

ABSTRACT

Marketing performance is the result of MSMEs efforts in marketing products and services through various means. Marketing performance is an important indicator for MSMEs to be able to measure the resources they have to survive in a competitive environment. This study aims to determine the use of social media marketing content as a resource for MSMEs to improve marketing performance. The type of data used is primary data by distributing questionnaires. The sample was selected through non probability sampling. A total of 201 respondents were selected by purposive sampling. The data were analyzed using the Structural Equation Model (SEM) with the help of the AMOS 24 application to test the hypotheses that have been proposed. The results of the analysis show that six out of a total of seven hypotheses are accepted, which have a positive and significant effect. The relationships that have a positive and significant effect are social media marketing content on customer orientation, social media marketing content on network effectiveness, customer orientation on network effectiveness, customer orientation on innovation, innovation on marketing performance, and network effectiveness on marketing performance. The one hypothesis that is rejected is the influence between network effectiveness on innovation.

Keywords: social media content marketing, network effectiveness, marketing performance, customer orientation, innovation