

ABSTRACT

This study aims to examine how Social Media Marketing influences Marketing Performance among furniture MSMEs in Jepara, utilizing the Service-Dominant Logic (SDL) framework. Employing a quantitative research design, data were collected from 179 furniture MSME managers in Jepara. The research focuses on Social Media Marketing strategies, Sales-Service Ambidexterity, Market Orientation, and Speed to Market and Scope, to assess their impact on Marketing Performance. The collected data were analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses. The findings reveal that well-executed Social Media Marketing strategies significantly and positively affect Sales-Service Ambidexterity, which in turn enhances Marketing Performance. This suggests that deeper and more meaningful engagement with customers via social media can substantially improve marketing outcomes. Furthermore, the study indicates that the ability to understand customer needs positively influences both Sales-Service Ambidexterity and Speed to Market and Scope, which ultimately leads to improved Marketing Performance. These results highlight the importance of understanding customer needs and expanding market reach when leveraging social media as a marketing tool. The main contribution of this study is the empirical validation of Sales-Service Ambidexterity and Speed to Market and Scope as key mediators in the relationship between Social Media Marketing and Marketing Performance. This means that marketing success is not only determined by active promotion but also by the value created for customers and the extent of market penetration. The conceptual model tested in this research offers both theoretical and practical insights for the furniture MSME sector in Jepara. It emphasizes the need for a strategic approach to Social Media Marketing, the creation of consumer-aligned content, and building genuine value resonance with customers. By doing so, these businesses can significantly enhance their Marketing Performance in an increasingly competitive business environment.

Keywords: *Social Media Marketing, Marketing Performance, Service-Dominant Logic (SDL), Sales-Service Ambidexterity, Market Orientation, Speed to Market and Scope, Furniture MSMEs, Jepara.*