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Analysis of Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi

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Abstract

This study aimed to analyze and explain the influence of marketing technology and consumer buying interest on the effectiveness of business continuity through business competitiveness. The population in this study includes owners or managers of online-based micro, small, and medium enterprises (MSMEs) who are members of associations in South Sulawesi Province spread in 6 regencies and cities, including Makassar, Gowa, Takalar, Jeneponto, Bantaeng, and Bulukumba. A total of 706 owners or managers of online-based MSMEs were identified and 250 respondents were selected as the sample using probability sampling technique, multistage random sampling, or cluster sampling based on gradual division of regions. Lisreal Ver,-2022 Structure Equation Modeling (SEM) program was used as the analytical technique for hypothesis testing. The results showed that: (1) marketing technology has a significant indirect effect on business competitiveness, (2) consumer buying interest has a significant indirect effect on business competitiveness, (3) marketing technology has a significant direct effect on the effectiveness of business continuity, (4) consumer buying interest has a direct and insignificant effect on the effectiveness of business continuity, and (5) business competitiveness has a significant direct effect on the effectiveness of business continuity.

Keywords: marketing technology; consumer buying interest; business competitiveness; business continuity

37 Introduction

The development of micro, small, and medium enterprises (MSMEs) in Indonesia during the COVID-19 pandemic is primarily determined by the effectiveness of business continuity run by online-based MSME owners (Siddiqui, 2021). The online-based MSME industry is inseparable from the marketing technology implemented by owners/managers of online-based MSMEs since it is the primary support in today's digital era. The utilization of digital information technology is expected to enable businesses to experience increase in profit margins, market share, and sales volumes as well as reduction in marketing costs (Chelintia et al., 2022). This is also in line with the development of online-based MSMEs through digital literacy in increasing interest in entrepreneurship, addressing nonoptimal MSME development in the past and supporting MSMEs in the digital era (Kurniasari & Pompeng, 2022).

The lingering issue is due to the lack of independent attitude in developing a business, low interest in entrepreneurship in the

digital era, and the inability to develop interaction strategies for product marketing. The development of MSMEs provides benefits to the economic welfare of the community (Utami et al., 2019). Therefore, MSME development is crucial in ensuring the improvement of community welfare (Ismah et al., 2020). Owners of online-based MSMEs are also required to provide trust and security in increasing consumers' interest in online purchases (Surya et al., 2021). In addition to consumers' buying interest, competitiveness of is also important and MSME owners must be able to observe what motivates and encourages online-based entrepreneurs to use e-commerce, examine the benefits of e-commerce for entrepreneurs, and analyze obstacles in implementing e-commerce (Stankovic et al., 2021).

During the COVID-19 pandemic in 2020, many MSMEs in Indonesia, especially in South Sulawesi Province, were experiencing an economic and income crisis. MSME entrepreneurs were thinking of steps to survive in the industry amid the pandemic through online innovations (NA et al, 2021). Table 1 below shows the sales turnover of online-based MSMEs for the last five years, which has fluctuated from year to year.

GENERAL MANAGEMENT

Year	Online Sales (IDR)	Increase/Decrease in Sales (IDR)	Percentage (%)
2016	560,751,120	-	-
2017	750,365,000	186,613,880	16.14
2018	867,488,311	117,123,311	9.97
2019	980,788,100	113,299,789	9.64
2020	1,285,611,241	304,823,141	25.95
2021	1,735,200,124	449,588,883	38.28

Table 1: Online-Based Sales Data for MSMEs in South Sulawesi Province 2016 – 2021
Source: Report on the Online-Based MSMEs Industry in South Sulawesi Province, 2021.

Table 1 shows that online MSME sales in South Sulawesi Province during the 2016-2021 period shows an increasing trend, with 16.14% increase in 2017, 9.97% increase in 2018, and 9.64% increase in 2019. In 2020, when COVID-19 ravaged the country, a drastic 25.95% increase in online sales was recorded, with a further 38.28% increase in 2021. It is important therefore to maintain the existence of MSMEs in Indonesia, especially South Sulawesi Province, while also paying attention to marketing technology, consumer buying interest, and MSMEs' business competitiveness.

This research examined the importance of increasing social media and its impact on consumer engagement, especially in the online context, which includes all social networking domains. Business marketing was still under-researched during COVID-19 pandemic in South Sulawesi Province. Considering the presence of research gaps in the field of social network marketing, this study aimed to examine the effect of social network marketing on consumer purchase intentions in South Sulawesi through social media. This study also aimed to examine the mediating role of consumer involvement in the relationship between social network marketing and consumer purchase intentions, both direct and indirect effects in the research model.

Literature Review

In this day and age, digital technology is extremely important in efforts to attract consumers (Rahaman et al., 2022). Online marketing through appropriate marketing technology is provided based on consumer desires (Zahara et al., 2021). Purchase intention is a consumer's plan to meet their needs, including how many goods are needed (Dewi et al., 2022). Competitiveness is an advantage that distinguishes a product or service from others, and consists of comparative advantage and competitive advantage (Karim et al., 2022).

Competitiveness in increasing marketing excellence in advancing global reach and visibility of products and services is ideal (Islami et al., 2022). The tourism industry relies on local and international visitors to increase business activities and competitiveness (Jibril et al., 2019). However, the depth of marketing integration into competitive strategies of emerging tourism by micro, small and medium enterprises remains less explored in tourism literature (Enam et al., 2020). To address this gap, this study explored the extent to which tourism MSMEs are leveraging technology to expand market share and the corresponding implications for competitiveness of business operations (Rambe, 2017).

A review of incubation process and business model from an incubator and tenant perspective is essential (Miah et al., 2022). Business incubators are considered an effective tool for developing new businesses, leading to job creation, innovation,

and economic growth (Karim et al., 2021). A better understanding of the drivers of business incubators will increase the success rate of new ventures (Moslehpour et al., 2021). In addition, assessing the effectiveness and services of business incubators will help in aligning their offerings according to their needs (Menne, 2022). Tenants can work towards better utilization of resources and make rational decisions while deciding which incubator to work with (Rahim et al., 2019). The integrative framework seeks to provide conceptual clarity of various services provided by business incubators.

Marketing technology variable affects the effectiveness of business continuity (Rashdi, 2022). Marketing technology has a significant effect on the effectiveness of e-commerce's business continuity (Karas, 2022). The more intensive the marketing technology, the higher the level of effectiveness of business continuity (Rumbia et al., 2022). If a small internet marketing company plans to increase the effectiveness of business continuity, it must make improvements in the field of marketing technology, especially online-based (Edowai et al., 2020). The technology provides convenience to consumers and allows managers of small businesses feel its effectiveness.

Consumer buying interest has no significant effect on the effectiveness of the continuity of TV advertising business. TV advertising companies need to pay attention to consumer buying interest (Petkovski et al., 2022). If online-based MSMEs actors want to increase the effectiveness of business continuity, they must make improvements to consumer buying interest (Saleh et al., 2020).

Methods

This research examined the online-based MSME industry in South Sulawesi Province. The location was selected due to the popularity of its online-based MSMEs among customers. The object of research included online-based MSMEs in 6 districts and cities in South Sulawesi Province, namely Makassar, Gowa, Takalar, Jeneponto, Bantaeng, and Bulukumba. The research focused on marketing technology, consumer buying interest, business competitiveness, and effectiveness of business continuity.

The study was conducted on owners or managers of online-based MSMEs in the above 6 districts and cities, totaling 706 online-based MSMEs. The sampling technique was carried out through probability sampling, namely multistage random sampling or determination of cluster sampling based on the division of an area in stages, and then randomly selected for each region. The goal was to ensure that each sample in an area had the same opportunity to be a respondent. The determination of samples was carried out using the Slovin formula (Sugiyono, 2013).

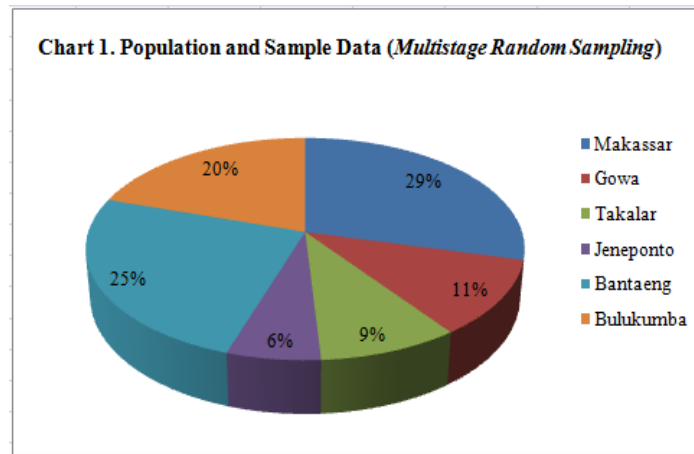


Figure 1: Primary Data of Online-based MSMEs in South Sulawesi Province, 2022. (N=250)

Based on Figure 1, multistage random sampling of the population in 6 districts and cities in South Sulawesi was carried out. A total of 706 owners or managers of online-based MSMEs were identified, and 250 were sampled. The data in this study were collected through questionnaires and the answers were measured using a 5-point Likert scale. Lisreal program structured equation modeling (SEM) was selected to analyze the

data.

Results

The following respondents used in this study have different characteristics or identities according to the chart below:

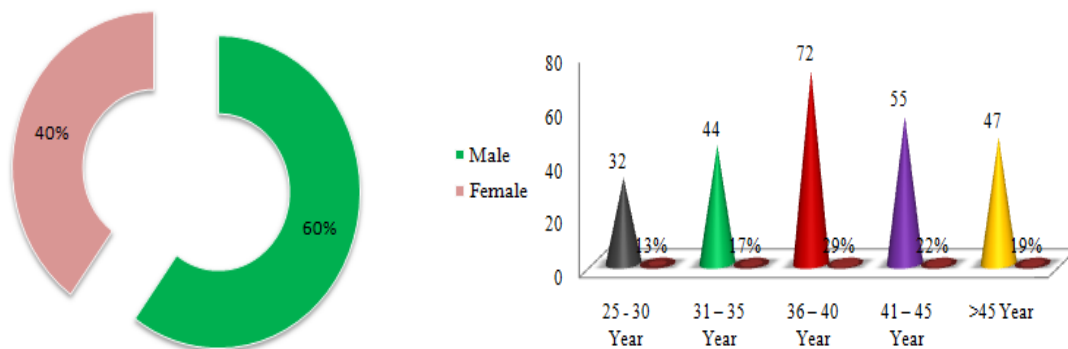


Figure 2: Classification by Gender and Age of Respondents

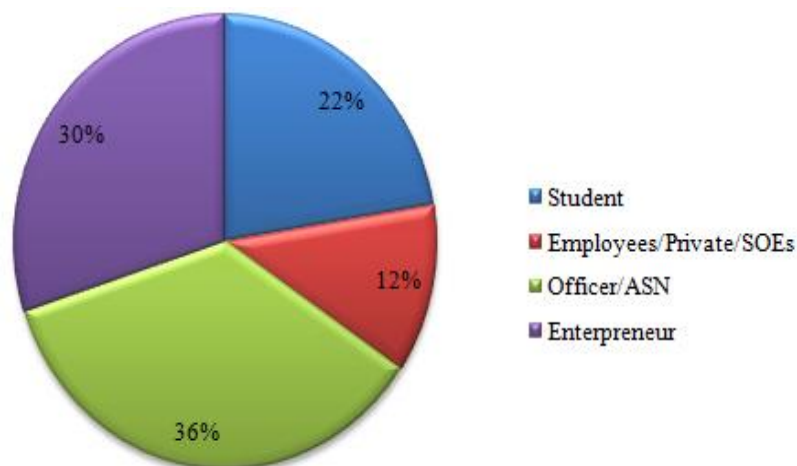


Figure 3: Classification by Education Level of Respondents

GENERAL MANAGEMENT

		Social Media Marketing Technology	Online Consumers' Buying Interest	Business Competitiveness of MSMEs	Effectiveness of Business Continuity
Social Media Marketing Technology	24 Pearson correlation Sig. (2-tailed) N	1 250	.692** .000 250	-.102 .107 250	.471** .000 250
Online Consumers' Buying Interest	9 Pearson correlation Sig. (2-tailed) N	.692** .000 250	1 250	.008 .904 250	.401** .000 250
Business Competitiveness of MSMEs	9 Pearson correlation Sig. (2-tailed) N	-.102 .107 250	.008 .904 250	1 250	.400** .000 250
Effectiveness of Business Continuity	9 Pearson correlation Sig. (2-tailed) N	.471** .000 250	.401** .000 250	.400** .000 250	1 250

21 Table 2: Validity Test
** Correlation is significant at the 0.01 level (2-tailed)

1 Table 2 shows that all statement items measure the variables of marketing technology (X.1), consumers' buying interest (X.2), business competitiveness (Y.1), and effectiveness of business continuity (Y.2). In this study, it has a correlation coefficient greater than t table = 0.165 and is marked

with a ** 2 table value for n = 250). Therefore, it can be concluded that all items on the question/statement indicator of the marketing technology variable (X.1), consumers' buying interest (X.2), business competitiveness (Y.1), and business continuity effectiveness (Y.2) are valid.

	11 Scale mean if item is deleted	Scale variance if item is deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
Social Media Marketing Technology	138.8160	97.255	.142	.725
Online Consumers' Buying Interest	147.2040	100.460	.100	.780
Business Competitiveness of MSMEs	137.1320	102.035	.132	.759
Effectiveness of Business Continuity	145.4320	100.668	.135	.765

Table 3: Reliability Test

Table 3 shows that the questions for the variables of marketing technology (X.1), consumers' buying interest (X.2), business competitiveness (Y.1), and effectiveness of business continuity (Y.2) 22 have Cronbach's Alpha values of 0.824. If the item is deleted above the value of 0.6, 0.6, 0.104, 1 it can be stated

that the question/statement item for the marketing technology variable (X.1), consumers' buying interest (X.2), business competitiveness (Y.1) and continuity effectiveness efforts (Y.2) are reliable.

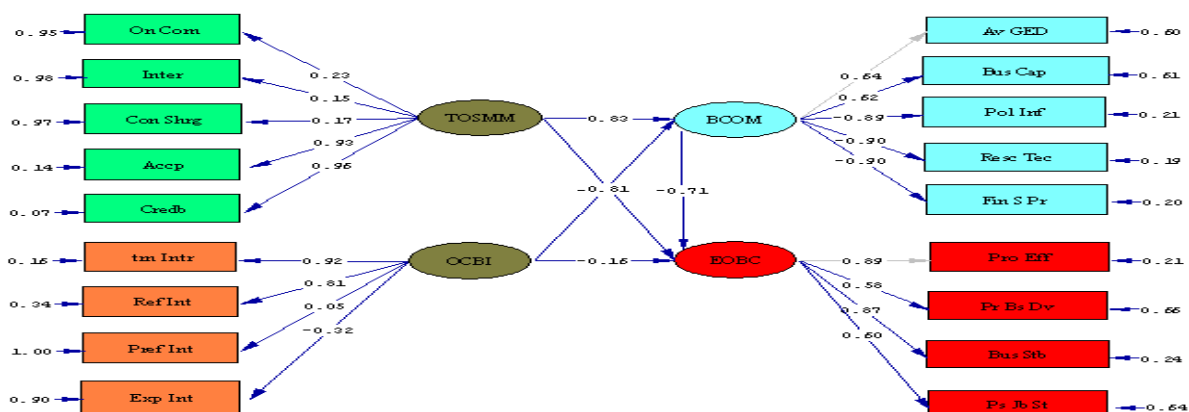


Figure 4: Model Path-Estimates Analysis Diagram
Source: Author's findings, 2022.

In Figure 4, the model diagram of the estimation model analyzes the value of indirect influence of marketing technology (X.1) on business competitiveness (Y.1), resulting in a value of 0.83, and marketing technology indicators as follows: online communities (X1.1) with a value of 0.23, interaction (X1.2) of 0.15, content sharing (X1.3) of 0.17, accessibility (X1.4) of 0.93 and credibility (X1.5) of 0.96, subsequently Consumer buying interest (X.2) on business competitiveness (Y.1) with a value of 0.45, with consumers' buying interest indicators as follows: transactional interest (X2.1) with a value of 0.92, referential interest (X2.2) of 0.81, interest preference (X2.3) of 0.05 and exploration interest (X2.4) of -0.32. The value of the direct influence of marketing technology (X.1) on the effectiveness of business continuity (Y.2) is 0.80, while the value of the direct influence of consumers' buying interest (X.2) on the effectiveness of business continuity (Y.2) is 0.16 and the

business competitiveness variable (Y.1) on the effectiveness of business continuity (Y.2) is -0.71.

The value of the coefficient of determination (R²) and the error variable (e) were calculated, resulting in the total value of the coefficient of determination of 0.854, or 85.4%, indicating the influence of marketing technology, consumers' buying interest, and business competitiveness on business continuity effectiveness in online-based MSMEs 6 cities in South Sulawesi Province, while the remaining 14.6% of influence is determined by other factors that are not included in the research model or outside the research model.

The path analysis model that has been carried out using the Lisrel structure equation modeling (SEM) program is the path coefficient value of the standard model and the value of t count.

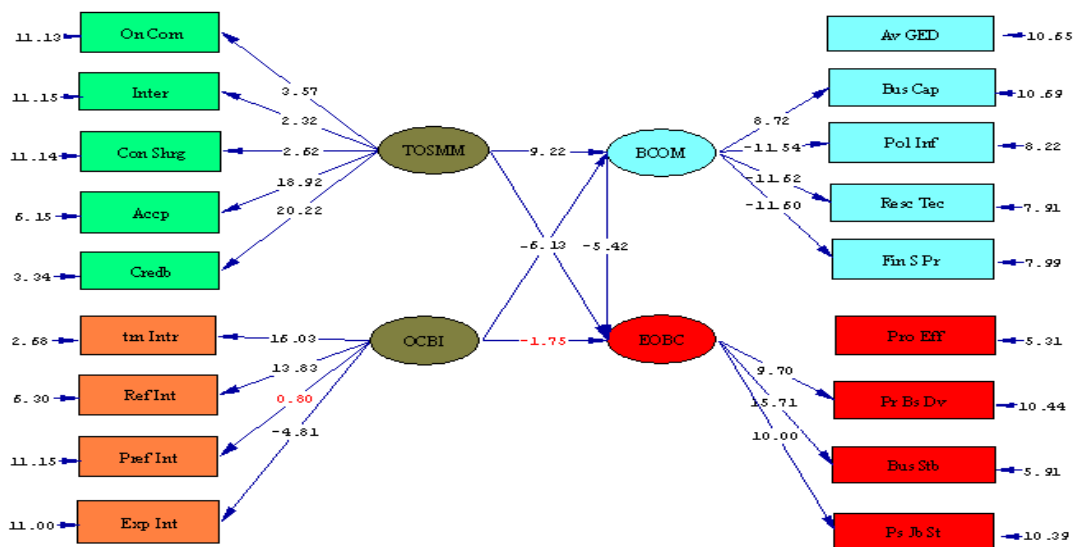


Figure 5. Significance Test – T-Value Model Diagram

Figure 5 shows the significance of the marketing technology variable (X.1) with online community indicators (X1.1) with a value of 3.57, interaction (X1.2) of 2.32, content sharing (X1.3) of 2.62, accessibility (X1.4) of 18.92 and credibility (X1.5) of 20.22 on the effectiveness of business continuity (Y.2) with a value of -6.13, and through business competitiveness (Y.1) with a value of 9.22. Furthermore, the variable of consumers' buying interest (X.2) with the indicator of transactional interest (X2.1) with a value of 16.03, referential interest (X2.2) of 13.83, preferential interest (X2.3) of 0.80 and interest exploration (X2.4) of -4.81 to the effectiveness of business continuity (Y.2) with a value of -1.75 through business competitiveness (Y.1) with a value of -6.13, and business competitiveness variable (Y.1) with indicators of availability and environmental conditions (Y1.1) with a value of 8.72, business capability (Y1.2) of 11.54, policy and infrastructure (Y1.3) of 11.54, research and technology (Y1.4) of 11.62, financial support and partnership (Y1.5) of 11.60 on the effectiveness of business continuity (Y.2) with an indicator value of -5.42, including productivity and efficiency (Y2.1) of 9.75, profit and business development (Y2.2) of 9.70, business stability (Y2.3) of 15.71, as well as work spirit and job satisfaction (Y2.4) of 10.00.

The results showed that marketing technology indirectly has a positive effect on business competitiveness in online-based MSMEs in South Sulawesi Province. The value of unstandardized coefficients is 0.329 with a beta standardized

coefficient value of 0.260 with a t-value of 6.22 > 1.96 and a Sig of 0.05. If marketing technology is enabled, it will affect business competitiveness. The achievement of business competitiveness is inseparable from the marketing technology provided by online-based MSME managers in South Sulawesi Province. Marketing technology includes online communities, interactions, content sharing, accessibility, and credibility of online-based MSME managers. Online-based MSME managers can add business competitiveness in maintaining the image of MSME products or services.

The test results of the estimation of marketing technology model variables consist of online community indicators, interactions, content sharing, accessibility, and credibility. In addition, business competitiveness variable consists of indicators of availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support, and partnerships. Marketing technology has a positive and significant effect on business competitiveness. The results of the t-value model test and the results of the marketing technology variable hypothesis consist of indicators of online communities, interactions, content sharing, accessibility, and credibility. Improving online-based MSME marketing technology in 6 districts and cities in South Sulawesi Province will improve their competitiveness.

The results showed that consumers' buying interest

indirectly has a positive effect on business competitiveness in online-based MSMEs in South Sulawesi Province. The non-standardized coefficient value is 0.200 with the standard beta coefficient value of 0.160, a t-value of $6.78 > 1.96$ and a Sig of 0.05. This means that if consumers' buying interest is activated, it will affect business competitiveness. Business competitiveness cannot be separated from how consumers' buying interest is provided by online-based MSMEs managers. Consumers' buying interest includes transactional interest, referential interest, preferential interest, and exploration interest. Maintaining the image of online-based MSMEs can be accomplished by ensuring availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support, and partnerships.

The results of the estimation test of the consumers' buying interest variable model consist of indicators of transactional interest, referential interest, preferential interest, and exploration interest. Meanwhile, business competitiveness variable consists of indicators of availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support, and partnerships. The results of the t-value model test and the hypothesis of consumers' buying interest variable consist of indicators of transactional interest, referential interest, preferential interest, and exploration interest.

The results showed that direct effect technology has a positive effect on the effectiveness of business continuity in online-based MSMEs in South Sulawesi Province. The value of unstandardized coefficients is 0.470, with a beta standardized coefficients value of 0.464, a t-value of $6.13 > 1.96$, and a Sig of 0.000. This means that if marketing technology is enabled, it will affect the effectiveness of business continuity. Achieving effectiveness of business continuity cannot be separated from marketing technology provided by online-based MSMEs managers. Marketing technology includes online communities, interactions, content sharing, accessibility, and credibility of online-based MSMEs managers in South Sulawesi. Online-based MSMEs managers can create effective business continuity from online-based MSME products (Hasniati et al, 2013). Management can significantly provide productivity, efficiency, profit, business development, business stability, enthusiasm, and job satisfaction.

The results of the estimation test of consumers' buying interest variable model consist of indicators of transactional interest, referential interest, preferential interest, and exploration interest. Business continuity effectiveness variable consists of indicators of productivity and efficiency, profit and business development, stability, business morale, and job satisfaction. The results of the t-value model test and hypothesis of consumers' buying interest variable consist of indicators of transactional interest, referential interest, and exploration interest. Consumers' buying interest that has been managed by online-based MSME managers can directly influence but does not provide significance in creating effective business continuity.

Discussion

Indonesian consumers, especially those in South Sulawesi Province, are used to digital devices and spend more time on online platforms. The convenience and advanced technological features they offer have had an impact, especially on online shopping behavior. With the increase of digital consumers, businesses need to adapt, stay relevant, and build sustainable businesses. Digital media platforms share trends in consumer behavior continuously, and are predicted to shape the landscape of the digital economy in Indonesia. Over the past two

years, digital transformation has continued to develop at a faster rate, which has also had an impact on micro, small and medium enterprises (Mardjuni et al., 2022). Most people have switched to the online realm and integrated digital services, including e-commerce, as part of their lifestyle. Shopee does not want to be left behind. In 2022, they increased user enthusiasm through innovative features and programs.

More than 180 million products have been promoted through Shopee Live orange basket in 2022. Through proactive interactions offered by Shopee Live, sellers had the opportunity to build trust and space for potential buyers to find out more about a certain product so that they can easily make transactions during the live broadcast. Sellers were also able to increase interaction with buyers, and store exposure helped in expanding their product range. With the increasing interest of the public in taking advantage of interactive features when shopping in 2022, the potential for features that provide new ways and convenience for users' online shopping journeys will begin to change user tendencies when shopping online. Trends in online shopping behavior for younger generation, especially millennials and Z, also often attract attention. Over the last two years, online shopping has continued to attract the attention of younger generation, who often take advantage of various features and technology to facilitate online shopping experience. Digital transformation, especially e-commerce platforms, has undoubtedly created new opportunities for buyers and business actors who have contributed to the growth of the digital economy (Rahim et al, 2022). Technological developments have also given rise to new content creators, who are now one of key business elements in helping sellers introduce and market their products more broadly.

Micro, small, and medium enterprises in South Sulawesi have increased to 1.5 million business units. In 2019, there were more than 940 thousand business units, and approximately 1.2 million in 2020. This number then further increased to 1.5 million units. Several business units have even begun to be oriented towards supporting export activities, which are worthy of special attention (Hasniati et al., 2023). It is hoped that MSMEs will help the South Sulawesi Provincial government in encouraging economic recovery and growth. MSMEs in South Sulawesi have increased significantly since the COVID-19 pandemic. Affected workers were laid off by companies who faced business difficulties, prompting many affected worked to open new small businesses of their own.

The presence of online sales activities from various digital platforms is significant in contributing to poverty reduction. Digital sales have a positive impact on the economic growth of South Sulawesi Province, as evidenced by Gowa Regency in 2022. Gowa Regency's economic growth increased rapidly from 1.76% to 7.26% and it is now the second highest rank in South Sulawesi. From 2011-2021, Gowa Regency's economy had always been higher than national growth. The quality of life of Gowa residents in 2022 still showed a positive trend, assessed by the growth of Human Development Index in 2021 at 70.29 points, and has increased to 70.99 points in 2022.

This economic achievement was supported by positive trends in several aspects such as the decline of poor population percentage in Gowa from 7.54% to 7.36%, the improvement of Gini ratio from 0.358 points in 2021 to 0.320 points in 2022 and the decline in open unemployment rate from 4.30% to 3.26%.

Conclusion

Based on the results of testing and empirical discussion, it

was concluded that marketing technology has a positive and significant effect on the competitiveness of online-based MSMEs management businesses in Makassar, Gowa, Takalar, Jeneponto, Bantaeng, and Bulukumba. Consumers' buying interest has a positive and significant impact on the competitiveness of online-based MSMEs management businesses in the above 6 districts and cities. Marketing technology has a positive and significant effect on the effectiveness of online-based MSMEs managers in 6 districts and cities. Consumers' buying interest has no significant effect on the effectiveness of online-based MSME managers in 6 districts and cities. Business competitiveness has a positive and significant effect on the effectiveness of business continuity.

In terms of marketing technology, MSMEs managers must understand indicators that shape the technology, including online communities, interactions, content, accessibility, and credibility to properly utilize marketing technology for their businesses. MSMEs managers must pay attention to the indicators of customers' buying interest, including interest in consumers' wants and needs to maintain business competitiveness and the effectiveness of their businesses. The effectiveness of online-based MSMEs management is essential to increase productivity and efficiency, profits and business development, stability and staff morale, as well as job satisfaction in maintaining business competitiveness. Further research is expected to be carried out sustainably since the development of the environment and technology is continuously changing.

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