

ABSTRACT

This study aims to examine the influence of Social Media Marketing on Marketing Performance among SME Coffeeshops in Semarang, utilizing the Service-Dominant Logic (SDL) framework. The research adopts a quantitative approach, collecting data from 198 SME Coffeeshop managers in Semarang. The primary focus of this study is to analyze Social Media Marketing strategies, Value Resonating, Quality Content, and Speed and Scope Market Coverage in relation to Marketing Performance improvement.

The collected data was analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses. The findings indicate that more effective Social Media Marketing strategies significantly enhance Value Resonating, which ultimately contributes to improved Marketing Performance. This suggests that deeper and more meaningful customer engagement through social media can substantially boost marketing outcomes. Furthermore, the study reveals that high-quality content positively influences both Value Resonating and Speed and Scope Market Coverage, which in turn enhances Marketing Performance. This highlights the critical role of content quality and market reach in leveraging social media for marketing success.

A key contribution of this research is the empirical validation of Value Resonating and Speed and Scope Market Coverage as mediators in the relationship between Social Media Marketing and Marketing Performance. The findings emphasize that successful social media marketing is not solely dependent on active promotion, but also on creating customer value and expanding market presence.

The originality of this study lies in its conceptual model, rigorously tested within the SME Coffeeshop sector in Semarang, bridging gaps in the existing literature and offering practical insights for industry players. The research underscores the importance of strategic Social Media Marketing approaches, producing high-quality content aligned with consumer trends, and fostering authentic value resonance with customers. By implementing these strategies, SME Coffeeshops can significantly enhance their marketing performance in a competitive business environment.

Keywords *Social Media Marketing, Marketing Performance, Service-Dominant Logic (SDL), Value Resonating, Quality Content, Speed and Scope Market Coverage, UMKM Coffeeshop, Semarang.*