

Study of MSMEs Performance: Factors Affecting MSMEs Performance through Marketing Adoption with Social Media

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ABSTRAK

Teknologi kian berkembang pesat beberapa waktu terakhir. Keterkaitan erat dan ketergantungan antara manusia dengan media sosial, menjadi peluang bagi perusahaan untuk memasarkan produknya melalui media sosial. Artikel ini membahas mengenai beberapa hal yang mempengaruhi perusahaan untuk mengadopsi media sosial sebagai alat pemasaran perusahaan. Beberapa variabel tersebut antara lain adalah konteks teknologi, organisasi, lingkungan, kegunaan yang dirasakan serta kemudahan penggunaan yang dirasakan dari media sosial, dan sikap terhadap teknologi serta kemampuan mengontrol teknologi. Penelitian ini menargetkan pelaku UMKM yang menjual produk impor di Provinsi Kepulauan Riau. Analisis dilakukan dengan menguji data dari 200 responden yang dikumpulkan tanggapannya melalui Google Forms dan data yang diuji dengan model SEM-PLS melalui bantuan aplikasi SmartPLS. Diketahui bahwa variabel konteks teknologi dan konteks lingkungan memiliki hubungan positif yang signifikan terhadap pengadopsian media sosial sebagai alat pemasaran. Konteks lingkungan juga memiliki pengaruh signifikan yang positif terhadap meningkatnya kinerja perusahaan yang menggunakan media sosial dalam pemasaran. Sedangkan pengadopsian media sosial dalam pemasaran diketahui berpengaruh signifikan positif terhadap meningkatnya kinerja perusahaan.

Kata Kunci: UMKM, Performa, Performa UMKM, Media Sosial, Teknologi.

ABSTRACT

Technology has been growing rapidly recently. The close relationship and dependence between humans and social media, becomes an opportunity for companies to market their products through social media. This article discusses some of the things that influence companies to adopt social media as a company marketing tool. Some of these variables include the context of technology, organization, environment, perceived usefulness and perceived ease of use of social media, and attitudes towards technology and the ability to control technology. This study targets MSME players who sell imported products in the Riau Islands Province. The analysis was carried out by testing data from 200 respondents collected responses through Google Forms and data tested with the SEM-PLS model through the help of the SmartPLS application. It is known that the variables of technological context and environmental context have a significant positive relationship to the adoption of social media as a marketing tool. The environmental context also has a positive significant influence on the increasing performance of companies that use social media in marketing. Meanwhile, the adoption of social media in marketing is known to have a significant positive effect on improving company performance.

Keywords: MSME, Performance, MSME's Performance, Social Media, Technology.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the forms of businesses that are widely carried out by the people of Indonesia. Binekasri (2021) explained that of the 270 million people of Indonesia, there are still many human resources that can be re-developed and it can be concluded that Indonesia still has a lot of potential for superior MSMEs and these opportunities are still very large. It was further conveyed by Abisatya (2021) that there are several aspects such as HR management, SOPs, finance and funding, marketing and sales as well as community skills and motivation which are factors that hinder business development in Indonesia.

In the marketing aspect, Indonesia has a strong potential to develop MSMEs with marketing that utilizes technology. Kemp (2021) stated that with the large number of users of communication technology, the potential for the development of MSMEs and marketing with the help of technology such as social media is very large. Based on the research experience conducted by Sutriyono (2021), shows that in unfavorable market conditions, MSMEs that develop and innovate in marketing by digitizing through social media have increased and better sales results and reach a wider range of customers.

Some of the studies that have been discussed by previous researchers explain that there are several important things in achieving good company performance. Research conducted by Qalati et al. (2020 & 2021); Ahmad et al. (2018); Effendi et al. (2020) and Samat et al. (2020) concluded that there is a relationship between the technological context, organization, and environment to company performance with the help of mediation of marketing adoption through social media. Other studies discussed by Chatterjee & Kumar Kar (2020); Gavino et al. (2019); Patma et al. (2021); Pranoto & Lumbantobing (2021) found that there are other factors that affect the company's performance. These factors include the perceived usability and

ease of use of the adoption of social media in company marketing. Furthermore, there are two other aspects that affect the company's performance such as attitudes towards technology and the ability to control technology by mediating marketing adoption through social media discussed by Alkateeb & Abdalla (2021).

The context of technology plays an important role in the decision to adopt marketing through social media. Qalati et al. (2021) in their research mentioned that ease of use as well as low costs in the use of technology in marketing purposes are important points that support the use of social media in marketing. Effendi et al. (2020) and Samsudeen et al. (2021) in their study found that technology can create its own benefits for companies because of the difference in income earned by companies when using marketing directly compared to using technology, especially social media. Technology directly plays a role in increasing the number of consumers, improving good relations and services between companies and customers. Unlike the case with the opinion that Ahmad et al. (2018) and Alkateeb & Abdalla (2021) in their research found that there is no positive relationship between variables caused by companies that consider that technology is no longer a special thing and has become a common thing for companies to use. It is further concluded by Samat et al. (2020) that the management of the company has a must to accept and realize the positive side of technology in the aim of utilizing social media as a useful marketing tool.

H1: Technological Context has a significant effect on Marketing Adoption with Social Media.

The context of the organization has to do with the decision to adopt marketing through social media. The study conducted by Alkateeb & Abdalla (2021) and Qalati et al. (2021) that there is a positive relationship between these variables. Support and direction from the company's managerial is the key behind every company decision. Moreover, company management with a clear and appropriate

strategy can help in optimizing the adoption of social media as a company marketing tool. Samat et al. (2020) in their discussion also conveyed the importance of the role of organizations in facilitating employees in order to maximize the use of social media with training and coaching. Meanwhile, in the research conducted by Samsudeen et al. (2021), rejecting the existence of a positive relationship between company managerial and the adoption of social media as a company marketing tool. This happens because of the assumption that the implementation of marketing with social media is not important and crucial for companies, especially since social media is considered a new thing that can be used in organizations.

H2: Organizational Context has a significant effect on Marketing Adoption with Social Media.

The context of the environment in general has a relationship in relation to the performance of the company and the adoption of marketing through social media. Qalati et al. (2021) in their discussion revealed that most companies tend to have a continuous concentration in the development of a rapidly changing environment. In addition, companies that can keep up with the development of the surrounding environment are believed to have greater profits than companies that try to stagnate and do not keep up with developments. In addition, global and technological developments can be a pressure for companies to improve performance and the spirit of competition between companies. More than that, the view of companies that are worried that their companies will lag behind their competitors can be a boost in itself to do more modern company marketing with social media. In line with this, Samsudeen et al. (2021) and Trawnih et al. (2021) argues that pressure from the environment around the company, especially in the field of technology, can make companies evaluate themselves and encourage the use of better marketing technology for the better development of the company.

H3: Environmental Context has a significant effect on Marketing Adoption with Social Media.

The perceived context of usefulness is believed to influence the company's decision to adopt marketing with social media and affect the company's performance. Alkateeb & Abdalla (2021) and Patma et al. (2021) found that the use of social media provided convenience for its users in the marketing function. It is further explained by Pranoto & Lumbantobing (2021) that there are many positive benefits that can be obtained when using social media in marketing. Gavino et al. (2019) also said that the maximum result from the use of social media will be obtained when great sacrifices are made. It is specifically explained by Chatterjee & Kumar Kar (2020) that the perceived usefulness of companies in the use of social media comes from the aspects of performance, effectiveness, risk and trust in social media.

H4: Perceived Usability Context has a significant effect on Marketing Adoption with Social Media.

The perceived ease of use context has an influence on the company's decision to adopt social media in marketing purposes. According to Alkateeb & Abdalla (2021), social media is proven to help companies in the form of supporting marketing and certain jobs that can be more easily done with social media. Chatterjee & Kumar Kar (2020) also explained that social media as a technology that is not complicated and simple in its use makes social media a tool that supports company performance. It was further explained by Patma et al. (2021) in their study that social media has provided the set of information needed by companies regarding consumers and also the use of social media at this time is no longer a tough challenge for companies. Gavino et al. (2019) and Trawnih et al. (2021) also explained that social media technology is something that is technically not complicated in its use and adequate knowledge and skills from the company are very important in supporting the use of social media for companies.

H5: Perceived Ease of Use Context has a significant effect on Marketing Adoption with Social Media.

The study conducted by Alkateeb & Abdalla (2021) explained that the company's attitude towards technology influences the company's decision to adopt social media as a company marketing tool. This happens because social media is a good thing and fun in terms of its use and impact.

H6: Attitudes towards Technology Context have a significant effect on Marketing Adoption with Social Media.

The company's ability to control technology in Alkateeb & Abdalla (2021) study is also known to have the power to influence the performance of companies that run the technology well. This is based on the opinion that when the company can control technology well, the company can indirectly use the technology properly and optimally. The control is also based on the user's knowledge of the technology as a marketing medium and the strength of sufficient resources from the company to bring the technology to life.

H7: Ability to Control Technology Context has a significant effect on Marketing Adoption with Social Media.

Qalati et al. (2021) in his study found that there is a significant positive relationship between the context of technology and the performance of MSMEs through the mediation of marketing adoption with social media. The study found that companies will have their own comparative advantage when utilizing social media well. The use of social media has also been proven to save costs that companies have to spend in the field of marketing when compared to traditional marketing. In particular, social media contributes to improving the company's service performance towards customers, increasing loyalty to customers, visibility and reputation of the company and is proven to increase the number of customers rapidly.

H8: Technological Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Qalati et al. (2021) In his study, he concluded that top-level managerial plays an important role in improving the performance of companies, especially in developing countries

through the adoption of marketing with the help of social media. Companies in developing countries tend to face challenges related to finance and funding, limited resources and government instability. It further stated that the top-level managerial has the power to decide something related to the company's decision to improve the company's performance and build a better company future, especially in increasing sales and the company's existence through social media technology.

H9: Organizational Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Qalati et al. (2021) In his study, he found that the environmental context has a relationship in terms of company performance through the adoption of social media as a marketing tool. Companies, especially those in developing countries, generally have stronger business tensions and pressures. Companies are pressured to be more creative and innovative in business especially in terms of attracting customers and achieving better corporate profits. Changes in the environment around the company such as globalization and technological developments are one aspect that encourages the use of social media in marketing to improve company performance.

H10: Environmental Context has a significant effect on MSME Performance through The Adoption of Marketing with Social Media.

The study conducted by Pranoto & Lumbantobing (2021), the perceived usefulness of companies from the implementation of social media can give companies more access to conduct research on the market and solidify the company's name in people's minds than not using social media.

H11: Perceived Usability Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Pranoto & Lumbantobing (2021) in his study found that there was no significant relationship between the ease of use felt by the company and the performance of MSMEs. This happens

because there are other technologies that are easier to use than social media.

H12: The Perceived Ease of Use Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Alkateeb & Abdalla (2021) In his research, he concluded that attitudes towards technology have a significant positive influence on company performance. It is known that attitudes towards a technology influence companies to use social media which then affects the company's performance.

H13: Attitudes towards Technology Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Alkateeb & Abdalla (2021) In his research, he concluded that the ability to control technology significantly affects company performance. This is based on when companies can control technology well in marketing with social media. The better the company controls the technology, the better the resulting enterprise performs.

H14: Ability to Control Technology Context has a significant effect on MSME Performance through the Adoption of Marketing with Social Media.

Social media is believed to have an important role in influencing the company's performance and performance. In research conducted by Qalati et al. (2020 & 2021) and Alkateeb & Abdalla (2021), it was found that social media has a role in attracting what information is desired and needed by consumers for products that are or will be offered by the company. Ahmad et al. (2018) further conveyed that social media provides more affordable financial options and with features that support the company's marketing activities. Fan et al. (2021) in his study also stated that the use of social media can cause competitive advantages continuously in marketing activities and digital transactions and can facilitate the company's work. Yasa et al. (2021) and Amoah et al. (2021) also conveyed that the use of social media has

proven to expand the company's access to consumers and build wider relationships and information capacity and help companies in increasing the company's financial volume and performance.

H15: The Adoption of Marketing with Social Media has a significant effect on MSME Performance.

RESEARCH METHODS

This study has a research profile with quantitative methods using primary data collected from respondents from MSMEs owners or managers who are specifically engaged in the sale of imported products in the Riau Islands Province, Indonesia. Data collection is carried out with the help of Google Forms. The data used in the following study were collected from at least 150 research samples determined based on the formulation of the rule of thumb formulated by Hair et al., (2011, 2014). They stated that the sample size is ten times the number of structural pathways in the research model that lead to a certain latent construct. In this case, the most formative indicators in the following research model are 15 indicators and it can be assumed that the minimum sample in the following study is 150 samples.

Sampling in this study will use a purposive non-probability sampling technique that does not provide equal opportunities for the population to be selected into a sample with a type of purposive sampling method that selects samples with predetermined considerations (Showkat & Parveen, 2017), namely the owners or managers of MSMEs selling imported fashion products.

The research data that has been collected from respondents will then be processed and tested using the PLS-SEM (Partial Least Square – Structural Equation Modelling) method through SmartPLS software version 3.2.9. According to Hair et al. (2021), the PLS-SEM method is the most appropriate method for testing statistical models formed in a model of causative relationships.

Testing by the PLS-SEM method according to Hair et al. (2021) is carried out in several stages. The test stage begins with evaluating the research output model through outer loading testing that test the charge value of each indicator against a variable. After the indicator is declared valid on the basis that the loading factor value is above the overall validity standard of 0.6, the test continues with convergent validity testing of a variable through the Average Variance Extracted (AVE) test. A research variable will be declared valid if it is above the validity value of 0.5 or 50% (Hair et al., 2021).

After all variables are declared valid in the convergent validity test, the test continues with the reliability test. The reliability test was carried out with two test parameters, namely Cronbach's Alpha and Composite Reliability. A research variable will be declared reliable and can be continued in inner model testing when it has a reliability value above 0.6 (Hair et al., 2021).

Testing the research model is continued by testing the inner model with several measurement indicators. The first indicator is path coefficients whose results will explain how much influence one variable has on other variables in a research model. In addition, there is also an indirect effect test that shows how much role the mediation variable plays in connecting independent variables to dependents. Hair et al. (2021) in their discussion, said that the significant influence of one variable on other variables can occur if the T-statistics value is more than 1.96 and the P-values is below 0.05.

The last test is the R-square test which is carried out to assess how strong a variable is explaining its effect on other variables in a structural model. Hair et al. (2021) explain that a value of 0.75 in R-square indicates a strong influence, while a value of 0.5 indicates a moderate influence and a value of 0.25 indicates a weak influence.

RESULTS AND DISCUSSION

The following study tested data from respondents collected through an online questionnaire with the help of Google Forms. A total of 200 data collected from 223 respondents were used in the following study because it met the respondent's requirements based on the question "*Is your company engaged in the sale of imported products (products from abroad)?*". Respondents came from several regions in the Riau Islands Province, Indonesia with details as much as 71.5% from Batam City, 28% from Tanjungpinang City and 0.5% from Karimun Regency.

Of the 200 respondents, it was known that as many as 25.5% of respondents were company owners and 74.5% of respondents were managers or managers of the company. Furthermore, as many as 12% of respondents have not been running their business for 1 year, while 49% of respondents have been running a business for 1-3 years, 29% of respondents for 4-6 years and 10% of respondents have been running a business for more than 6 years. The company's annual turnover of 31% of respondents is below the value of two billion rupiah per year, 62.5% of respondents are between two billion rupiah and fifteen billion rupiah per year and 6.5% of respondents have a business turnover in the range of fifteen billion rupiah to fifty billion rupiah per year. The value of the company's turnover is in accordance with the Government Regulation of the Republic of Indonesia number 7 of 2021 concerning the ease, protection, and empowerment of cooperatives and MSMEs which shows that companies in a certain turnover range are classified as MSME companies (Indonesian State Secretariat, 2021).

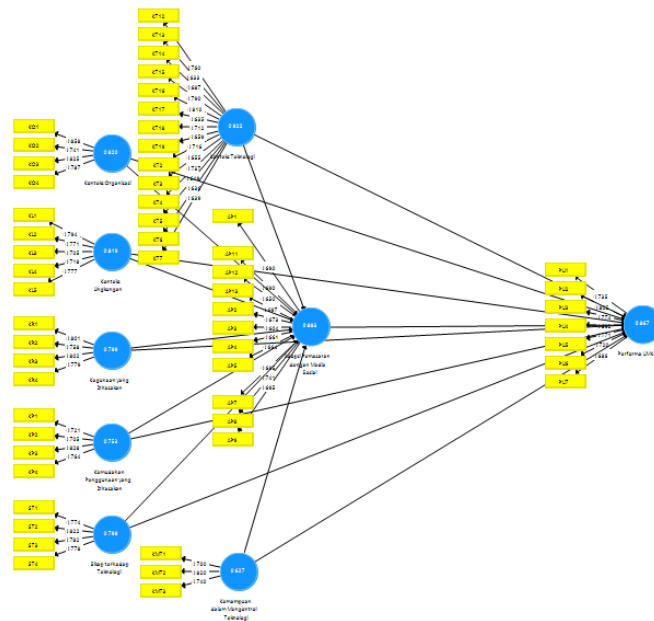


Figure 1: Research Framework with Path Coefficient
 Source: Data Processing Result, 2022

Table 1: Loading Factor

No.	Item Code	Factors	Validity and Reliability		
			AVE	CA	CR
1	KT2	0.716	0.485	0.918	0.929
2	KT3	0.655			
3	KT4	0.737			
4	KT5	0.649			
5	KT6	0.636			
6	KT7	0.639			
7	KT12	0.76			
8	KT13	0.633			
9	KT14	0.687			
10	KT15	0.79			
11	KT16	0.81			
12	KT17	0.635			
13	KT18	0.712			
14	KT19	0.659			
15	KO1	0.858	0.646	0.817	0.879
16	KO2	0.741			
17	KO3	0.825			
18	KO4	0.787			
19	KL1	0.794	0.568	0.811	0.868

20	KL2	0.771			
21	KL3	0.705			
22	KL4	0.718			
23	KL5	0.777			
24	KR1	0.801	0.616	0.748	0.865
25	KR2	0.758			
26	KR3	0.802			
27	KR4	0.779			
28	KP1	0.721	0.572	0.748	0.842
29	KP2	0.705			
30	KP3	0.828			
31	KP4	0.764			
32	ST1	0.774	0.623	0.798	0.869
33	ST2	0.822			
34	ST3	0.782			
35	ST4	0.778			
36	KMT1	0.7	0.57	0.62	0.798
37	KMT2	0.82			
38	KMT3	0.74			
39	AP1	0.69	0.46	0.882	0.903
40	AP2	0.673			
41	AP3	0.604			
42	AP4	0.661			
43	AP5	0.664			
44	AP7	0.685			
45	AP8	0.741			
46	AP9	0.695			
47	AP11	0.69			
48	AP12	0.65			
50	PU1	0.735	0.55	0.863	0.895
51	PU2	0.805			
52	PU3	0.774			
53	PU4	0.692			
54	PU5	0.771			
55	PU6	0.72			
56	PU7	0.686			

Source: Data Processing Result, 2022

Outer loading testing was carried out with the SmartPLS application, and it is known that there are several variables tested in the following study which consists of several questions arranged in the code. The Technology Context variable is coded KT, the Organizational Context variable is coded KO, the Environmental Context variable is coded KL, the Perceived

Usability variable is coded KR, the Perceived Ease of Use variable is coded KP, the Attitude towards Technology variable is coded ST, the Marketing Adoption with Social Media variable is coded AP and the MSME Performance variable is coded PU.

Outer loading tests consider the conditions set out in the SEM-PLS test by Hair et al. (2021)

that a question (indicator) will be considered valid when it has a value of more than 0.6. Based on these conditions, it was concluded that in this study there are some indicators that are invalid and will be removed and not used for subsequent testing. The indicators are between KT1, KT8, KT9, KT10 and KT11.

After removing the invalid indicators and retesting, the test results are known as in table 1 and table 2. All indicators declared valid will be indicators representing each variable in the next test. Based on the table above, it is known that the AVE test results are declared valid, and all the variables tested in this study have met the convergent validity requirements. However, there are two invalid variables. The validity statement is obtained based on the test results showing a value above 0.5 in the AVE test. However, based on the discussion conducted by Fornell & Larcker (1981) about AVE test results,

it is concluded that the AVE test with an acquisition value below the validity value of 0.5 will still be considered valid if the relevant variable passes the composite reliability test.

Based on reliability tests with the Cronbach's Alpha method in the following table, it is concluded that all variables in the following study are considered reliable and testing can be continued. The table above shows the test results with the Composite Reliability method. Based on the test results, it was concluded that all the variables tested in the following study were declared reliable and acceptable. The statement is decided by the condition that a variable is said to be reliable if it has a value above 0.6 (Hair et al., 2021).

Table 2: Finding Result

H	Variable	Original Sample	T-Statistics	P-Value	Conclusion
H1	Technology Context -> Marketing Adoption with Social Media	0.222	1.814	0.07	Significant positive
H2	Organization Context -> Marketing Adoption with Social Media	0.101	1.041	0.298	Insignificant
H3	Environmental Context -> Marketing Adoption with Social Media	0.298	2.525	0.012	Significant positive
H4	Perceived Usefulness -> Marketing Adoption with Social Media	0.024	0.225	0.822	Insignificant
H5	Perceived Ease of Use -> Marketing Adoption with Social Media	0.003	0.025	0.98	Insignificant
H6	Attitudes towards Technology -> Marketing Adoption with Social Media	0.245	1.649	0.1	Insignificant
H7	Ability to Control Technology -> Marketing Adoption with Social Media	0.045	0.4	0.689	Insignificant
H8	Technology Context -> Marketing Adoption with Social Media -> MSME Performance	0.075	1.401	0.162	Insignificant
H9	Organizational Context -> Marketing Adoption with Social Media -> MSME Performance	0.034	1.027	0.305	Insignificant

H10	Environmental Context -> Marketing Adoption with Social Media -> MSME Performance	0.101	2.277	0.023	Significant positive
H11	Perceived Usefulness -> Marketing Adoption with Social Media -> MSME Performance	0.008	0.222	0.824	Insignificant
H12	Perceived Ease of Use -> Marketing Adoption with Social Media -> MSME Performance	0.001	0.023	0.982	Insignificant
H13	Attitude towards Technology -> Marketing Adoption with Social Media -> MSME Performance	0.083	1.306	0.192	Insignificant
H14	Ability to Control Technology -> Marketing Adoption with Social Media -> MSME Performance	0.015	0.389	0.697	Insignificant
H15	Marketing Adoption with Social Media -> MSME Performance	0.337	3.106	0.002	Significant positive

Source: Data Processing Result, 2022

Based on the test results, it is known that technological context variables have a significant positive influence on the adoption of marketing systems through the help of social media. It means, H1 in this research are accepted. The results are in accordance with Qalati et al. (2021); Effendi et al. (2020) and Samsudeen et al. (2021) statements in their research. It is known that the context of technology has a significant positive influence on the adoption of corporate marketing through social media because social media can offer an interactive and open communication medium between the company and customers or potential customers. In addition, technology, which is now something that is commonly used in society, is one of the supporters of marketing adoption with social media because it will save company operational costs and support the work that the company will do so that it is easier to complete.

In the relationship of the technology context to company performance through the adoption of marketing with social media, it is evident that there is an insignificant positive relationship. This opinion shows that H8 was rejected in this study. This happens because most respondents think that social media is a common and natural thing in society, so it does

not become something special for companies. In addition, respondents also argued that promotion on social media does not always support companies even though they have qualified technology. It happened because of the little response of every promotion made by the company on social media, which shows that promotions do not always have good results. However, it is different from companies that utilize technology and creativity in marketing through attractive promotional content. This interesting content can be a special attraction for potential customers to make transactions or just look around. This opinion is contradicted to the opinion Qalati et al. (2021) in their research.

In the organizational context variable, it is known to have an insignificant positive relationship to aspects of marketing adoption through social media. This means that H2 in this study is rejected. This happens because based on the observations made, it is known that the upper management does not consider that marketing with social media is very important and must be prioritized. Not all management supports and is interested in the use of social media as a marketing medium. This discovery is the same as the findings in the study conducted by Samsudeen et al. (2021).

The organizational context in relation to the performance of companies that adopt a marketing system with social media is known to have a less significant positive relationship. The findings suggest that H9 in the study was rejected. This is different from the Qalati et al. (2021) opinion in their research. Company managerial believes that not entirely marketing with social media is a solution to improve company performance. In addition, there are other factors to improve company performance such as improving human resources, business strategies from the company and other things that are behind the marketing aspect.

Environmental context variables show a significant positive relationship to marketing adoption variables with the help of social media. The results of this study showed that H3 in the following studies was accepted. This happens because of the influence of the environment around the company such as the government in making policies and infrastructure support such as internet access, technological developments, and other supports so that the company is encouraged to take advantage of this support in carrying out marketing activities with social media. In addition, the community environment, which in fact mostly accesses social media every day, is one of the supporters of the use of social media in maximizing the company's marketing activities. This opinion is also supported by research previously conducted by Qalati et al. (2021); Samsudeen et al. (2021) and Trawnih et al. (2021).

The environmental context in relation to the performance of companies adopting marketing through social media is known to have a significant positive influence. This finding showed that H10 in the study is accepted. This happens because of the company's awareness of the large market opportunities from the environment around the company through social media. Based on the results of the study, the use of social media is believed to support competitive advantages in the same line of business between companies. Competing markets also increase market passion and can

directly benefit the company. This opinion is in line with the findings in Qalati et al. (2021) the study that also examined the same in developing countries.

The perceived usefulness context has been shown to have a less significant positive influence on the variables of marketing adoption through social media. The company responded that social media is not so helpful in controlling the work done by the company. Social media also unable to assist all the work done within the company. This is rational with the Alkateeb & Abdalla (2021) and Chatterjee & Kumar Kar (2020) opinions expressed in their research. Furthermore, in the context of the perceived usefulness of companies to the performance of companies that adopt marketing systems with social media, it is known to have a positive and less significant relationship. Some companies believe that the use of social media is less likely to be felt in terms of benefits that are too great for the company's progress. More than that, the company considers that there will be a perceived usefulness by the company when all the parts that are in the company can be maximized instead of relying solely on marketing with social media to advance the company's business. This is contrary to the opinion Alkateeb & Abdalla (2021) in his research. Based on these findings, it was concluded that H4 and H11 in the following study were rejected.

The perceived ease of use aspect has a less significant positive relationship to the adoption of marketing with social media in a company. These findings mean that H5 in this study was rejected. Moreover, this is contrary to the opinions expressed by Pranoto & Lumbantobing (2021) their research. Respondents consider that social media has been commonly used by the public and is no longer a special thing. Moreover, in mastering social media at a higher level, further understanding is needed and not just using social media, but there are specific strategies to dominate the market on social media. Therefore, the ease of use of social media in basic does not influence companies to adopt marketing through social media. Furthermore,

the ease of use of social media also has a less significant and positive relationship to the progress of the performance of companies that adopt a marketing system using social media dan H12 rejected. This happens because easy use of social media does not necessarily improve the company's performance in terms of product sales. Social media is only a tool in communication but not the whole of the ease of using social media affects the company's financial performance. Moreover, this is contrary to the opinions expressed by Pranoto & Lumbantobing (2021) in their research.

A company's attitude towards technology has proven to have a less significant positive relationship to the decision to adopt social media as a corporate marketing tool. This is related to the opinion of respondents who think that technology cannot fully support and attract companies to adopt technology in the form of social media in marketing their products. Moreover, the company's attitude towards technology also does not significantly support the company's performance but has a positive relationship. Companies consider that technology, especially social media, is commonplace in society and cannot fully support the company's work. These findings suggest that H6 and H13 in the study were rejected.

The company's ability to control technology has a less significant positive relationship to the social media adopted by the company. The company considers that the technology that exists today is not easy to master. To make technologies like social media fully useful to companies, there must be great sacrifices to

further understand what exactly must be controlled in the use of social media. It also does not significantly affect the company's performance. Most respondents do not rely on social media in marketing and not all respondents have in-depth knowledge to control technology to work optimally. This contradicts the opinion in Alkateeb & Abdalla (2021) his research and shows that H7 and H14 in this study are rejected.

The last hypothesis discusses the effect of marketing adoption with social media on the performance of MSMEs directly. Based on the test results, there is a significantly positive relationship between the two variables. It means H15 in this research are accepted. These findings are in line with the research carried out by Alkateeb & Abdalla (2021); Qalati et al. (2021); Ahmad et al. (2018); Amoah et al. (2021); Fan et al. (2021); Yasa et al. (2021). The significant influence between marketing and social media adoption variables on the company's performance is due to the frequent use of social media and has high traffic in Indonesia. The high use of social media by the public is a positive point and an opportunity for companies to use social media as a marketing medium to improve company performance. Social media is enough to help companies in reaching information about products or markets, making it easier to analyze market competitors, facilitating meetings between companies and customers or potential customers and assisting companies in company research and development in terms of reaching opinions and looking at future market opportunities.

Table 3: R Square

Information	R Square	Percentage (%)
Adoption of Marketing with Social Media	0.702	70,2%
MSME Performance	0.790	79%

Source: Data Processing Result, 2022

Based on the results of the R Square test contained in the table above, it is known that the marketing adoption variable with social media

has a value of 0.702 or 70.2%. The acquisition of this value indicates that all the free variables in the following study can explain the variable of

marketing adoption with social media by 70.2%. Based on the criteria described by Hair et al. (2021), the acquisition is in a strong criterion in explaining the free variables.

Meanwhile, the MSME performance variable, which is a bound variable in the

research model discussed, is known to have an acquisition value of 0.790 and has succeeded in explaining 79% of the free variables and mediation variables. Th

Table 4: Goodness-of-Fit Calculation

Communality	R Square	GoF	Information
0,5655	0.746	0.5609	Strong

Source: Data Processing Result, 2022

Based on the results of testing the quality index with the Goodness of Fit test method listed in the table above, it is known that the GoF acquisition value is worth 0.5609. The acquisition value explains that the research model in the following research is good and can be used to develop the following research. These results concluded based on the explanation of Henseler & Sarstedt (2013) in his article.

CONCLUSION

Based on the analysis of research data, it was shown that H1, H3, H10 and H15 were approved to have a significant positive relationship. It is known that the technology context variable has a significant positive relationship to the variable adoption of social media as a company's marketing tool. This is supported by the opinion that technology that is developing rapidly and is known and used by many people is the impetus to utilize this technology for company marketing purposes. In addition, technology that is capable, easily accessible, and accessible to many people is also a driver of the use of technology, especially social media in the company's marketing function. In addition, it is known that environmental context variables have a significant positive relationship to social media adoption variables in marketing and influence the performance of companies that adopt marketing systems with social media. An increasingly advanced environment and positive

response to technology, as well as competition between companies that is increasingly fierce with the existence of social media, make companies motivated and motivated to do marketing and maximize social media for the advancement of company performance.

The variable adoption of marketing with social media is known to have a significant positive relationship to company performance. It is known that the adoption of marketing with social media has a good influence on increasing sales from companies, company names that are increasingly known by the public and increasing competition between companies. Based on the results of the study, the author recommends the constant and regular use of social media for companies in carrying out their business activities. In addition, a good understanding and the right marketing strategy also need to be owned by the company so that the marketing carried out is right on target and can be utilized optimally.

This research is limited in discussing the influence of eight independent variables alone. It is evident from the results of R Square which explains that the variables discussed in this study only discuss about 70% of the variables affected. The researcher concluded that there are other things that have not been discussed and can be discussed by other researchers in subsequent studies, such as the influence of taxation, geopolitical conditions, global economic conditions, and others.

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