

THESIS
**THE EFFECT OF SOCIAL MEDIA MARKETING AND
PRODUCT INNOVATION ON MICRO SMALL AND
MEDIUM ENTERPRISES' PERFORMANCE**
**(STUDY OF MSMEs IN EAST BANJARMASIN
RESTAURANT)**



Submitted to Fulfill as a Requirement in Obtaining a Bachelor Degree in
Management

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**THE EFFECT OF SOCIAL MEDIA MARKETING AND PRODUCT INNOVATION
ON MICRO SMALL AND MEDIUM ENTERPRISES' PERFORMANCE
(STUDY OF MSMEs IN EAST BANJARMASIN RESTAURANT)**

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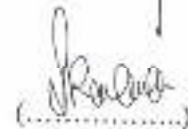
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Saya yang bertanda tangan dibawah ini menyatakan dengan sesungguhnya, bahwa skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah ditunjukkan sebagaimana mestinya. Skripsi ini belum pernah di publikasikan untuk keperluan lain oleh siapapun juga. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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FOREWORD

The researcher is grateful to the presence of God Almighty because, by His grace and mercy, the researcher was able to complete the thesis entitled "The Influence of Social Media Marketing and Product Innovation on the Performance of MSMEs" (Study of Restaurants in East Banjarmasin Restaurants)."

This thesis is submitted to fulfill the requirements for obtaining a Bachelor's degree in Management at the Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin. The researcher is aware of the limitations of his knowledge and abilities, so this thesis still has shortcomings. Therefore, researchers expect criticism and suggestions from various parties so that the preparation of future research papers can be better.

The researcher realizes that this thesis could not be completed successfully without support and guidance from various parties during its preparation. Therefore, on this occasion, the researcher would like to express his deepest gratitude, especially to the honorable parties:

1. Mr. Prof. Dr. H. Ahmad Yunani, SE, M.Si as Dean of the Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin, has allowed the researcher to complete this thesis.
2. Mrs. Dr. Raden Roro Yulianti Prihatiningrum, SE., M.Si as Head of the Bachelor of Management Study Program, Faculty of Economics and Business, Lambung Mangkurat University, who has made it easy for researchers to complete this thesis.
3. Mrs. Dr. Hastin Umi Anisah, SE., M.M., as a thesis supervisor has been willing to take the time to provide guidance, motivation, and advice during the thesis preparation process.
4. Widyarfendhi, SE, M. Si as examining Lecturer 1 who has provided direction, input, and suggestions in the form of improvements in preparing the thesis.

5. Prof Laila Refiana, S. Psi, M. Si, Ph. D as examining Lecturer 2 who has provided direction, input, and suggestions in the form of improvements in preparing the thesis.
6. All lecturers and staff of the Faculty of Economics and Business, Lambung Mangkurat University who have provided knowledge and assistance to researchers during the lecture.
7. All of the business owners and employees of MSME restaurants in East Banjarmasin who are willing to provide information and become respondents in this research.
8. My family, namely Mr. Agustinus Hendom and Mrs. Nina Elisabeth Dau, as parents have raised, educated, provided motivation, and prayed for the researcher to be able to complete this thesis.
9. My friends who always provide support and prayers for the success of this thesis.
10. All parties who have helped in writing this thesis, either directly or indirectly, and who cannot be mentioned one by one.

The author realizes that the thesis he wrote still has shortcomings and limitations, therefore the researcher apologizes if there are errors. Constructive criticism and suggestions will be used as a reflection and encouragement to work better in the future. The author hopes that this thesis can be useful and contribute to all parties.

Banjarmasin, 20 November 2023

ABSTRACT

Delvin Axel Nehemiah (2023). Effect of Social Media Marketing and Product Innovation on the Performance of MSMEs at Restaurants in East Banjarmasin Advisor: Dr. Hastin Umi Anisah, SE, MM.

This study aims to examine and analyze the effect of social media marketing and product innovation on the performance of MSMEs. The independent variables are social media marketing and product innovation. The dependent variable utilized in this study is business performance.

The population in this study are business owners or representatives at the MSME restaurant in East Banjarmasin. Tests were taken utilizing the strategy of nonprobability examining. This study uses primary data by direct observation and dispersion of surveys. The data investigation procedure uses Partial Least Square.

The results of this study indicate that there is a strong influence of the social media marketing variable on business performance at the MSME restaurants in East Banjarmasin and the product innovation variable has a low influence on the business performance at the MSME restaurants in East Banjarmasin

Keywords: Social Media Marketing, Product Innovation, Business Performance

ABSTRAK

Delvin Axel Nehemia (2023). Pengaruh Pemasaran Media Sosial dan Inovasi Produk Terhadap Kinerja UMKM Restoran di Banjarmasin Timur Pembimbing: Dr. Hastin Umi Anisah, SE, MM.

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh pemasaran media sosial dan inovasi produk terhadap kinerja UMKM. Variabel independent untuk penelitian ini adalah pemasaran media sosial dan inovasi produk. Variabel terikat yang digunakan dalam penelitian ini adalah kinerja bisnis.

Menggunakan metode purposive sampling. Populasi atau target dalam penelitian ini adalah para pelaku usaha atau karyawan pada restoran UMKM di Banjarmasin Timur. Sampel diambil dengan menggunakan teknik nonprobability sampling. Penelitian ini memanfaatkan data primer melalui observasi langsung dan penyebaran kuesioner. Teknik analisis data menggunakan Partial Least Square.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh variabel pemasaran media sosial terhadap kinerja bisnis pada restoran UMKM Banjarmasin Timur dan variabel inovasi produk berpengaruh terhadap kinerja bisnis pada restoran UMKM Banjarmasin Timur.

Kata Kunci: Pemasaran Media Sosial, Inovasi Produk, Kinerja Bisnis

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