

Enhancing Marketing Performance of Processed Food SMEs in Semarang City through Strengthening Brand Image via Social Media Marketing and Service Quality

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Abstract

Marketing through internet-based platforms, or electronic marketing (e-marketing), has experienced significant growth. This trend is driven by rapid technological advancements, particularly the internet, which facilitates easier access to information, seamless communication, and the elimination of geographical barriers. This study aims to examine the influence of social media marketing and service quality on brand image in processed food MSMEs in Semarang City. The sampling technique employed is purposive sampling, involving 100 respondents selected from the target population. The research utilizes two main analytical approaches: (1) Confirmatory Factor Analysis within the Structural Equation Modeling (SEM) framework; and (2) Regression Weight Analysis using SEM. The outcomes of this model are expected to contribute positively to the performance sustainability of processed food MSMEs in Semarang, offering both practical managerial implications and academic contributions through the formulation of scientific articles and measurement instruments. Managerial recommendations are directed at helping MSMEs formulate strategies to maintain business continuity and encourage consumer loyalty toward their processed food products

Keywords: Brand Image, social media marketing, service quality, marketing performance.

INTRODUCTION

In every developing country, national development is a top priority in carrying out its activities. This is the case with Indonesia. In Indonesia, economic development is one

851

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aspect of national development that counts (Sulaksono, 2020). The central government and local governments share the responsibility of realizing economic development throughout the country. The existence of small and medium enterprises or SMEs is one of the potentials in each region. Small and Medium Enterprises or SMEs of each country play an important role in the national economy (Fitri Ayu Febrianti, 2021). According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2021), the most important foundation of the Indonesian economy is micro, small, and medium enterprises (MSMEs). Thus, data from the Ministry of Cooperatives and SMEs (2021), reveals that the current number of MSMEs is 64.2 million, with a contribution to GDP of 61.07%, totaling 8573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97 percent of the workforce and up to 60.4 percent of total investment.

Marketing by utilizing internet media is called internet marketing or electronic marketing (e-marketing). The development of technology is growing rapidly because of the internet which helps make it easier to find information, communicate without limits, and distance. Currently, the role of the internet is not only as a means of finding information and communicating, but also has great potential as a marketing medium. With the development of the marketing world today, every business should be able to adjust to the rapidly evolving conditions. One of the businesses that has a big share in building and reviving the country's economy is Micro, Small & Medium Enterprises (MSMEs), which is one of the businesses that is able to attract a lot of labor and is able to survive even in times of crisis. MSMEs have an important and strategic role in reviving the local and national economy. (Silaningsih & Utami, 2018). MSME players can not only focus on increasing production but making something so that the brand image can be recognized by consumers, survive and can attract them to the products to be sold. In the business world, competition is very common, intense business competition requires MSME players to provide the best for consumers. So that every MSME actor needs to pay attention to price and product quality. In making the products owned by MSME players, they must reach the target so that the goals they set are achieved. One type of product that is in demand by the public is culinary small and medium enterprises that serve a variety of pastries, wet cakes, and cakes.

The existence of SMEs reduces unemployment due to labor not being absorbed into the workforce, in addition to having a role in economic growth as well as in equitable distribution of development results. In terms of product innovation, quality, and distribution, small and medium enterprise products are often less competitive with the

852



products of large companies. Small and medium enterprises often face competition from large companies as well as from other SMEs. In fact, these small businesses often experience bankruptcy due to increasingly fierce business competition (Mustika, 2019). Service quality is a comparison between expected service and perceived service (service received) (Tjiptono, 2016: 59). If the service received is as expected, then the quality is perceived as good and satisfying. If the service received exceeds customer expectations, then service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as poor. Thus, whether the quality of service is good or not depends on the service provider's ability to consistently meet customer expectations. According to Tjiptono, (2016: 72) there are five dimensions that can be assessed in service quality, namely: tangible (direct evidence), empathy, responsiveness, assurance, and reliability.

The research was conducted in the Food Processed MSME sector, on the other hand there are problems where there are several services and consumer convenience when visiting and ineffective marketing methods in the current digital era. Based on existing phenomena, it encourages researchers to examine the relationship between the variables Brand Image, Social Media Marketing, Service Quality, Marketing Performance.

Based on the description above, the researcher is interested in taking the title Building Brand Image Through Social Media Marketing and Service Quality to Improve Marketing Performance at Food Processed MSMEs in Semarang City.

Objectives

The objectives of this research contribute to the following specific objectives: The objectives of this research contribute to the following specific objectives

1. First, the development of an integrated model of Brand Image, Social Media Marketing, Service Quality, Marketing Performance
2. Second, this research has a positive impact on the business world, especially food processing MSME players in Semarang City
3. Third, this research can be a strategic solution for Culinary SMEs to improve Brand Image so that it can grow Marketing Performance

In every developing country, national development is a top priority in carrying out its activities. This is the case with Indonesia. In Indonesia, economic development is one aspect of national development that counts (Sulaksono, 2020). The central government and local governments share the responsibility of realizing economic development throughout the country. The existence of small and medium enterprises or SMEs is one

853



of the potentials in each region. Small and Medium Enterprises or SMEs of each country play an important role in the national economy (Fitri Ayu Febrianti, 2021). According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2021), the most important foundation of the Indonesian economy is micro, small, and medium enterprises (MSMEs). Thus, data from the Ministry of Cooperatives and SMEs (2021), reveals that the current number of MSMEs is 64.2 million, with a contribution to GDP of 61.07%, totaling 8573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97 percent of the workforce and up to 60.4 percent of total investment.

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The existence of SMEs reduces unemployment due to labor not being absorbed into the workforce, in addition to having a role in economic growth as well as in equitable distribution of development results. In terms of product innovation, quality, and distribution, small and medium enterprise products are often less competitive with the products of large companies. Small and medium enterprises often face competition from large companies as well as from other SMEs. In fact, these small businesses often experience bankruptcy due to increasingly fierce business competition (Mustika, 2019).

854



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DISCUSSION

The characteristics of respondents as subjects in this study can be seen in Table 3 as follows

Table 3. Respondent Characteristics

Criteria	Characteristics	Percentage
Gender	Female	54%
	Male	46%
Age	15-30 years old	42%
	31-40 years old	26%
	41-50 years old	21%
	> 50 years old	11%
Education	Junior High School	5%
	Senior High School	8%
	ASSOCIATE'S DEGREE	38%
	BACHELOR	49%



Age of UMKM	≥3 Years	27%
	4-5 Years	42%
	6-7 Years	19%
	≥8 Years	12%

Source: Primary Data processed, 2024.

In this study there were 150 respondents consisting of MSME business actors in the culinary sector in Central Java as respondents. From these characteristics, it can be seen that economic actors are dominated by people of productive age and technology literacy, making it easier for companies to operate in line with changing times. In this study, all respondents showed a period of growth.

Evaluation of Data Normality

The conclusion of the Normality Test in the study is presented in Table 4.

Table 4. Assessment of Normality

Variable	Min	max	Skew	c.r.	kurtosis	c.r.
SQ5	1.000	5.000	-.377	-1.538	-.600	-1.225
BI2	1.000	5.000	-.332	-1.355	-.381	-.779
MP1	1.000	5.000	-.321	-1.310	-.364	-.742
MP2	1.000	5.000	-.547	-2.231	-.189	-.385
MP3	1.000	5.000	-.502	-2.051	-.245	-.500
MP4	1.000	5.000	-.231	-.942	-.291	-.593
BI1	1.000	5.000	-.406	-1.657	-.568	-1.160
SMM4	1.000	5.000	-.494	-2.016	-.132	-.270
SQ4	1.000	5.000	-.403	-1.647	-.259	-.528

Source: Primary Data processed, 2024.

Based on the results of the normality test presented above in Table 4, it results that the data is normally distributed univariate and multivariate with no univariate value exceeding the critical limit (c.r) of a variable ± 2.58 and multivariate presented at $-.528$. The processed data can be said to be normal if it has a critical value (c.r) which is ± 2.58



and the results of the univariate and multivariate data normality tests show the value is still within the ± 2.58 value range (Ghozali, 2017).

Univariate & Multivariate Outlier Evaluation

Mahalanobis Distance to measure whether or not there is outlier data, namely by looking at the observation score which is very different from the centroid score for 150 cases. Table 4 shows that the minimum mahalanobis distance listed is 23.467 and the maximum distance is 28.271. Data outliers are perceived from the mahalanobis value that exceeds the chi-square value. In this study, the chi-square of the degree of freedom of 25 (number of variable indicators) at the 0.01 significance level is 34.382, so it is stated that there are no outliers, (Ghozali, 2017). As presented in Table 5.

Table 5. Mahalanobis Distance

Observation number	Mahalanobis d-squared	p1	p2
19	28.271	.058	.997
61	27.480	.070	.994
41	26.316	.093	.996
48	26.131	.097	.990
95	25.778	.105	.983
20	24.938	.127	.991
40	24.647	.135	.986
5	24.092	.152	.989
30	23.467	.173	.994

Source: Primary Data processed, 2024.

Multicollinearity Evaluation

According to (Hair et al, 2010) multicollinearity symptoms can be seen through matrix sample correlations, if the resulting value of each indicator is smaller than ($<$) 0.90 then it can be stated that there are no multicollinearity symptoms. In this study, the results of data processing showed the absence of multicollinearity symptoms in the matrix sample correlations of 18 indicators spread across the six variables tested, as presented in Table 6.



Table 6. Matrix Sample Correlations

	SQ5	BI2	MP1	MP2	MP3	MP4	BI1	SMM4	SQ4	SMM1	SMM2	SQ1	SQ2	SQ3	SMM3	BI5	BI4	BI3
SQ5	1.000																	
BI2	.767	1.000																
MP1	.773	.819	1.000															
MP2	.775	.710	.608	1.000														
MP3	.758	.781	.699	.654	1.000													
MP4	.720	.738	.689	.747	.708	1.000												
BI1	.773	.599	.692	.797	.726	.725	1.000											
SMM4	.765	.790	.777	.724	.710	.728	.727	1.000										
SQ4	.817	.753	.723	.736	.777	.756	.709	.716	1.000									
SMM1	.731	.738	.737	.759	.737	.747	.763	.678	.791	1.000								
SMM2	.776	.763	.748	.717	.777	.690	.711	.782	.733	.591	1.000							
SQ1	.748	.706	.701	.754	.805	.721	.769	.731	.756	.738	.787	1.000						
SQ2	.735	.718	.734	.745	.764	.709	.718	.747	.730	.714	.772	.733	1.000					
SQ3	.731	.746	.734	.781	.681	.719	.763	.706	.645	.738	.703	.758	.568	1.000				
SMM3	.731	.721	.736	.784	.744	.723	.771	.593	.748	.796	.625	.752	.744	.742	1.000			
BI5	.877	.791	.755	.762	.742	.742	.696	.760	.713	.709	.765	.740	.731	.716	.744	1.000		
BI4	.709	.729	.736	.690	.841	.671	.734	.694	.756	.780	.725	.754	.733	.719	.759	.643	1.000	
BI3	.742	.664	.686	.879	.647	.774	.756	.723	.738	.721	.749	.760	.777	.752	.732	.729	.606	1.000

Measurement Model Test

In this study, the chi-square (X²) value and the degree of freedom (df) value were seen. Based on the results of the writing model test, it can be seen that chi-square (X²) has a value of 253.048 and degree of freedom (df) has a value of 123 as presented in Table 7.

Table 7. Evaluation Result Cut Value Criteria

Goodness-of-fit index	Cut of Value	Hasil Analisis	Evaluasi Model
Chi-Square	(Small) ≤ 191.306	253.048	Good
Probability	≥ 0.05	0.150	Good
GFI	≥ 0.90	0.786	Marginal
IFI	≥ 0.90	0.947	Good
TLI	≥ 0.90	0.933	Good
CFI	≥ 0.90	0.946	Good
DF/CMIN	≤ 2.00	1.857	Good
RMSEA	≤ 0.08	0.051	Good

Source: Primary Data processed, 2024.

The model test results presented in Figure 7 show the goodness of fit criteria in the AMOS 25 program shows that the structural equation modeling analysis in this study can be accepted in accordance with the fit model with a Chi-square value = 253.048,

858

Probability = 0.150, DF / CMIN = 1.857, GFI = 0.786, CFI = 0.946, TLI = 0.933 and RSMEA = 0.051. Based on this fit model, it can be concluded that the model meets the criteria for goodness of fit. Therefore, the structural equation model in this study is suitable and feasible to use so that it can be interpreted for further discussion (Ghozali, 2017).

Hypothesis Test

In the hypothesis testing stage, a significant causal relationship is the critical ratio (c.r) value has a critical T value of ≥ 1.225 . In making decision making easier, the author can see from the probability (P) number where $(P) \leq 0.05$. If the P value ≤ 0.05 then H_0 is accepted, and vice versa if the P value ≥ 0.05 then H_0 is rejected, in the SEM package with the Amos 25 application the results of the hypothesis test can be seen through the regression weights output. (Ghozali, 2017). The hypothesis test results are presented in Table 8.

Table 8. Hypothesis Test Result (Regression Weights)

			Estimate	S.E.	C.R.	P
Brand_Image	<---	Sosial_Media_Marketing	.280	.056	5.041	***
Brand_Image	<---	Service_Quality	.756	.078	9.711	***
Marketing_Performance	<---	Sosial_Media_Marketing	.252	.043	5.842	***
Marketing_Performance	<---	Service_Quality	.513	.070	7.367	***
Marketing_Performance	<---	Brand_Image	.215	.054	4.021	***
SMM1	<---	Sosial_Media_Marketing	1.000			
BI3	<---	Brand_Image	1.001	.087	11.532	***
BI5	<---	Brand_Image	.969	.089	10.885	***
BI4	<---	Brand_Image	.921	.081	11.340	***
SMM3	<---	Sosial_Media_Marketing	1.053	.098	10.710	***
SMM2	<---	Sosial_Media_Marketing	1.062	.096	11.106	***
SMM4	<---	Sosial_Media_Marketing	.963	.095	10.130	***
SQ4	<---	Service_Quality	.998	.088	11.354	***
SQ3	<---	Service_Quality	.945	.075	12.521	***
SQ2	<---	Service_Quality	.988	.090	10.988	***
SQ1	<---	Service_Quality	1.000			
MP3	<---	Marketing_Performance	1.085	.093	11.619	***
MP4	<---	Marketing_Performance	.824	.092	8.946	***
MP2	<---	Marketing_Performance	1.130	.096	11.819	***



		Estimate	S.E.	C.R.	P
MP1	<--- Marketing_Performance	1.000			
BI1	<--- Brand_Image	1.000			
BI2	<--- Brand_Image	1.012	.085	11.852	***
SQ5	<--- Service_Quality	1.064	.092	11.547	***

Source: Primary Data processed, 2024.

The output results on Regression Weights presents that each indicator or manifest variable that reflects the latent variable has a critical ratio (CR) greater (>) than 1.22 equal to the t value in regression (>) 1.22 and P (probability of significance) with $P < 0.05$, it can be concluded that the five hypotheses are accepted and 1 is rejected. Rejected. Explanation of the output results on Regression Weights is as follows The Social_Media_Marketing variable has a positive and significant effect on the Brand_Image variable with an estimated value of 0.280, the Service_Quality variable has a positive and significant effect on the Brand_Image variable with an estimated value of 0.756, the Social_Media_Marketing variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0.252, the Service_Quality variable variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of the estimated value of 0.513, the Brand_Image variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0.215.

In this case, it can be explained as follows, there is a significant positive relationship between the Social_Media_Marketing variable and Brand_Image with a correlation coefficient of 0.280 or 28%, which means that when the Social_Media_Marketing variable is increased by one time, the Brand_Image variable will also increase by 28%, there is a significant positive relationship between the Service_Quality variable and Brand_Image with a correlation coefficient of 0, 756 or 75%, which means that when the Service_Quality variable is increased by one time, the Brand_Image variable will also increase by 75%, There is a significant positive relationship between the Social_Media_Marketing variable and Marketing_Performance with a correlation coefficient of 0.252 or 25%, which means that when the Social_Media_Marketing variable is increased by one time, the Marketing_Performance variable will also increase by 25%.

There is a significant positive relationship between the Service_Quality variable and Marketing_Performance with a correlation coefficient of 0.513 or 51%, which means

860



that when the Service_Quality variable is increased by one time, the Marketing_Performance variable will also increase by 51%. There is a significant positive relationship between the Brand_Image variable and Marketing_Performance with a correlation coefficient of 0.215 or 21%, which means that when the Brand_Image variable is increased by one time, the Marketing_Performance variable will also increase by 21%.

CONCLUSION

Based on the results of the analysis conducted in this study, it can be concluded as follows:

- a. This study includes Social Media Marketing, Service Quality, Brand Image, and Marketing Performance variables. The results of model testing using the AMOS 25 program show that the structural equation modeling analysis in this study can be accepted in accordance with the fit model with a Chi-square value = 253.048, Probability = 0.50, DF / CMIN = 1.852, GFI = 0.786, CFI = 0.946, TLI = 0.933 and RSMEA = 0.051. Based on this fit model, it can be concluded that the model meets the criteria for goodness of fit.
- b. In accordance with the results of testing the 5 hypotheses proposed in this study, it is concluded that the 5 hypotheses are accepted, namely the output results on Regression Weights are as follows The Social_Media_Marketing variable has a positive and significant effect on the Brand_Image variable with an estimated value of 0.280, the Service_Quality variable has a positive and significant effect on the Brand_Image variable with an estimated value of 0.756, the Social_Media_Marketing variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0, 756, the Social_Media_Marketing variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0.252, the Service_Quality variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0.513, the Brand_Image variable has a positive and significant effect on the Marketing_Performance variable with an estimated value of 0.215. In this case, it can be explained as follows, there is a significant positive relationship between the Social_Media_Marketing variable and Brand_Image with a correlation coefficient of 0.280 or 28%, which means that when the Social_Media_Marketing variable is increased by one time, the Brand_Image variable will also increase by 28%, there is a significant positive relationship

861



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