

## DAFTAR PUSTAKA

- Afriyadi, A. (2023). UMKM Jadi Tumpuan Ekonomi RI, Begini Datanya. *Detik Finance*. <https://finance.detik.com/berita-ekonomi-bisnis/d-6959643/umkm-jadi-tumpuan-ekonomi-ri-begini-datanya>
- Alalawneh, A. A., Al-Omar, S. Y. S., & Alkhatib, S. (2022). The Complexity of Interaction between Social Media Platforms and Organizational Performance. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4). <https://doi.org/10.3390/joitmc8040169>
- Ananda, A. S., Hernández-García, Á., & Lamberti, L. (2016). N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations. *Journal of Innovation and Knowledge*, 1(3), 170–180. <https://doi.org/10.1016/j.jik.2016.01.003>
- Arunprakash, N. A. K. G. S. A. R. G. D. V. R. (2021). A Comparative Study On Digital Marketing Over Traditional Marketing. *Turkish Journal of Computer and Mathematics Education*, 12(11), 6483–6491. <https://www.turcomat.org/index.php/turkbilmat/article/view/7055>
- Ashari, F. (2024). Perempuan miliki porsi besar di dunia industri kreatif. *Antara News*. <https://www.antaranews.com/berita/4130376/perempuan-miliki-porsi-besar-di-dunia-industri-kreatif>
- Augustine, J., & Rushaka, A. (2022). Use of Social Media to Improve Marketing Performance of Selected Manufacturing Firms in Tanzania: Evidence from Coastal Region. *AJASSS*, 4(2), 196–219.
- Bauman, A. (2020). How Do Entrepreneurs Use Social Media? *Journal of Marketing Development and Competitiveness*, 14(2), 40–48.
- Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Cao, G., & Weerawardena, J. (2023). Strategic use of social media in marketing and financial performance: The B2B SME context. *Industrial Marketing Management*, 111(March), 41–54. <https://doi.org/10.1016/j.indmarman.2023.03.007>
- Chanthinok, K., Ussahawanitchakit, P., & Jhundra-indra, P. (2015). Social media marketing strategy and marketing performance: evidence from e-commerce firms in Thailand. *AU-GSB E-Journal*, 8(1), 1–19.
- Chen, Y., Wang, Y., Nevo, S., Benitez-Amado, J., & Kou, G. (2015). IT capabilities and product innovation performance: The roles of corporate entrepreneurship and competitive intensity. *Information and Management*, 52(6), 643–657. <https://doi.org/10.1016/j.im.2015.05.003>
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Chirumalla, K., Oghazi, P., & Parida, V. (2018). Social media engagement strategy: Investigation of marketing and R&D interfaces in manufacturing industry.

- Industrial Marketing Management*, 74(February), 138–149.  
<https://doi.org/10.1016/j.indmarman.2017.10.001>
- da Silva Wegner, R., da Silva, D. J. C., da Veiga, C. P., Estivalete, V. de F. B., Rossato, V. P., & Malheiros, M. B. (2023). Performance analysis of social media platforms: evidence of digital marketing. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-023-00211-z>
- Damian-Okoro, I. R., Akani, G. power H., Brown, E. B., & Akani, E. A. (2023). Search Engine Marketing and Social Media Performance of Online Retailers in Rivers State. *International Journal of Social Sciences and Management Research*, 9(8), 103–126.  
<https://doi.org/10.56201/ijssmr.v9.no8.2023.pg103.126>
- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6), 1211–1228. <https://doi.org/10.1007/s11747-020-00731-5>
- Dogan-Sudas, H., Kara, A., Cabuk, S., & Kaya, K. (2022). Social Media Customer Relationship Management and Business Performance: Empirical Evidence From an Emerging Market. *Studies in Business and Economics*, 17(2), 90–107. <https://doi.org/10.2478/sbe-2022-0027>
- Dutot, V., & Bergeron, F. (2016). From strategic orientation to social media orientation: Improving SMEs' performance on social media. *Journal of Small Business and Enterprise Development*, 23(4), 1165–1190.  
<https://doi.org/10.1108/JSBED-11-2015-0160>
- Enyioko, N. (2019). Social media marketing Strategies and Organisational efficiency. *SSRN Electronic Journal*, 1–18.
- Farook, F. S., & Abeysekara, N. (2016). Influence of Social Media Marketing on Customer Engagement. *International Journal of Business and Management Invention ISSN*, 5(December), 115–125. [www.ijbmi.org](http://www.ijbmi.org)
- Ferreira, C., Robertson, J., & Reyneke, M. (2022). How Many Likes Are Good Enough? An Evaluation of Social Media Performance. *Journal of Internet Commerce*, 21(3), 341–363. <https://doi.org/10.1080/15332861.2021.1966724>
- Fitriani, N., Setiawan, D., Aryani, Y. A., & Arifin, T. (2023). Does social media affect performance in e-commerce business? The role of customer management. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), 100171. <https://doi.org/10.1016/j.joitmc.2023.100171>
- Ge, J., Sui, Y., Zhou, X., & Li, G. (2021). Effect of short video ads on sales through social media: the role of advertisement content generators. *International Journal of Advertising*, 40(6), 870–896.  
<https://doi.org/10.1080/02650487.2020.1848986>
- Griffith, D. A., Yalcinkaya, G., & Griffith, D. A. (2017). *Resource-advantage theory*      *Resource-advantage theory*. 0487(March).  
<https://doi.org/10.2501/S0265048709201014>
- Guenzi, P., & Nijssen, E. J. (2020). Studying the antecedents and outcome of social media use by salespeople using a MOA framework. *Industrial Marketing Management*, 90(August), 346–359.  
<https://doi.org/10.1016/j.indmarman.2020.08.005>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hairuddin, K. N., Thoo, A. C., Huam, H. T., & Hang, S. P. (2021). The Implementation of Social Media Marketing Strategies to Increase Brand Awareness and Engagement Behaviour of a Private College. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 1492–1507. <https://doi.org/10.6007/ijarbss/v11-i7/10468>
- Hanaysha, J. R. (2017). Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction. *Jindal Journal of Business Research*, 6(2), 132–145. <https://doi.org/10.1177/2278682117715359>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Herlina, V., Yacob, S., Johannes, J., & Octavia, A. (2022). Role of social media marketing in improving marketing performance for smes during the covid-19 pandemic: a literature review. *Put It Right Journal*, 1(1), 47–56. <https://doi.org/10.22437/pirj.v1i1.17183>
- Hikam, H. (2023). Makin Banyak UMKM Melek Digital, Sandiaga Beberkan Buktiunya. *Detik.Com*. <https://finance.detik.com/berita-ekonomi-bisnis/d-7098818/makin-banyak-umkm-melek-digital-sandiaga-beberkan-buktiunya>
- Hinson, R., Boateng, H., Renner, A., & Kosiba, J. P. B. (2019). Antecedents and consequences of customer engagement on Facebook: An attachment theory perspective. *Journal of Research in Interactive Marketing*, 13(2), 204–226. <https://doi.org/10.1108/JRIM-04-2018-0059>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hunt, S. D. (2012). The evolution of resource-advantage theory Six events, six realizations, six contributions Shelby. *Journal of Historical Research in Marketing*, 4(1), 7–29. <https://doi.org/10.1108/17557501211195046>
- Hunt, S. D. (2013). A general theory of business marketing: R-A theory, alderson, the ISBM framework, and the IMP theoretical structure. *Industrial Marketing Management*, 42(3), 283–293. <https://doi.org/10.1016/j.indmarman.2013.02.002>
- Hunt, S. D., Morgan, R. M., Hunt, S. D., & Morgan, R. M. (1996). Resource-Advantage Theory of Competition : Dynamics , Path Dependencies , Dimensions

- Evolutionary. *Journal of Marketing*, 60(4), 107–114.
- Jones, J. L. S., & Linderman, K. (2014). Process management, innovation and efficiency performance. *Business Process Management Journal*, 20(2), 335–358. <https://doi.org/10.1108/bpmj-03-2013-0026>
- Josnia, S. A., Utami, D. P., & Wicaksono, I. A. (2023). Faktor-Faktor yang Mempengaruhi Kinerja Pemasaran UMKM Lanting di Desa Jetis Kecamatan Loano Kabupaten Purworejo. *Surya Agritama*, 12(1), 148–164.
- Katsikeas, C. S., Morgan, N. A., Leonidou, L. C., & Hult, G. T. M. (2016). Assessing performance outcomes in marketing. *Journal of Marketing*, 80(2), 1–20. <https://doi.org/10.1509/jm.15.0287>
- Khamaludin, Syam, S., Rismaningsih, F., Lusiani, Arlanti, L., Herlani, A. F., Fahlevi, M., Rahmadi, R., Windyasari, V. S., & Widiyatun, F. (2021). The influence of social media marketing, product innovation and market orientation on indonesian smes marketing performance. *International Journal of Data and Network Science*, 6(1), 9–16. <https://doi.org/10.5267/J.IJDNS.2021.11.002>
- Kim, R. Y. (2020). The Value of Followers on Social Media. *IEEE Engineering Management Review*, 48(2), 173–183. <https://doi.org/10.1109/EMR.2020.2979973>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kulikovskaja, V., Hubert, M., Grunert, K. G., & Zhao, H. (2023). Driving marketing outcomes through social media-based customer engagement. *Journal of Retailing and Consumer Services*, 74(June), 103445. <https://doi.org/10.1016/j.jretconser.2023.103445>
- Kumar, V., Vikram, B., Rohan, M., & Milap, S. (2013). Practice Prize Winner — Creating a Measurable Social Intangibles and Tangibles for Hokey Pokey Creating a Measurable Social Media Marketing Strategy : Increasing the Value and ROI of Intangibles and Tangibles for Hokey Pokey. *Marketing Science*, 32(2013), 194–212.
- Kurnia, E. (2023). Digitalisasi UMKM Masih Sebatas Ciptakan Persaingan Usaha. *Kompas.Id*. <https://www.kompas.id/baca/ekonomi/2023/09/21/digitalisasi-umkm-masih-sebatas-ciptakan-persaingan-usaha>
- Ladokun, I. O. (2019). Exploring Social Media as a Strategy for Small and Medium Enterprises (SMEs) Performance: Evidence from Oyo State, Nigeria. *South Asian Journal of Social Studies and Economics*, 3(4), 1–8. <https://doi.org/10.9734/sajsse/2019/v3i430110>
- Lantara, F. (2023). Survei: 61 persen pemilik UKM berumur lebih dari 40 tahun. *Antara News*. <https://jabar.antaranews.com/berita/432111/survei-61-persen-pemilik-ukm-berumur-lebih-dari-40-tahun?page=all>
- Lee, K., Lee, B., & Oh, W. (2015). Thumbs up, sales up? The contingent effect of facebook likes on sales performance in social commerce. *Journal of Management Information Systems*, 32(4), 109–143. <https://doi.org/10.1080/07421222.2015.1138372>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy:

- definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125(January 2018), 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Marchand, A., Hennig-Thurau, T., & Flemming, J. (2021). Social media resources and capabilities as strategic determinants of social media performance. *International Journal of Research in Marketing*, 38(3), 549–571. <https://doi.org/10.1016/j.ijresmar.2020.09.011>
- Masitoh, S. (2022). Kemenparekraf: Ekonomi Kreatif menyumbang 7,8% PDB Nasional. *Kontan.Co.Id*. <https://nasional.kontan.co.id/news/kemenparekraf-ekonomi-kreatif-menyumbang-78-pdb-nasional>
- McCarthy, J., Rowley, J., & Keegan, B. J. (2022). Social media marketing strategy in English football clubs. *Soccer and Society*, 23(4–5), 513–528. <https://doi.org/10.1080/14660970.2022.2059872>
- Moslehpoour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>
- Moslehpoour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Msonga, A., & Swallehe, O. (2022). Impact of Digital Marketing Strategies on Performance of Telecommunication Companies in Tanzania. *Turk Turizm Arastirmalari Dergisi*, 5(1), 26–34. <https://doi.org/10.26677/tr1010.2022.997>
- Novandari, W., Gunawan, D. S., Bawono, I. R., Naufalin, R., Maryani, S., Jajang, J., & Sulasisih, S. (2023). Social Media Adoption and SMEs Business Performance: Examining Entrepreneurship Orientation and Government Support Policies in Central Java. *The Winners*, 24(1), 57–67. <https://doi.org/10.21512/tw.v24i1.9262>
- Nuraisiah, R. (2018). Pengaruh Intensitas Persaingan, Delegasi, Strategi Dan Perubahan Sistem Akuntansi Manajemen Terhadap Kinerja Organisasi. *Progress: Jurnal Pendidikan, Akuntansi Dan Keuangan*, 1(1), 111–135. <https://doi.org/10.47080/progress.v1i1.133>
- Nursal, M. F., Hadita, H., Marundha, A., & Komariah, N. S. (2022). Determination of Marketing Performance: Display Media, Affiliate Marketing and Social Media (Literature Review). *International Journal of Advanced Multidisciplinary*, 1(2), 83–93. <https://doi.org/10.38035/ijam.v1i2.41>
- Oberoi, P., Patel, C., & Haon, C. (2017). Technology sourcing for website personalization and social media marketing: A study of e-retailing industry. *Journal of Business Research*, 80(June), 10–23. <https://doi.org/10.1016/j.jbusres.2017.06.005>
- Palwaguna, I. K. E. J., & Yasa, N. N. K. (2021). Keunggulan Bersaing Memediasi

- Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran. *E-Jurnal Manajemen Universitas Udayana*, 10(12), 1347. <https://doi.org/10.24843/ejmunud.2021.v10.i12.p05>
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pradisti, L., Suparno, C., & Suwanduri, L. (2022). Meningkatkan Kinerja Pemasaran Melalui Digital Content Marketing Dan Transformasi Digital Pada Umkm Makanan Di Banyumas. *Jurnal Ekonomi, Bisnis Dan Akuntansi (JEBA)*, 24(4), 75–84.
- Purnama, C., & Subroto, W. T. (2016). Competition intensity, uncertainty environmental on the use of information technology and its impact on business performance small and medium enterprises. *International Review of Management and Marketing*, 6(4), 984–992.
- Purwanato, P. (2021, October 25). Sentuhan Teknologi Informasi Memantik UMKM Bangkit di Masa Pandemi Covid-19. *Suara Merdeka Banyumas*. <https://banyumas.suaramerdeka.com/ekonomi/pr-091528989/sentuhan-teknologi-informasi-memantik-umkm-bangkit-di-masa-pandemi-covid-19>
- Roosdhani, M. R., Arifin, S., Komariyat, N., & Huda, N. (2023). Social Commerce for Optimal Marketing Performance Improvement : A Customer Engagement Approach. *Jurnal Ilmiah Manajemen Ubhara*, 05(02), 271–281.
- Roosdhani, M. R., Farida, N., & Indriani, F. (2023). From Likes To Sales: Study on Enhancing Social Media Performance for Indonesian Smes. *International Journal of Business and Society*, 24(3), 1157–1172. <https://doi.org/10.33736/ijbs.6407.2023>
- Rosita, J., Ihala, J. J. O. I., Abdi, A. S., & Sirine, H. (2023). The Effect of Entrepreneurial Orientation and Social Media Adoption on Marketing Performance of Culinary Start-up Business. *Journal of System and Management Sciences*, 13(3), 29–51. <https://doi.org/10.33168/JSMS.2023.0303>
- Shmueli, G., Hair, J. F., Ting, H., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM : guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Silvano, G., & Mbogo, C. (2022). Impact of Social Media Marketing on Small Businesses' Sales Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania. *International Journal of Engineering, Business and Management*, 6(2), 70–82. <https://doi.org/10.22161/ijebm.6.2.6>
- Social, W. A. (2024). *Special Report Digital 2024: Indonesia*. We Are Social. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sulyianto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. ANDI.
- Sumarwoto. (2024). Pemkab minta pelaku UMKM di Banyumas manfaatkan teknologi digital. *Antara News*. <https://www.antaranews.com/berita/4241695/pemkab-minta-pelaku-umkm-di-banyumas-manfaatkan-teknologi-digital>

- Suprianto. (2023). Pelaku UMKM di Kabupaten Banyumas Dilatih Digital Marketing. *Radio Republik Indonesia (RRI)*. <https://www.rri.co.id/umkm/341376/pelaku-umkm-di-kabupaten-banyumas-dilatih-digital-marketing>
- Tafesse, W., & Korneliussen, T. (2021). On the collective efficacy of social media teams. *Marketing Intelligence and Planning*, 39(3), 438–453. <https://doi.org/10.1108/MIP-03-2020-0118>
- Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically: an empirical assessment. *Journal of Marketing Management*, 34(9–10), 732–749. <https://doi.org/10.1080/0267257X.2018.1482365>
- Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, 115, 1–10. <https://doi.org/10.1016/j.chb.2017.09.026>
- Tarsakoo, P., & Charoensukmongkol, P. (2020). Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *Journal of Asia Business Studies*, 14(4), 441–461. <https://doi.org/10.1108/JABS-07-2018-0204>
- Urban, B., & Maphathe, T. (2021). Social media marketing and customer engagement: a focus on small and medium enterprises (SMEs) in South Africa. *Journal of Contemporary Management*, 18(1), 48–69. <https://doi.org/10.35683/jcm20065.96>
- Valos, M. J., Mavondo, F. T., & Nyadzayo, M. W. (2019). How do alternative strategic orientations influence social media performance? *Journal of Strategic Marketing*, 27(1), 1–20. <https://doi.org/10.1080/0965254X.2017.1384039>
- Wang, T., & Lee, F. Y. (2020). Examining customer engagement and brand intimacy in social media context. *Journal of Retailing and Consumer Services*, 54(January 2019), 102035. <https://doi.org/10.1016/j.jretconser.2020.102035>
- Warsiyah, Fakhrurozi, M., & Purwani, E. S. (2023). Strategi Pemanfaatan Media Sosial Untuk Meningkatkan Keterlibatan Pelanggan Pada Umkm Ecoprint Yasmin Wiwid. *Kalianda Halok Gagas*, 6(2), 138–146. <https://doi.org/10.52655/khg.v6i2.83>
- Wu, C. W., Guaita Martínez, J. M., & Martín Martín, J. M. (2020). An analysis of social media marketing strategy and performance in the context of fashion brands: The case of Taiwan. *Psychology and Marketing*, 37(9), 1185–1193. <https://doi.org/10.1002/mar.21350>
- Zahara, Z., Ikhsan, Santi, I., & Farid. (2023). Entrepreneurial marketing and marketing performance through digital marketing capabilities of SMEs in post-pandemic recovery. *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2204592>
- Zakayo, D. C. M. (2018). Social Media Marketing as a Competitive Strategy on Sales Performance in Small and Medium Enterprises in Nakuru Central Business District CBD- Kenya. *International Journal of Trend in Scientific Research and Development*, Volume-2(Issue-4), 2901–2907. <https://doi.org/10.31142/ijtsrd14533>
- Zhang, H., Wang, Y., & Song, M. (2020). Does competitive intensity moderate the

relationships between sustainable capabilities and sustainable organizational performance in new ventures? *Sustainability (Switzerland)*, 12(1), 1–18.  
<https://doi.org/10.3390/SU12010253>

