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THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

**Proceeding Book of
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"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 3rd International Conference on Business and Banking Innovations (ICOBBI) with the topic "Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 3rd International Conference on Business and Banking Innovations was held on 6th – 7th March 2021 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with three Higher Education Institutions in Indonesia and two Universities from Asia countries. Keynote speakers in this conference were: Prof. Jessa Frida T Festijo (Lyceum of the Philippines University), Prof. Krisda Tanchaisak, Ph.D (Ramkhamhaeng University Thailand) and Burhanudin, Ph.D (Head of Undergraduate Program In Management of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.





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The Effect of Social Media Usage, Brand Awareness, And E-Wom Activities on SME's Customer Satisfaction in East Java

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ABSTRACT

Increasing in use of social media is an opportunity for companies as a tool to conduct many marketing activities. Several types of companies, especially among SME entrepreneurs, are starting to use marketing activities on social media. This activity is carried out to create customer satisfaction so that it supports and enlarges its business through marketing activities. This activity on social media is reflected in the increasing number of entrepreneurs who also post from their product catalogs to social media. Today's SME entrepreneurs tend to always observe and see the content of social media so they want social media to come to their consumers. Consumers on social media, who usually come from their fellows and acquaintances, automatically have a positive impression on these SME entrepreneurs. In other words, the opportunity to gain greater satisfaction in customer has more possibility through direct marketing on social media. Therefore, researchers are interested to make research to know the effect of Social Media Use on Brand Awareness and e-WOM activities. Furthermore, another goal from this research is to determine the effect of Brand Awareness and e-WOM activities on SME Customer Satisfaction. This research is a survey one with the data source from questionnaires. The sample involved in this research are as many as 150 SME customers in East Java who actively use social media. The samples were determined by using non-probability sampling design with convenience sampling technique. This means that samples are selected according to certain criteria and sample members are selected by chance when they come within data distribution process. The data analysis technique to prove research's hypothesis was carried out by using path analysis using with Partial Least Square program.

Keywords: SMEs, Social Media, Brand Awareness, e-WOM activities, Customer Satisfaction.

Social media now has become such a social channel and at same time can also help companies to sell goods and services. Social media has been as an easy and inexpensive means of marketing communication. The function of social media in communicating products can be paid or unpaid. Social media is increasing in number as well as users, so social media provides more opportunities for companies to share their products.

Every company, including Small and Medium Enterprises (SMEs) in Indonesia in general and in Surabaya in particular, have to to adapt to new technological developments in marketing

performance. Based on the results of the complete enumeration of the Economic Census (SE2016), the number of Micro and Small Enterprises (MSEs) in Indonesia is 26.26 million units. Currently, there are various SMEs that are developing, ranging from clothing, food, electronic equipment, and also from the service sector such as laundry, car rental, event organizer, entertainment services and others. Currently, SME entrepreneurs are starting to use a lot of sophisticated technology in running their business. Social media now has been widely used by the public, SMEs are already using online platforms in their marketing. The number of SMEs is 3.79 million people and this number is around 8





percent of the total number of entrepreneur exist in Indonesia. Online platform used by SMEs is mostly Social Media used as a catalog of SME products that customers use as a means of finding information on customer needs.

The use of Social Media is seen as a media to promote products to rise SMEs' business performance. There are only few research that focuses on activities using Social Media in relation to marketing performance from a customer perspective, especially Brand Awareness, Electronic-Word of Mouth (e-WOM) and Customer Satisfaction in SMEs encourages the importance of this research. Besides in terms of the needs of SMEs, some research has proved how important about using social media to promote business timeliness effectivel and limitless cost.

Use of Social Media

Richter and Koch (2007 in Seo & Park, 2018: 36) explains that social media can be defined as an application program, form of program, or media that facilitates interaction, collaboration, or content sharing. Social media plays a role in the marketing activities of companies that act as a form of individual relationship with consumers that provides opportunities for companies and as opportunities to come to consumers (Kelly et al., 2010 in Seo & Park, 2018: 37).

Brand awareness

According to Bilal and Malik (2014: 287), brand awareness is the most important dimension of brand equity, and is often considered an important part of consumer purchasing decisions. Brand awareness forms a reason as key to measure other brands before choosing some brand to buy. Brand awareness creates large associations in the memory of a particular brand (Stokes, 1985 Malik et al., 2013: 168).

E-WOM activity

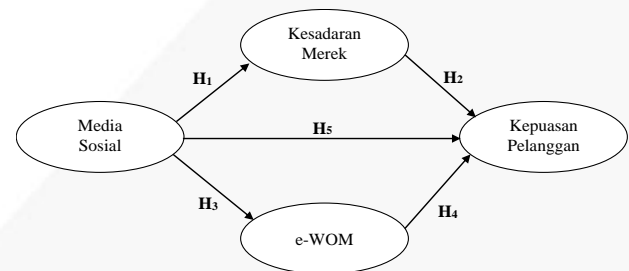
E-WOM activity is defined as any positive or negative statement made by consumers based on their experience related to a product or company, where this statement is widely available to people and institutions using the internet (Hennig et al. 2004 in Naz (2014; Arndt (1967 in Goyette et al., 2010:7) defines WOM as oral communication between people, recipients and transmitters of communications where the recipient perceives it as non-commercial objects, relating to a brand, product or service.

Customer satisfaction

Customer satisfaction occurs when customers get more benefits from the company and exceeds the costs incurred to the company (Rootman and Cupp, 2016: 284).

Framework

The relationship between Social Media Use and Brand Awareness, e-WOM activities, and Customer Satisfaction, the relationship between Customer Satisfaction with Brand Awareness and e-WOM activities can be described as follows:



Picture 1
Research Framework

Population and Sample

The population in this study were all people of East Java who were customers of SMEs. So the respondents are SME customers who use social media to interact and to communicate during the product buying process. In this study, the technique used for sampling was convenience sampling so that the number of samples followed the provisions of 5 times from number of indicator variables (questionnaire items) used (Ferdinand, 2013: 173), so the samples are 150 SME customers.

Data analysis technique

In testing the hypothesis, the researcher used the Partial Least Square (PLS) data analysis technique as a measuring tool.

Descriptive Analysis

Descriptive statistical analysis is used to provide an overview or description of data seen from the value in the form of an average (mean). This descriptive analysis also includes the results of the respondents who have been selected by the researcher.

Statistic analysis



Statistical analysis is a measuring tool to analyze data statistically. This research use the Partial Least Square (PLS) because in this study it has a mediating variable model, so this calculation is easier to do.

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Answer comment review

1. Q : in this just a proposal or result of a study?
 A : this is a proposal. Because I wanna publis my lecture before I finnish this.
2. Q : what a problem with a SME's satisfaction in east java if it realetedto use of social media, brand awerness and e-wom activities?
 A : SME's more easily to sell to product. SME's can touch costumer, so SME's can served customer need
3. Q : the outline of the writing is still not good, because there no mention of the introduction literature review, resreach method, etc.
 A : thank you for this notice, I will fix it.
4. Q : what is the basis for use convenience sampling?
 A : basis for use convenience sampling, because in this study, collection data by interview to customer SME's