

Exploratory factor analysis (EFA) of social media attractiveness' for MSMEs**Vanessa Gaffar^{1✉}, Tika Annisa Koeswandi², Annisa Ciptagustia³**^{1,3}Program Studi Manajemen, Universitas Pendidikan Indonesia, Indonesia²Program Studi Kewirausahaan, Universitas Pendidikan Indonesia**Abstract**

This study aims to determine the factors that encourage MSMEs in using of social media that they can help them optimizing sustainable marketing activities in the era of digital transformation. This research is explanatory quantitative research where the aim is to reduce the number of variables, detect the structure of the relationship between variables, and classify them into a new group of variables. This research involves 9 variables/factors with 38 indicators. The data were taken through questionnaires and interviews with 317 food and beverage MSMEs in West Java. The data were analyzed through Explanatory Factor Analysis (EFA). The results of this study show the KMO Measure of Sampling (MSA) value is 0.939 and the Bartlett's Test value is 6850.368 with a significance number of 0.000. Then, the value of Anti Image Matrices on 38 indicators is above 0.5, so that all indicators are declared feasible. From Communalities in the attachment of factor analysis, it is known that the indicator X5.3 is the indicator that has the highest & strongest value (0.736) meanwhile the indicator X2.3 is the indicator that has the lowest & weakest value (0.377). According to the total initial eigenvalues, it is found that there are 6 factors that have values above 1. So that, in the rotated component matrix, each of 38 indicators put themselves into groups that have strong relationship. This study concludes that there are 6 main factors in encouraging SMEs in West Java to use social media, namely: earned benefit, communication, reliable, support tool, competition, price.

Key words: Social media; exploratory factor analysis; MSME; digital transformation era

INTRODUCTION

At the beginning of 2020, Indonesia and 1/3 of the countries in the world experienced growth constraints in the tourism, economic, and health sectors caused by the Covid-19 Pandemic. According to WHO (2021) Covid-19 or Corona Virus is a virus variant that attacks respiratory tract disorders that can be transmitted through droplets from human to human. In Indonesia, since the beginning of 2020 until February 20, 2021, there have been 1,271,353 positive cases. From this pandemic, there have been many changes in consumer behavior, namely consumers prefer to limit human interaction (interaction between humans), are skilled in extracting product information, increase awareness of health & sanitation and are also vulnerable to panic buying (Patil & Patil, 2020) (Rohmah, 2020) (Cholilawati & Suliyanthini, 2021).

Changes in consumer behavior in the Pandemic era provide opportunities for increasing the use of digital technology that benefits business actors to facilitate their promotional activities. This is in line with the application of marketing 4.0 principles (Martínez-Ruiz et al., 2021). This concept is defined as a deepening and extension of human-centric marketing to cover every aspect of the consumer journey (Kotler et al., 2017). The change between marketing 3.0 and 4.0 lies in the ability of consumers who are more adept at using technology (technology savvy) and more personal product preferences.

In line with the marketing concept 4.0, according to a survey taken by a private survey agency, it is stated that Indonesia occupies the 3rd position as the country with the fastest internet growth. This means that the Indonesian population has a fairly high literacy and interest in using the internet. This is a new phenomenon which can be concluded that there is also a potential market in the digital market.

Seeing a big opportunity, the West Java Provincial Government designed a program 'UMKM Go Digital' in 2020 for MSMEs in increasing marketing activities. This program is also a step in preparing West Java MSMEs to be ready to compete in the Marketing 4.0 era and realize the vision of 'Digital energy of Asia'. Within a year, this activity was able to encourage more than 100,000 MSMEs to participate. In 2021, the government is targeting to increase the number of MSMEs to be able to participate in this program.

The use of digital technology as an effort to increase the marketing of a product can have an impact on increasing sales, opening up opportunities for access to international markets and also has the potential to increase the pace of the economy by 7%. As Figure 1.2 shows that, MSMEs who have switched from traditional to online/digital are able to provide an increase in Indonesia's GDP by 57% as well as expanding the number of jobs by 97%. Meanwhile, the world projection is to be able to increase broadband by 10% and accelerate economic growth by 1.38%. Seeing the many opportunities and benefits of this activity, the interest in the use of social media is increasing.

According to Kotler et al (2017), and Kotler & Armstrong (2020) social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall, and taking action on a brand, business, product, person, or other things that are packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Often the concept of social media marketing is equated with digital marketing, but they are two different things. Marketing involves broader elements such as SEO (search engine optimization), Google Ads, Websites, Search Engine Marketing (SEM) (Kingsnorth, 2016). Meanwhile, social media is part of digital marketing (Kotler et al., 2017).

The types of social media in Indonesia are based on the order of their presence, consisting of 1) Line 2) Friendster 3) LinkedIn 4) Flickr 5) Facebook 6) Youtube 7) Reddit 8) Twitter 9) Tumblr 10) Soundcloud 11) Plurk 12) Whatsapp 13) Kopro 14) Quora 15) Instagram 16) Path 17) Pinterest 18) Snapchat 19) Vine 20) Tiktok (Datetovisual, 2021). Each social media has different consumer segmentation, preferences and discourse. Some of these social media have been used by MSMEs in West Java. However due to the lack of literacy and the urge to compete in the digital transformation era, many MSMEs essentially do not pay attention to the factor that may contribute in shaping or supporting them in using social media. In fact, by knowing this will help MSMEs optimize all the features of social media and take all the benefits. On contrary, when MSMEs take them for granted will lead to the unsustainability of social media marketing activity (Ishak et al., 2021; Sariningsih et al., 2021).

Previous study regarding this topic is still very limited. Those researches were focus only on the influence of social media to the marketing activity and the overview of how consumers use social media

to there is no research that discusses what factors influence MSMEs in West Java in using social media so that they can help MSMEs to design strategies for sustainable use of social media. Previous research on the factors of using social media for MSMEs in Malaysia shows that there are 2 influencing factors, namely internal factors consisting of users (users) and individuals (from MSMEs) and external factors are the business environment and the global economy (Dahnil et al., 2014).

Literature Review

Micro, Small, Medium-sized Enterprises (MSMEs)

MSMEs is an abbreviation of Micro, Small and Medium-sized Enterprises which based on law no. 20 of 2008 article 1, states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises as stipulated in the law. Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches that are owned, controlled, or become a part either directly or indirectly of a medium or large business that meets the business criteria. small as referred to in the Act. Medium business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales procee(Ishak et al., 2021; Sariningsih et al., 2021)ds as stipulated in the law.

The criteria for SMEs based on Law no. 20 of 2008 Article 6 is as follows:

Criteria for Micro Enterprises are as follows:

Has a maximum net worth of Rp 50,000,000.00 (fifty million rupiahs) excluding land and buildings for business premises. b. Have annual sales of a maximum of Rp. 300,000,000.00 (three hundred million rupiah).

Small Business Criteria are as follows:

Have a net worth of more than Rp 50,000,000 (fifty million rupiah) up to a maximum of Rp 500,000,000 (five hundred million rupiah) excluding land and buildings for business; and Have annual sales of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion five hundred million rupiah).

The criteria for Medium Enterprises are as follows:

Have a net worth of more than Rp 50,000,000.00 (fifty million rupiah) up to a maximum of Rp 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises.

Have annual sales of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah).

West Java Province as the province with the highest number of creative economy MSMEs in Indonesia, has 214,569 MSME units in 2019 (opendata.com, 2021). The MSMEs focus on several industrial fields such as Food & Beverages, Handicrafts, services, fashion, tourism and furniture. During the pandemic, MSMEs in West Java experienced several problems such as: decreased turnover, decreased visits, limited visiting hours, difficulty surviving due to social distancing policies. In addition, during the pandemic, consumers also spend a lot of time using the internet (Katadata, 2021) and prefer to shop online rather than offline even though there is a takeaway option for shopping at offline stores. The inability of MSMEs to survive and compete during the pandemic is due to MSME digital skills and literacy which are still low (Ishak et al., 2021; Sariningsih et al., 2021).

In 2020, the West Java Provincial Government provided a lot of training and empowerment of MSMEs, especially in education about the use of digital media as a strategy to survive during the pandemic. Movements such as "Go Digital MSMEs" were also carried out and succeeded in increasing the growth of MSMEs in West Java by 40%. This success is measured by the increasing turnover of MSMEs and the number of MSMEs participating in the use of digital media, one of which is social media.

Social Media Marketing

Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action on a brand, business, product, person, or other thing packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing (Kotler et al., 2017); (Kotler et al., 2020). The characteristics of social media include participation, openness, conversation, community, and connectedness (Chaffey & Ellis-Chadwick,

2019). This means that a social media is a tool that can accommodate participation between sellers and buyers. In its use, social media provides open access for sellers and buyers in communicating, so that it can produce an engagement that can improve their relationship. Conversation means that social media is a provider of communication media between sellers and buyers. This type of communication is accommodated into several features such as chat, telephone / video features and comments. While community means that a social media needs to be a medium for consumers in groups to become a community, either in groups because of their liking for certain products/brands, or because they have the same preferences. While the last one is connectedness, meaning that social media needs to have a character that can have an impact on feeling connected with brands, products and also with business actors.

Marketing through social media can be in the form of text, video, images and music. The types of social media in Indonesia are based on the order of their presence, consisting of 1) Line 2) Friendster 3) LinkedIn 4) Flickr 5) Facebook 6) Youtube 7) Reddit 8) Twitter 9) Tumblr 10) Soundcloud 11) Plurk 12) Whatsapp 13) Kopro 14) Quora 15) Instagram 16) Path 17) Pinterest 18) Snapchat 19) Vine 20) Tiktok (Datetovisual, 2021).

For MSMEs, social media is a medium in optimizing marketing activities (Ainin et al., 2015). So far, previous studies on the factors of using social media for MSMEs have focused on the factors that influence it, not the forming or driving factors (Ainin et al., 2015). It is known that there are four main factors that influence the use of social media, especially Facebook, namely compatibility, cost effectiveness, trust and interactivity. These four factors significantly describe how important the use of Facebook is for MSMEs.

METHOD

This research is an explanatory-quantitative research where the aim is to reduce the number of variables, detect the structure of the relationship between variables, and classify them into a new group of variables. This research involves 9 variables/factors with 38 indicators. Data were taken through questionnaires and interviews with 317 food and beverage SMEs in West Java as samples and the data were then analyzed through Explanatory Factor Analysis (EFA).

RESULTS AND DISCUSSION

The profile description of food and beverage MSMEs in West Java that uses social media is as follows:

MSME actors who use social media are dominated by MSMEs domiciled in Bandung City as much as 38%. This is because the city of Bandung which is geographically the capital of the province of West Java with a fairly high economic rate and also as a culinary tourism destination. While the lowest score of 3% is spread across cities/districts such as Sumedang, Subang, Purwakarta and Bogor;

Based on the latest education and ownership status and latest education, it is found that the owner/ownership with the latest education is high school (131 people) is the most widely used social media. Meanwhile, the ownership of the owner with the last elementary education (4 people) is the least in using social media. Meanwhile, reseller ownership (39 people) is dominated by the last bachelor's education and the least is reseller (1 person) with the last elementary education;

There are 5 platforms that are often used by MSMEs, including Instagram with 156 respondents (49%), WhatsApp with 56 respondents (17.6%), Facebook with 13 respondents (4.1%), Tiktok as many as 54 respondents (17.3%), website as many as 25 respondents (7.8%) and another platform that is rarely used is twitter as many as 13 respondents (4.1%);

Types of promotional activities carried out on social media, the first is Instagram Ads/FB Ads with a total of 160 respondents or 50.5%, then a discount of 67 respondents or 21.1%; endorsement with a total of 37 respondents or 11.6%; Viral Marketing as many as 23 respondents or 7.2%; Harbolnas as many as 19 respondents or 5.9% and other forms of promotion as many as 11 respondents or 3.4%; and Instagram is the most used social media with 188 (59.3%). While the least used social media is Facebook, which is 56 (17.6%). The highest number of followers on Instagram social media is around 101-500 followers, which is 86 (45.7%). While the most followers on social media facebook are 101-500 followers (35%) and on social media tiktok are more than 5000 (47.9%).

Based on the results of the KMO factor analysis and Bartlett's Test, it can be seen that the KMO Measure Of Sampling (MSA) value is 0.939. In addition, it can also be seen that the value of Bartlett's Test is 6850,368 with a significance number of 0.000. Because the MSA number is more than 0.5 and the Bartlett's Test value which has a significance of less than 0.05, it can be concluded that the set of variables is significant and the set of factors can be further processed by factor analysis.

Table 1.
Results of KMO Measure Of Sampling (MSA)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.939
Bartlett's Test of Sphericity	Approx. Chi-Square	6850.368
	df	703
	Sig.	.000

Then, at the next stage, it is known that the value of the Anti Image Matrices on 38 indicators is above 0.5 so that all indicators are declared feasible. Next is the analysis of communalities, which is described in table 2 below:

Table 2.
Analysis of Communalities

Code	Indicator	Initial	Extraction	Percentage
X1.1	Perceived benefit	1	0.493	49.3%
X1.2	Perceived Risk	1	0.507	50.7%
X1.3	Perceived Compability	1	0.485	48.5%
X2.1	Compatitive pressure	1	0.411	41.1%
X2.2	Customer Pressure	1	0.564	56.4%
X2.3	Vendor Support	1	0.377	37.7%
X3.1	Top Management Support	1	0.577	57.7%
X3.2	Financial Resources	1	0.439	43.9%
X3.3	Employee IT Capability	1	0.548	54.8%
X4.1	Nice Feeling	1	0.629	62.9%
X4.2	Stimulate Curiosity	1	0.585	58.5%
X4.3	Giving Happiness	1	0.637	63.7%
X4.4	Helped Feeling	1	0.532	53.2%
X5.1	Social media is important	1	0.713	71.3%
X5.2	Social media is relevant	1	0.666	66.6%
X5.3	Social media means nothing to me	1	0.736	73.6%
X5.4	Social media is no fun	1	0.717	71.7%
X5.5	Social media is boring	1	0.726	72.6%
X5.6	Social media is useless	1	0.667	66.7%
X5.7	Social media is vital	1	0.735	73.5%
X5.8	Social media caught my attention	1	0.707	70.7%
X6.1	Gadget Friendly	1	0.553	55.3%
X6.2	Values and beliefs	1	0.427	42.7%
X6.3	Target Market	1	0.618	61.8%
X6.4	Product service	1	0.577	57.7%
X7.1	Product Reliability	1	0.600	60.0%
X7.2	MSME Credibility	1	0.687	68.7%
X7.3	Accurate Information	1	0.586	58.6%
X7.4	Policies On Social Media	1	0.665	66.5%
X7.5	Guarantee Service	1	0.716	71.6%
X7.6	Agreement contract	1	0.574	57.4%
X8.1	Save cost	1	0.694	69.4%
X8.2	Affordable Activity Fee	1	0.652	65.2%
X8.3	Special HR	1	0.568	56.8%
X8.4	Maintenance Fee	1	0.632	63.2%
X9.1	Two-way communication	1	0.537	53.7%
X9.2	Online Marketing tool	1	0.583	58.3%
X9.3	human-machine interaction	1	0.422	42.2%

Table 2, shows how much variation is explained by each indicator on the factors that will be formed later. From the Communalities in the attachment of factor analysis, it can be seen that the X5.3 indicator "Social media means nothing to me" is the indicator that has the strongest relationship with the factors that will be formed because it has the largest value of 0.736, it means approx. 73.6% of the variance of the indicator "X5.3 "Social media means nothing to me" is explained by factors that are later formed.

Meanwhile, from Communalities in the attachment of factor analysis, it can be seen that the X2.3 "Vendor Support" indicator is the indicator that has the lowest relationship with the factor that will be formed because it has the smallest value of 0.377, which means about 37.7% variation from the X2 indicator. 3 "Vendor Support" is defined by the factors that will form later.

The formation of the distribution of variables on each factor after rotation. Indicators "Perceived benefit (X1.1), Perceived Compability (X1.3), Vendor Support (X2.3), Top Management Support (X3.1), Pleasant Feelings (X4.1), Stimulating Curiosity (X4. 2), Giving Happiness (X4.3), Social media is important (X5.1), Social media is relevant (X5.2), Social media means nothing to me (X5.3), Social media is not fun (X5.4), and social media is not useful (X5.6)" is included in factor 1, because the correlation between this indicator and factor 1 is greater than the other factors.

Indicators "Product Services (X6.4), MSME Credibility (X7.2), Accurate Information (X7.3), Policies on Social Media (X7.4), Guarantee Services (X7.5), Contract Agreements (X7. 6), Two-way communication (X9.1), Online Marketing tool (X9.2), and human-machine interaction (X9.3)" are included in factor 2, because the correlation between these indicators with factor 2 is greater than other factors.

Indicators "Social media is vital (X5.7), social media is my concern (X5.8), Gadget Friendly (X6.1), Value and belief (X6.2), Target Market (X6.3), and Product Reliability (X7.1)" is included in factor 3, because the correlation between this indicator and factor 3 is greater than the other factors.

The indicators "Employee IT Capability (X3.3), Feeling Helped (X4.4), Social Media is boring (X5.5), Special HR (X8.3), and Maintenance Costs (X8.4)" are included in factor 4 , because the correlation between this indicator with a factor of 4 is greater than the other factors.

The indicators "Perceived Risk (X1.2), Compatitive pressure (X2.1), Customer Pressure (X2.2), and Financial Resources (X3.2)" are included in factor 5, because the correlation between these indicators with factor 5 is greater compared to other factors.

Menawhile, the indicators "Saving Costs (X8.1) and Affordable Activity Costs (X8.2)" are included in factor 6, because the correlation between these indicators and factor 6 is greater than other factors.

Table 3.
Analysis of Total Variance Explained

Component	Initial Eigenvalue			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.120	37.158	37.158	14.120	37.158	37.158	7.637	20.098	20.098
2	2.718	7.154	44.312	2.718	7.154	44.312	5.971	15.714	35.812
3	1.977	5.203	49.515	1.977	5.203	49.515	3.214	8.458	44.271
4	1.405	3.698	53.214	1.405	3.698	53.214	2.306	6.068	50.339
5	1.226	3.226	56.440	1.226	3.226	56.440	2.079	5.472	55.811
6	1.096	2.884	59.324	1.096	2.884	59.324	1.335	3.513	59.324
7	.986	2.595	61.919						
8	.943	2.483	64.402						
9	.930	2.448	66.850						
10	.841	2.214	69.064						

Table 3 shows that the 38 indicators that were included in the factor analysis turned out to be formed by 6 factors. This can be seen in table 4.3, where from the sequence of numbers in the total from the largest to the smallest only on the 6th, the total number factor is still above 1. While in the 7th to 38th factors the total initial eigenvalues are below 1. shows that the factors that will be formed later will only be formed into 6 factors.

So, in this study the first factor is called the earned profit factor, while the variables that make up this factor are "Perceived benefit (X1.1), Perceived Compability (X1.3), Vendor Support (X2.3) , Top Management Support (X3.1), Pleasant Feelings (X4.1), Stimulating Curiosity (X4.2), Providing Happiness (X4.3), Social media is important (X5.1), Social media is relevant (X5.2), Social media means nothing to me (X5.3), Social media is fun (X5.4), and Social Media is useful (X5.6)". Earned profit means that the most important factor in supporting the MSMEs is the number of benefits that can be gained by the MSMEs including the tangible and intangible profits. Tangible profit means that the profits can be in a form of the increase of turnover or statistic internal insight from the media social engagement. Meanwhile intangible profits means that profits that can be gained are in a form of the practical ways in doing marketing activity and having a positive brand relationship with the customers and the feeling of pleasure for the MSMEs.

The second factor is called the communication factor, while the variables that make up this factor are "Product service (X6.4), MSME Credibility (X7.2), Accurate Information (X7.3), Policies in Social Media (X7.4), Warranty Service (X7.5), Contract Agreement (X7.6), Two-way communication (X9.1), Online Marketing tool (X9.2), and human-machine interaction (X9.3)". Communication becomes the second most important factor in supporting MSMEs using social media. This means that social media provides a platform or feature for the MSMEs to communicate with consumers and all stakeholders in easy and practical way. Eventough, social media is in a form of human-machine-human interaction but the activity does not make any less optimal communication among them.

The third factor is called the reliable factor, while the variables that make up this factor are "Social media is vital (X5.7), social media is my concern (X5.8), Gadget Friendly (X6.1), Value and belief (X6.2), Target Market (X6.3), and Product Reliability (X7.1)". This means that social media is a tool where MSMEs can depend on to boost their marketing activity in the digital transformation era. Regardless, the impact on Covid-19 Pandemic, the value of using social media is believed can represent a good image of the product. In particular, they convey messages to consumers about the originality of the products / services offered.

The fourth factor is called the support tool factor, while the variables that make up this factor are "Employee IT Capability (X3.3), Feeling Helped (X4.4), Social Media is boring (X5.5), Special HR (X8.3), and Maintenance Costs (X8.4)". Supporting tool means that by using the social media, the MSMEs feel helped. The features can function to minimize the works and make them efficient. By having many of beneficial feature, social media is tempted to be used. It's because the cost of maintenance is affordable for the MSMEs.

The fifth factor is called the competition factor, while the variables that make up this factor are "Perceived Risk (X1.2), Competitive pressure (X2.1), Customer Pressure (X2.2), and Financial Resources (X3.2).)". Competition means that social media is a media where the MSMEs can have a fair competition with the competitor. Although in the use of social media there is pressure or pressure given by competitors and consumers, this competition if won can produce a financial resource. To add, in social media, the MSMEs can have wider market (national and global market). In this kind of situation, this will also impact to MSMEs to know their capability and competitiveness.

Last but not least, the sixth factor is called the price factor, while the variables that make up this factor are "Saving Costs (X8.1) and Affordable Activity Costs (X8.2)". Price is the less important factor that support the MSMEs in using social media. This means that in using the social media MSMEs is not really concerned about the cost that they have to pay. This is due to the benefits that they can earn when using them.

Based on table 3, it can be concluded that the earned profit factor is the factor that has the greatest influence among the five factors formed, this can be seen from the value of % of variance, which is 20.098%, which means 38 indicators are 20.098% - it can be explained by one factor of earned profit, namely factor 1 and a factor that has a small effect is the price factor with a % of variance value of 3.513%.

CONCLUSION

This study concludes that during the digital transformation of food and beverage MSMEs in West Java, they have used social media as a tool in marketing activities such as advertisements, promotions, discounts and endorsements. The social media that are widely used are Instagram, Facebook and Tiktok where the number of followers of MSME business accounts on average reaches 1-1000 followers. The factors that encourage food & beverage MSMEs in West Java to use social media include earned benefits (profits generated), communication (communication), reliable (reliable), support tools (support tools), competition (competition), price (price).

The first factor is earned benefits, meaning that the use of social media is based on the benefits obtained by MSMEs, especially in business continuity. The resulting profits are known in the form of tangible and intangible benefits. An example of tangible benefits is turnover & popularity which can be calculated through internal statistics data insight. While intangible benefits can be in the form of feelings of pleasure & happiness.

The second factor is communication, meaning that social media facilitates communication between MSMEs and potential buyers, either through one-way communication such as content posting, IG/FB stories and two-way communication such as IG Live/FB Live.

The third factor is reliable, meaning that social media is a reliable medium in conducting marketing activities. In particular, social media can convey messages to consumers about the originality of the products / services offered.

The fourth factor is a support tool, meaning that social media becomes a supporting tool, especially as a technological tool that can facilitate marketing activities. In addition, social media is also represented as a supporting tool with a maintenance system that is easy and affordable in terms of price.

The fifth factor is competition, meaning that social media is a good place to compete with other MSME actors. Although in the use of social media there is pressure or pressure given by competitors and consumers, this competition if won can produce a financial resource.

Finally, the sixth factor is price, meaning that social media offers affordable prices for MSMEs to use and also in their maintenance system. In addition, activities that can be carried out on social media also do not require expensive costs.

Thus, the suggestion in this research, especially for MSMEs, is to strengthen literacy on social media as it is known that the factors that encourage their use are factors that can help sustain business in a sustainable manner. The suggestion for further research is to confirm these six factors by using CFA.

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