

ABSTRACT

The development of information and communication technology has brought significant impacts on various aspects of human life, including shopping behavior. Nowadays, many people prefer to shop online through the internet using websites or smartphone applications, rather than conventional shopping. This change creates new challenges for marketers to utilize the potential of the internet in improving their businesses. Along with the development of the internet, opportunities for various types and fields of business are increasingly wide open. Therefore, entrepreneurs who want to succeed must be able to adapt to these changes and use the internet to expand their market reach.

The aim of this research is to develop a new conceptual model that explains how to improve marketing performance using relevant theories. In this study, Service Dominant Logic, and communication theory are used as the basis for explaining and solving identified problems. In addressing research gaps, this study proposes a new conceptual model with a mediating variable called Referral Marketing Communication Quality. This conceptual model can explain the influence of Social Commerce Capability on marketing performance. This research has novelty in developing a new conceptual model and using mediating variables to explain the relationship between variables involved.

This research involved 240 food and beverage SMEs in Surakarta (Solo), Semarang City, Semarang Regency, Kudus Regency, and Jepara Regency using the SPSS program and Structural Equation Model (SEM) AMOS version 24 in the data analysis process to test hypotheses in this study. The calculation results from the hypotheses proposed in this study show the importance of variables such as Social Commerce Capability, Referral Marketing Communication Quality, Market Penetration, and Brand Exposure in driving marketing performance. The proposed variable of Referral Marketing Communication Quality in this study convincingly proves to be a mediating variable that plays an important role in filling the research gap, by clarifying the relationship between Social Commerce Capability and marketing performance. This research model is based on relevant marketing concepts and can contribute both theoretically and managerially.

Keywords: Social Commerce Capability, Referral Marketing Communication Quality, Market Penetration, Brand Exposure, marketing performance.