

SENTIMENT OF SOCIAL MEDIA USAGE, INFLUENCER MARKETING AND CONTENT MARKETING ON COMPETITIVE ADVANTAGE AND DIGITAL MARKETING IN BUSINESSES IN BATAM CITY

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Abstract : The focus and purpose of this research will certainly analyze the role of social media, influencer marketing and content marketing on the business success of Micro, Small and Medium Enterprises in Batam City. The sample determination of this study refers to the Maximum Likelihood Estimation (MLE) ranging from 100-200 samples. So, the study determined a sampling of 150 MSME business people spread across Batam City by determining the sample using purposive sampling technique with predetermined criteria. The results of hypothesis testing found that social media marketing variables have no impact on competitive advantage, influencer marketing variables have an impact on competitive advantage, content marketing variables have an impact on competitive advantage, influencer marketing variables have an impact on digital marketing, content marketing variables have no impact on digital marketing and competitive advantage variables have an impact on digital marketing.

Keywords: *Social Media, Influencers, Content, Competitive Advantage.*

INTRODUCTION

The implementation of marketing success in Micro, Small and Medium Enterprises in Indonesia is now inseparable from the role of application-based technology in the form of websites, platforms, social media. The existing conditions of many Micro Small and Medium Enterprises in Indonesia have succeeded in benefiting from the adoption of these technologies in their business, especially in promotion and marketing going digital. The success of the Micro Small and Medium Enterprises business is also accumulated by the increasing number of smartphone users and internet penetration, making it easier for the public to obtain information and access to marketing for these Micro Small and Medium Enterprises (Apidana & Rusvinasari, 2024).

According to (Javaid et al., 2024) technology has permeated the economic aspect of the condition refers to economic activities that connect individuals, businesses, devices, data, and operations through digital technology, devices, data, and operations through digital technology. The existence of digital transformation has really brought a person's life to be better where human understanding in managing digital business and economy. Added again that (Said, 2023) confirms that business development innovations applied by Micro, Small and Medium Enterprises must understand the conditions of the lifestyle behaviour of the millennial generation which is identical to the internet and technology.

In Indonesia, Micro, Small and Medium Enterprises are one of the economic sectors that can support the absorption of GDP to the country reaching 61.07% and labour absorption reaching 133.05 million people (Galib, 2024) . The thing that encourages the

growth of Micro, Small and Medium Enterprises in Indonesia is that Micro, Small and Medium Enterprises have adapted and utilised digital technology, especially with regard to online marketing, in an effort to increase competitiveness and target market reach. According to data from Micro, Small and Medium Enterprises for the star up category in Indonesia that have successfully adopted digital into their business, there are 1,434 star up business units until 2023 (Sutarman et al., 2023).

The success of Micro, Small and Medium Enterprises in North Sumatra province, especially Batam city, is due to maximising application-based technology platforms such as social media. The impact of social media use on business in general still exists empirically studied according to (Tumasjan, 2023) identifies comprehensive social media research as: (1) market-oriented interaction centre, (2) resource-oriented interaction centre, (3) information market, (4) innovation and business venture centre, (5) social challenge, (6) political centre, and (7) data source. Finally, we compiled a research agenda to encourage future research on this increasingly important topic this increasingly important topic.

The affirmation of social media having good performance with business is also expressed by (Emmanuel et al., 2022) that comprehensively social media plays an important role in business performance and creates two-way communication between customers and businesses. According to (Saari et al., 2022) that the positive features of social media in international activities tend to be more widely recognised and understood. These two studies further strengthen that the role of social media supports the performance of Micro, Small and Medium Enterprises scale businesses both in terms of promotion and marketing. According to (Tajvidi & Karami, 2017) In addition, social media is defined as an internet-based resource capability, a powerful supporting technology that provides synergy and complementarity with other resources in the company.

Other keywords that influence the success of Micro, Small and Medium Enterprises in this digital era besides social media relate to central figures or figures who are able to impact digital society through social media or better known as influencers. The study of influencers on business performance of Micro, Small and Medium Enterprises has been proven according to (Cartwright et al., 2022) the concept of influencer marketing implies trust, expertise, professionalism, and knowledge exchange, all of which are rooted in long-term and industry-specific relationships and business networks. According to (Ao et al., 2023) empirically influencer marketing credibility determines the direction of the relationship and the level of effectiveness in both businesses including Micro, Small and Medium Enterprises.

Therefore, the impact of influencers in business marketing or Micro, Small and Medium Enterprises integrated with social media has become a phenomenon as people's professions as local influencers influence consumer behaviour. According to (Liu, 2021) influencer marketing is considered a source of information on social media, and consumers often refer to information published by influencers before making a purchase. According to (Wahyuni & Hidayati, 2024) influencer marketing is an effective strategy in reaching potential consumers because an influencer has the ability to improve brand image and brand awareness.

The influence of social media and influencer marketing in the business practices of Micro, Small and Medium Enterprises is not only important at this time but both of these are crucial factors that determine the success of digital promotion and marketing

and along with the increasing number of smartphone and internet users so that the linkage of research problems becomes a phenomenon that is worthy of empirical study by utilising updated and current article literacy still reaps various problems, especially regarding the implementation and views of social media and influencer marketing in business continuity in Indonesia.

Efforts to find the phenomenon of this research are closely related to business problems ranging from promotion and marketing faced by Micro, Small and Medium Enterprises in Batam City, including the adoption of social media as a sales promotion arena with minimal ideas and innovation in building advertising characters in social media so that business actors only carry out posting activities and inconsistent use of social media is a problem found. Meanwhile, from the point of view of influencers, there are still few Micro, Small and Medium Enterprises actors utilising the role of influencers due to the considerable operational costs that are taken into consideration. So these reasons are the gaps in research problems so it is important to reexamine by conducting in-depth theory development (Coutinho & Pereira, 2023).

The focus and purpose of this research will certainly analyse the role of social media, influencer marketing and content marketing on the business success of Micro, Small and Medium Enterprises in Batam City with in-depth indicators relevant to the research problem. In addition, the research aims to find implications with smartphone and internet penetration affecting the use of social media in the development and success of Micro, Small and Medium Enterprises businesses in Batam City as a form of research concept development that will be a differentiator and research novelty.

LITERATURE REVIEW

Social Media Marketing

The presence of platform-based technology or social media applications is a new hope for businesses as an alternative to promotion or marketing. The definition of social media according to (Yohanna, 2020) in general, social interaction is a relationship with awareness of others around us and responding to others. According to (Setiawat et al, 2023) explains the definition of social media as a platform or application based on web 2.0 technology that contains information on the creation and exchange of user generated content. According to ([Http://www.magonlinelibrary.com](http://www.magonlinelibrary.com), 2014) social media as web and mobile-based technology to create a highly interactive platform to allow people to communicate, share, collaborate, and modify user-generated content thereby providing a platform for real-time virtual interaction. Social media marketing techniques significantly increase revenue, market share, and profitability (Gbandi & Iyamu, 2022). The use of social media as a marketing network will empower companies to become more socially active as companies tap into the creativity of new business models that focus on the value of data and content generated systematically from various social behaviours (Ahmad & Alawamleh, 2020) . Social media indicators that are relevant to business include entertainment, interaction, trendness, customisation, and advertisement (Sholawati, 2022).

Influencer Marketing

The integration of social media marketing is increasingly evident when influencer marketing plays an important role in business success. The emergence of the term

influencer is because social media users are able to take advantage of their stature when using or being a product. According to (Mulyono, 2022) influencer marketing is the most recent new approach by showing a person figure who has a strong influence. According to (Y. Chen, 2023) defines influencer marketing as an evolution of marketing that involves figures to campaign marketing based on psychological factors. According to (Liu, 2021) the definition of influencer marketing is as a figure who is a source of information on social media and refers to the information published by the influencer before making a purchase. According to (Patil, 2019) Influencers are individuals who have the power to influence the purchasing decisions of others because of their authority, knowledge, position or relationships. The conclusion of the definition of influencer marketing is a persuasive communication process designed to encourage consumers to accept brands for consumption and most likely can fail if the communication process is not responded to by customers (Flavi et al., 2021) . There are four indicators of influencer marketing including visibility, credibility, attractiveness, and power.

Content Marketing

The success of app-based digital businesses must be supported by content marketing. The power of content in marketing using social media is the pinnacle of digital marketing practices, where weighty persuasive communication contributes to marketing success. According to (Guide, 2024) content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. The essence of content marketing according to (M, 2013) content marketing is an important marketing activity that helps retain customers, gain new customers, and helps companies build strong brands. Therefore, the use of influencers in marketing is one of the marketing strategies by inviting a figure or celeb to work together to raise awareness according to the set target. According to (Vinerean, 2017) content marketing has been part of the digital marketing strategy of companies operating within an online framework for many years. Indicators of content marketing are shared values, interdependence, quality communication and opportunistic behaviour (Ybarra & Turk, 2009).

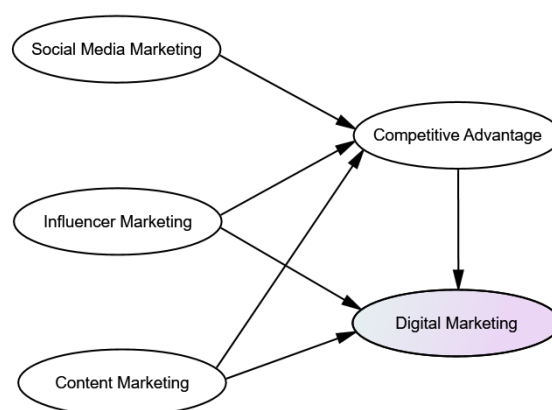


Figure 1. Research Flow Chart

Hipotesis Penelitian

Dari uraian literature sebelumnya yang menjelaskan definisi variabel penelitian, dapat disimpulkan hipotesis penelitian berdasarkan diagram alur penelitian sebagai

berikut:

H₁: Social media marketing has an impact on competitive advantage.

H₂: Influencer marketing has an impact on competitive advantage.

H₃: Content marketing has an impact on competitive advantage.

H₄: Influencer marketing has an impact on digital marketing

H₅: Content marketing has an impact on digital marketing.

H₆: competitive advantage has an impact on digital marketing.

RESEARCH METHODS

This type of research adopts descriptive research with a quantitative approach, where the data collection techniques are questionnaires and interviews. The nature of this research aims to obtain a description of a situation and problem and interpreted with the applicable research mechanism. The intended population in this study is Micro, Small and Medium Enterprises spread across Batam City. Determination of the sample of this study refers to Hair, et al (2016), namely Maximum Likelihood Estimation (MLE) ranging from 100-200 samples. So, the study determined a sampling of 150 Micro, Small and Medium Enterprises business people spread across Batam City with the determination of the sample using purposive sampling technique with the criteria that each intended sample has a social media business account fb, Tiktok and ig as an online promotional media. The data analysis technique used in this study uses a path analysis approach with the help of SmartPLS applications. Path analysis is an extension of regression analysis which aims to determine the causal relationship between variables by analysing the pattern of direct and indirect relationships or influences between the independent variable and the dependent variable.

RESULTS AND DISCUSSION

Based on the results of distributing google form questionnaires distributed to 150 respondents in the study, it states that all respondents as a whole successfully filled out the questionnaire and obtained the results of the description of the respondent's profile as follows:

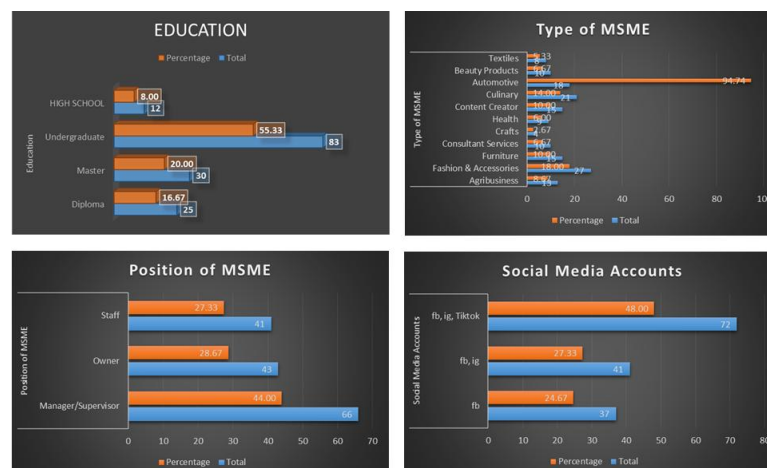


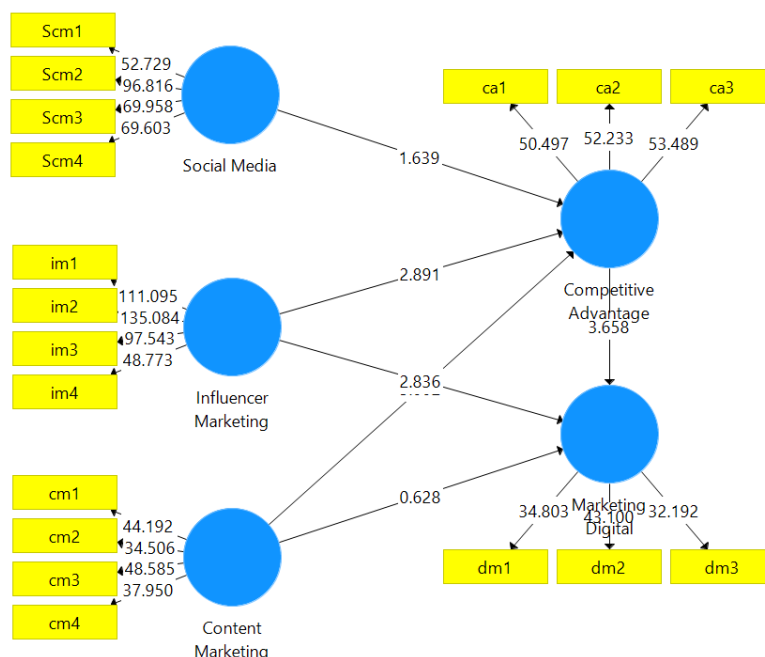
Figure 2. Profile Respondents

Based on Figure 2, it can be seen that the profile of research respondents starts from education, type of Micro, Small and Medium Enterprises, Position and social media accounts owned, namely fb, ig and ig. So it can be concluded that the distribution of

respondent profiles in this study is the right respondent because there is a match with the research objectives set where the social media owned by the respondent is used as social media marketing.

Hypothesis Test Results

The results of path analysis with the help of Amos in this study are as follows:



Source: SmartPLS output, 2024

Figure 2. Path Analysis Model

Table 6. Hypothesis Test Results

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Social Media -> Competitive Advantage	-0.285	-0.260	0.174	1.639	0.102
Influencer Marketing -> Competitive Advantage	0.603	0.571	0.209	2.891	0.004
Content Marketing -> Competitive Advantage	0.569	0.577	0.114	5.002	0.000
Influencer Marketing -> Marketing Digital	0.390	0.388	0.138	2.836	0.005
Content Marketing -> Marketing Digital	0.114	0.102	0.181	0.628	0.530
Competitive Advantage -> Marketing Digital	0.395	0.410	0.108	3.658	0.000

Source: SmartPLS output, 2024

Discussion

Based on the research results and hypothesis testing, the next step is to develop the following research discussion:

H₁: Social media marketing has an impact on competitive advantage.

The results of testing the first hypothesis between social media marketing have a critical ratio value of $1,639 < \text{a value of } 1,960$ (constant) and a p-value of $0,102 >$ and sig of $0,05$ so it can be concluded that hypothesis testing in this study can be rejected. This means that social media marketing variables have no a direct influence on competitive advantage. The results of this study not successfully prove that social media marketing is one of the modern digital-based marketing strategies that is currently the most effective and efficient in terms of operational costs. The success of Micro, Small and Medium Enterprises in utilising technology or social media as a promotional and marketing tool is the right step to quickly and easily adapt to technological developments while following the development of consumer tastes. The results of the study are evidence that social media is widely used by large national and international scale companies as an effort to get to know products faster (Antczak, 2024) ; (Krishnamurthy & Chandra, 2023).

H₂: Influencer marketing has an impact on competitive advantage.

The results of testing the second hypothesis between influencer marketing have a critical ratio value of $2,891 > \text{a value of } 1,960$ (constant) and a p-value of $0,004 <$ and sig of $0,05$ so it can be concluded that hypothesis testing in this study can be accepted. This means that the influencer marketing variable has a direct influence on business success. After social media has an important role as a digital promotion and marketing tool, in strengthening the digital marketing strategy, every Micro, Small and Medium Enterprises actor has used social media as an application that is online networking must also be supported by figures or figures that have high influence and proven credibility as an intermediary for advertising a product. This research strongly supports research conducted (Ishola, 2022) that influencer marketing has become inherent in every business that wants to grow, using social media as a marketing communication strategy (Khurshid, 2024) ; (Verplancke, 2022) .

H₃: Content marketing has an impact on competitive advantage.

The results of testing the third hypothesis between content marketing have a critical ratio value of $5,002 > \text{a value of } 1,960$ (constant) and a p-value of $0,000 <$ from sig of $0,05$ so it can be concluded that hypothesis testing in this study can be accepted. This means that the content marketing variable has a direct influence on business success. The results of this study support research (Jafarova, 2022) ;(Fulu, 2024) that content marketing has various functions such as increasing brand recognition, building expertise and having a major influence in shaping consumer behaviour decisions. Therefore, social media and influencers are a perfect package in digital marketing or platforms supported by attractive and communicative marketing content will lead consumers to engage in purchases. This marketing method allows businesses to communicate with their target audience and identify their problems. Businesses can always easily generate content that addresses these issues, and they use content marketing to influence their target audience and create experiences for them (L. Chen et al., 2024) .

H₄: Influencer marketing has an impact on digital marketing

The results of testing the fourth hypothesis between influencer marketing have a critical ratio value of $2,836 > \text{a value of } 1,960$ (constant) and a p-value of $0,005 < 0,05$ sig so it can be concluded that hypothesis testing in this study can be accepted. This means that the influencer marketing variable directly affects digital marketing, so explicitly the research results mean that the variable business success of Micro and Medium Enterprises in digital marketing that emphasises and focuses on the use of social media, influencers and marketing content is a perfect competitive advantage in digital promotion or

marketing packages and uses the platform (Benjumea-arias et al., 2022) ; (Sharabati et al., 2024) . Therefore, companies or Micro and Medium Small Enterprises that empower technology in their business implementation will provide a strong digital marketing and will be able to compete with similar companies or Micro and Medium Small Enterprises. The sensitivity of Micro and Medium Enterprises to marketing strategies using social media, influencers and marketing content is a necessity that must be maintained in order to compete (Ogunyemi, 2020).

H₅: Content marketing has an impact on digital marketing.

The results of testing the five hypothesis between social media marketing have a critical ratio value of $0,628 < \text{a value of } 1,960$ (constant) and a p-value of $0,530 >$ and sig of $0,05$ so it can be concluded that hypothesis testing in this study can be rejected. This means that content marketing variables have no a direct influence on digital marketing. In the conceptual context that marketing content aims not only to fulfill marketing needs but to build strong relationships with audiences. However, marketing content in the research has no effect on digital marketing because the scale and scope of the content is still simple, so the coverage is also limited in the minds of consumers. The results of the study support research (Hasibuan & Najmudin, 2024) customer engagement affects marketing performance. Digital marketing affects marketing performance. Digital marketing does not mediate the relationship between content marketing and marketing performance and digital marketing mediates the relationship between customer engagement and marketing performance.

H₆: competitive advantage has an impact on digital marketing.

The results of testing the six hypothesis between competitive advantage have a critical ratio value of $3,658 > \text{a value of } 1,960$ (constant) and a p-value of $0,000 < 0,05$ sig so it can be concluded that hypothesis testing in this study can be accepted. This means that the competitive advantage variable directly affects digital marketing, so competitive advantage variable directly affects digital marketing. So it can be said that businesses or companies that implement digital marketing are a competitive advantage that allows companies to develop effective and attractive digital marketing strategies by paying attention to marketing content and influencer involvement so as to improve overall business performance. Competitive advantages in companies can be created and born based on ideas and ideas that contract with technology so that in this digital era the aspect that really benefits from the presence of digital technology is the business world. This is because the business world is an aspect that has a strong relevance to digital developments, especially in marketing and promotion (Benjumea-arias et al., 2022) ; (Sharabati et al., 2024); (Ogunyemi, 2020).

CONCLUSION

The conclusion of this study found that the profile of respondents in this study descriptively is the profile of respondents in accordance with the stipulated in this study where respondents have good knowledge of social media, influencer marketing and content marketing. The results of hypothesis testing found that the social media marketing variable has no an impact on competitive advantage, the influencer marketing variable has an impact on competitive advantage, the content marketing variable has an impact on competitive advantage, the influencer marketing variable has an impact on digital marketing, the content marketing variable has no an impact on digital marketing and the competitive advantage variable has an impact on digital marketing.

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