	0,437	0,430	0,425	4,027	0,008	Accepted

Source: data processed, 2021

The measurement of the relationship between variables through the analysis of the t-statistical value with a minimum score of 1.972, if the score is more than 1.972 then the variable relationship is declared to have a significant effect. Based on the results in table 3, it can be seen that the overall t-statistic score is above 1.972, so all variables in this study are declared to have a significant effect and the model in this study is in accordance with the established criteria.

Discussion

The Effect of Social Commerce on Business Performance

The test results are based on respondents' responses, where the social commerce variable shows a significant influence on business performance. The results of the T-statistical test are 5.897, the value is > 1.972 and the P value is 0.000 with a significant level of 0.05, this proves that social commerce includes recommendations and referrals and partial

reviews have a positive effect on business performance. The test results can be interpreted that the better social commerce, the business performance will increase.

The review indicator is used as a reference for consumer perceptions, which is the most important dimension in improving business performance. The results of the study are in line with those proposed by Kim and Park (2013), where social commerce is the use of social media by utilizing social interactions and contributions from these social users. The interaction or communication that occurs in social media reviews becomes a consumer's consideration of a product. In this study, it shows that the review is used as a reference to consumer perceptions in increasing the value of social commerce on social media business actors can affect business performance which includes increased profits, sales growth and market growth.

Effect of Social Commerce on Social Proof

The test results are based on respondents' responses, where the social commerce variable shows a significant effect on social proof. The test results for the T-statistic value of 3.492, the value is > 1.972 and the P value is 0.003 with a significant level of 0.05, this proves that social commerce includes recommendations and referrals and reviews (reviews) partially have a positive effect on social proof. The test results can be interpreted that the better the social commerce, the better the social proof

The review indicator is used as a reference for consumer perceptions, which is the most important dimension in creating good social proof. The reviews on social media are getting better, the social proof that looks good, this can be used as a reference for consumer perceptions. The results of the study are in line with those stated by Huang, Qian, Robert M. Davison, and Hefu Liu (2014), where e-commerce is the evolution of a business model with the aim of increasing economic value and obtaining more consumer participation through technology adoption, this shows that consumer participation in the form of social proof in reviews on social media creates its own perception for consumers. This study shows that a review on social commerce which is the reference for consumer perceptions affects social proof which includes the number of followers, support from celebrities and recommendations from the social community.

The Effect of Social Proof on Business Performance

The test results are based on respondents' responses, where the social proof variable shows a significant effect on business performance. The results of the T-statistical test are 2.501, the value is > 1.972 and the P value is 0.013 with a significant level of 0.05, this proves that social proof covering the number of followers, support from celebrities and social community recommendations partially has a positive effect on business performance. . The test results can be interpreted that the better the social proof, the business performance will increase

The follower indicator on social media convinces consumers to buy the product is the most important dimension in improving business performance. The number of followers on social media to convince consumers to buy products is increasing, the business performance will increase. The results of the study are in line with those proposed by Rao, Grave and Davis (2001), the basis for making a decision is information conveyed by the community or social based on experience. Transactions on online social media can be seen from the social proof that many respond to posts from Facebook and Instagram media, for example many respond to likes or comments on the information. This study shows that followers on social media convincing consumers to buy products can affect business performance which includes increased profits, sales growth and market growth.

The Role of Social Proof as Mediating the Influence of Social Commerce on Business Performance

The test results are based on respondents' responses, where the role of social proof as a mediation of the influence of social commerce on business performance has a significant effect. The results of the T-statistical test are 4.027, the value is > 1.972 and the P value is 0.008 with a significant level of 0.05, this proves that social commerce includes recommendations and referrals and partial reviews have a positive effect on business performance through social proof which includes number of followers, celebrity endorsements and social community recommendations

Performance can be seen by what is produced from a business, which is measured based on achievements in terms of quality and quantity, Mangkunegara (2005). According to Helfert in Srimindarti (2004), performance is the appearance of a situation in a certain period that results in an achievement of the operational activities of a business. This study concludes that social proof is able to mediate business performance which is influenced by social commerce owned by business actors.

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows: (1) Social commerce shows a significant positive effect on business performance, it is proven that the higher social commerce in a business, the business performance will increase; (2) Social commerce shows a significant positive effect on social proof, it is proven that the higher the social commerce in a business, the better the social proof; (3) Social proof shows a significant positive effect on business performance, it is proven that the better social proof in a business, the business performance will increase; (4) Social proof as a mediation of the influence of social commerce has a significant positive effect on business performance, where social proof is considered a variable that strengthens social commerce in improving business performance

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