

**ANALYSIS OF SOCIAL MEDIA MARKETING ACTIVITIES IN THE
INFLUENCE OF THE LEVEL OF CONSUMER TRUST IN MSME ENTERPRISES
IN SURAKARTA (CASE STUDY ON VENDORPANGGUNG.ID)**



Achmad Baihaqi¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

b100204522@student.ums.ac.id

Corresponding Author

Ihwan Susila²

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Ihwan.susila@ums.ac.id

Abstract

This research aims to identify social media activities carried out to increase trust and gain consumer potential. Analyze the impact of social media activities on potential consumers' trust in MSME businesses and investigate the right social media approach model to gain the trust of potential consumers. The research method used is a qualitative method. The data source in this research comes from primary data. The primary data used in this research is the result of participatory observation carried out when visiting the Vendorpanggung.id office. Data collection methods use interview and observation techniques. Data Analysis Methods include transcribing all interviews and observation notes. Presentation of data in narrative form supported by direct quotations from interviews and observations. The results of this research show that the right approach in managing social media plays a very important role in building consumer trust in prospective MSME businesses. One of the key strategies found is presenting quality content. Compelling visual content, accompanied by a narrative that connects customers to the brand, can increase appeal and create trust. This shows that the display and representation of information has a significant impact on consumer perceptions.

Keywords: Social Media, Trust, MSMEs

INTRODUCTION

The use of social media technologies is growing, and, in the future, we should expect it to have the same effect on businesses. With new technologies available, companies that learn to use them gain considerable advantages. Among the top examples are technologies like Microsoft, eBay, Amazon and Google. Social media has quickly become one of today's most popular youth outlets. The newest marketing trend is social media marketing, and business owners want to learn how it can create interest in their business. In the decision-making cycle of consumers, social media plays a very important role. Platforms like Facebook, LinkedIn, Hi5, YouTube and Twitter have made it easy for consumers to post reviews of products and reach out to other like-minded people in their communities (Umair Manzoor et al., 2020).

Ali et al., (2016) stated social media marketing provides a connection between brands and consumers while offering a personal channel and currency for user-centered networking and social interaction. Social media offer different values to organizations by enhancing brand popularity (Al-Sheikh & Hasanat, 2018) Social media also plays an important role as a medium of information for customers and must be considered by sellers as a marketing activity. Umair Manzoor et al., (2020) stated that social media marketing is a modern marketing technique practiced by almost every company in virtual networks to reach out to customers. When you have an idea and want millions to be reached quickly with minimal costs, the best option is social media. Entertainment companies were the first businesses to use social media as a promotional platform. Umair's research states that social media marketing positively influences consumer purchase intentions, and Social media marketing affects customer trust (Agus Setyawan et al., 2020).

Social media creates innovative change in the lives of individuals; they use social media for various purposes, including communication, e-business, buying, and selling. Recent innovations and advancements on the internet and developments in social media have made individuals 'lives easier. These developments have introduced a new method of e-commerce (Romadhon & Susila, 2024). The present research integrates trust and social media concepts and proposes a model to examine the role social media plays in e-business and social adoption. A consumer's purchase intentions are the most reliable indicators that

establish a connection between the interest of the customer and the purchase itself. This finding highlights and integrates important factors in the context of social media marketing that influences purchase intention (Fahendri & Susila, 2024).

The use of social media to commercially promote processes or events to attract potential consumers online is referred to as social media marketing (SMM), Social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness (Hafez, 2021). For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer behavior, creative strategies, content analysis the benefits of user-generated content, and their relevance to creating virtual brand communities (Ibrahim, 2022).

MSMEs are Micro, Small and Medium Enterprises. Micro-business is a productive business owned by individuals and individual business entities. Small Business is a productive economic business that is carried out by individuals or business entities that are not subsidiaries. Medium Business is a productive industrial business that stands alone and is carried out by a business entity that is not a subsidiary or a branch of a company that is given, controlled, or become a part. In Indonesia, MSME is stipulated in the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises. In Chapter VI, Article 20, The Government and Regional Government provide business development by offering incentives for Micro, Small and Medium Enterprises to develop technology and environmental sustainability (Undang-Undang Republik Indonesia, 2008).

Based on data updates carried out by the Surakarta City Cooperatives, SMEs, and Industry Department, it was recorded that in 2022 there will be 11,157 micro, small, and medium enterprise (MSME) units operating in the area. Data from the previous year, namely 2021, shows that there are only 3,635 MSMEs. The Surakarta City Government has played an active role in providing support for the development of MSMEs in this region. They have held various agendas and programs to help MSMEs. One example is entrepreneurship training, which aims to improve the skills and knowledge of MSME players in managing their businesses. Apart from that, technical guidance is also available to help MSMEs overcome the challenges they face every day.

In advancing MSMEs in Surakarta, traders must also carry out independent branding marketing so they can continue to develop their business. One form of business marketing branding is through social media, to easily interact with consumers. Therefore, this research aims to analyze the relevance and effectiveness of social media in improving marketing branding for MSME businesses and takes the case of one MSME business in Surakarta. So, the title of this research is “Analysis Of Social Media Marketing Activities In The Influence Of The Level Of Consumer Trust In Msme Enterprises In Surakarta”. The content of this research is to discuss descriptive analysis of the influence of consumer trust levels through marketing on social media on MSME businesses in Surakarta, specifically on business Vendorpanggung.id.

REVIEW OF LITERATURE

MSME

MSMEs are Micro, Small and Medium Enterprises. Micro-business is a productive business owned by individuals and individual business entities. Small Business is a productive economic business that is carried out by individuals or business entities that are not subsidiaries. Medium Business is a productive industrial business that stands alone and is carried out by a business entity that is not a subsidiary or a branch of a company that is given, controlled, or becomes a part. In Indonesia, MSME is stipulated in the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises (Gunawan et al., 2020).

Social Media

Social media can be described as an online application program, platform, or mass media tool that is able to facilitate communication, collaboration, or sharing of information among users in general and direct sales, customer gain, and customer retention for a business. (Sanny et al., 2020)The development of social media is gradually replacing the existence of traditional mass media in disseminating information widely and quickly. Social media can be defined as networks, information, archives, interactions, social simulations, and user content. In this case, several social media platforms, such as TikTok, Instagram, YouTube, and Twitter, are currently popular among Indonesian people (Febri Herawati et al., n.d.).

Social Media Marketing Activities

Any kind of advertising that uses the social web's tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing, to increase awareness, recognition, recall, and action toward a brand, company, product, person, or other thing is referred to as social media marketing (Whiting & Deshpande, 2016). Social media marketing enables businesses to better understand client needs and establish more productive and effective partnerships (Setiawati et al., 2022). Consumers frequently start social media marketing conversations to move and communicate about promotional information or to learn from one another's usage experiences, both of which can be advantageous for all parties (Rathore et al., 2016).

Customer Trust

Customer trust is an individual's desire to involve himself in others who carry out transactions caused by individuals having confidence in other parties (Moorman et al., 1993). In addition, customer trust refers to a person's belief that others will act based on individual expectations and the hope that others who have been chosen to be trusted will not work opportunistically and not take advantage of the situation (Kamtarin 2012) in (Ginting et al., 2023). According to (McKnight et al., 2002) the indicators used to measure customer trust are as follows: (1) Trusting Belief is how highly a person trusts and feels confident in others in certain situations. Trusting Belief is the assumption of someone who trusts (consumers) trusted parties (online shop sellers) where the seller has properties that can benefit consumers. (2) Trusting Intention is done intentionally when someone is willing to depend on other parties in certain situations; this happens individually and leads directly to other people. The element that forms trusting Intention is the willingness to depend, namely, the individual's willingness to depend on e-commerce.

RESEARCH METHOD

This research uses a qualitative approach with a case study method. A case study is a qualitative research design in which researchers conduct an in-depth exploration of a program, event, activity, process, or one or more individuals. These cases are defined by specific time frames and activities, with detailed information collected through various data

collection methods over an extended period. This approach was chosen because it is suitable for exploring phenomena in depth in real contexts and allows researchers to gain a comprehensive understanding of complex issues (Sekaran & Bougie, 2016).

This research was conducted at one of the MSMEs from Surakarta which is engaged in event rental and event production, namely Vendorpanggung.id which is located at Jalan Bone Utama, Banyuanyar, Banjarsari, Surakarta. The implementation of this research will take place from June 2024. The data source in this research comes from primary data. The primary data used in this research are the results of participatory observations made during a visit to the Vendorpanggung.id office. This data source is done by observing the condition of the object of the existing problems and their solutions. The research subjects consisted of marketing managers, production managers, prospective customers, and regular customers of Vendorpanggung.id.

Data Collection Methods to obtain in-depth and comprehensive data, this research used the following data collection techniques Interviews, were conducted with the marketing manager and production manager of Vendorpanggung.id to explore their experiences, perceptions, and views on how social media affects customer trust. Observation Researchers conducted participatory observations by being directly involved in the daily activities of the company, especially those related to the company's social media development process. This observation helps researchers understand the dynamics that occur in the field and identify factors that influence implementation.

Data Analysis Method The collected data were analyzed using thematic analysis techniques (Bougie & Sekaran, 2017). The steps of data analysis include Interpreting the findings by relating them to the theoretical framework used and the context of MSMEs in Surakarta City. The findings are then discussed concerning the existing literature. **Data Presentation** In this section, the data that has been collected is presented systematically to provide a clear picture of the research findings. The data is presented in the form of a narrative supported by direct quotes from the interviews, observation results, and documentation analysis.

RESULTS AND DISCUSSION

Results

Vendorpanggung.id is a service and product provider platform for event needs in Solo. With a focus on the event industry, Vendorpanggung.id connects event organizers with various vendors, ranging from stage equipment rental, decoration, and catering, to entertainment. With solid experience and a network of trusted vendors, Vendorpanggung.id is committed to providing innovative and efficient solutions for all types of events, be it weddings, concerts, seminars, or corporate events. The professional team is ready to assist customers in planning and realizing their dream events with friendly and responsive service.

Interviews were conducted with the marketing manager and production manager of Vendorpanggung.id to explore their experiences, perceptions, and views on how social media affects customer trust. To get a broader perspective, researchers also interviewed prospective customers and customers who have worked with Vendorpanggung.id to see how social media influences customer trust from the customer's perspective. The interviews were conducted in a semi-structured manner with a flexible question guide to allow further exploration according to the participants' responses.

Table 1
Informant Data

No.	Company Participants	No.	Customer Participants
1.	Male/30/ employee	1.	Female/25/ Customer
2.	Male/32/ employee	2.	Male/26 Customer
3.	Male/28/ employee	3.	Female/29 Customer
4.	Female/27/ content creator		

Interview Results

Social Media Portfolio Activity

Vendorpanggung.id uses social media, especially Instagram and Facebook, to showcase their portfolio, work, and testimonials. They regularly upload content in the form of production videos, project deliverables, and various content that showcases the quality of their services, both through Instagram Reels and Stories. They utilize features such as Instagram Stories to interact directly with audiences, provide information about ongoing productions, and present educational content on how to organize events. They also display

attractive portfolios to reinforce a professional image. These social media activities help create a connection with potential customers and highlight the youthful nature and relevance of the content being shared.

“We often upload photos and video documentation of every event we handle on our social media. This is to show potential customers the quality of service we offer. We also include testimonials from customers who have used our services. This helps us build our image and show that we are trustworthy” (content creator).

Vendorpanggung.id adopts a social media approach that focuses on visually appealing and contemporary content to reach a young audience. They highlight their services with a modern style that adapts to the latest trends, making it easily accepted by a wide range of people, especially university students who are their main market. Their focus on an engaging and interactive visual approach helps set them apart from other vendors and strengthens the trust of potential customers.

“On-stage vendors are very eye-catching because we speak the language we are still young people we are still literate about what is on point at the moment. That's why our Instagram or social media is very relevant to today”(employee).

The approach taken by Vendorpanggung.id is to maximize visual appearance with an attractive design strategy, highlight the main product in the content, and quick interaction on social media. They pay attention to detail in each content to ensure the audience's focus is on the services offered. Vendorpanggung.id also strives to build good relationships with potential customers through after-sales services, such as free consultations and meetings to share ideas. In this way, they build an image as a professional and responsive vendor, which is highly appreciated by customers.

“Of course, if for example I myself, in monitoring I also have to adjust the market situation too, I see Instagram Instagram not intending to denigrate seeing Instagram Instagram Instagram other vendors that they are less this is less the term is less Ciamik lah in making the term design details or what they show the product sometimes the product they want to show is not blown up not in the middle so it's like on the side people don't focus on the products they post the term also so just uploading, just posting even content is also content that is lacking right, even though social media is our main weapon so we have to maximize it like that anyway” (employee).

For customers, seeing a complete portfolio with testimonials from previous customers is a very effective way to assess a business. Social media used to showcase previous projects

and customer testimonials can provide tangible evidence that the product or service offered has been tested for quality. Testimonials from previous customers also provide a sense of security and reduce the fear of uncertainty. In addition, a business's willingness to build long-term relationships with customers demonstrates a commitment to excellence.

“I first learned about VendorPanggung.id from their Instagram. I saw a lot of photos and videos of events they had handled, and what was interesting was that there were many testimonials from previous clients. When I saw that many had used their services repeatedly, I felt confident and trusted to use their services for my event” (Customer).

Social media activities have a significant impact on attracting customers. According to the interviewee, most customers know Vendorpanggung.id through social media, with a sales ratio of around 80% online and 20% offline. An attractive visual portfolio on social media gives a strong impression to potential customers, making them more confident in the services offered. Consistent fast response and direct interaction also increase customer trust. “Of course, our massive promotion on social media results in, as I mentioned at the beginning, more customers online so if you talk about the ratio, it can be 80:20 lah. so a lot of it is from online” (content creator).

Impact of E-Service Quality

According to the first interviewee, social media plays a crucial role in attracting customers and building trust. Potential customers can assess the quality of their services through the online visualization of their offerings. New customers typically discover VendorPanggung.id through social media and become confident in the services after consistently seeing the high standards showcased there. Customer trust increases as a result of visually appealing, relevant documentation and a fresh, contemporary approach targeted at their interests.

“We always strive to provide excellent e-service quality. For example, we ensure communication with customers is fast, clear, and efficient, and we offer additional services such as event planning consultations. All of this is communicated through our social media platforms, so people understand how committed we are to delivering quality service. Satisfied customers often share their positive experiences, which, in turn, boosts the trust of potential clients” (employee).

In the digital age, customers prioritize e-service quality when making decisions about where to spend their money. Exceptional e-service quality not only enhances customer satisfaction but also increases the likelihood that customers will return and recommend the

service to others. When customers are satisfied with the digital experience they receive - be it in terms of ease of communication, the online booking process, or access to service-related content - they are more likely to make repeat purchases and share their positive experiences through social media. This word-of-mouth effect on social media becomes a powerful form of social proof for other potential customers.

“After the first event I booked with VendorPanggung.id went smoothly, I immediately arranged my next event with them. I also recommended them to my friends because I was very satisfied with the service. Additionally, I saw many similar recommendations on their social media, which made me even more confident” (Customer).

This quote highlights how high-quality e-service, particularly in terms of ease of communication and seamless user experience, plays a key role in securing repeat business and customer referrals. Satisfied customers who have experienced excellent e-service are more likely to personally recommend the service to others, which helps to strengthen the brand's reputation on social media platforms.

Impact of E-WOM

Electronic Word of Mouth (E-WOM) plays a key role in building consumer trust, especially through social media platforms. Recommendations and testimonials provided by satisfied customers are very influential in attracting new consumers. VendorPanggung.id utilizes e-WOM by actively posting recommendations and testimonials from customers on their social media platforms. This provides social proof that reinforces purchasing decisions for potential customers who may still be hesitant.

“We really appreciate every recommendation given by customers, be it directly or through social media. We always ask customers to provide testimonials after the event and we will share them on our accounts. Testimonials from others who have used our services are very effective in attracting new customers. We also receive a lot of inquiries from potential customers who see other people's positive experiences on our social media accounts” (employee).

E-WOM (Electronic Word of Mouth) plays a very important role in shaping customer perceptions of a product or service. For customers looking for information about services on social media or review platforms, recommendations, and testimonials from other customers become one of the deciding factors. Positive E-WOM not only comes from customer testimonials on social media but also from personal experiences shared through various digital platforms.

“Before deciding to use their services, I found out more through Instagram and Facebook. Many friends and people I know gave positive comments, and they even shared their experiences at events held by VendorPanggung.id. I felt more confident after reading recommendations from other people” (Customer).

This quote underlines how e-WOM, in the form of positive recommendations and testimonials, influences consumer confidence and interest in using VendorPanggung.id's services. In addition, e-WOM also helps expand their market reach, as more people are aware of the quality of services they offer through the recommendations of satisfied customers.

The Results of the Interview are in the Form of Images

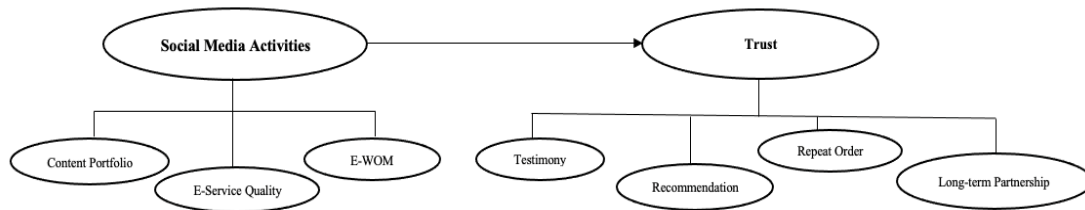


Figure 1
Social Media Activities That Created Trust

Discussion

Social media activities carried out by VendorPanggung.id through portfolio content, e-service quality, and e-WOM (electronic word of mouth) have a significant impact on several important aspects of the relationship between business and customers, such as trust, testimony, recommendation, repeat orders, and long-term partnership. The following is an in-depth discussion of the influence of these social media activities, complemented by relevant previous research results to support our understanding of this phenomenon.

Portfolio Content Social Media Activities Build Trust and Increase Recommendations

Portfolio content posted by VendorPanggung.id on social media platforms such as Instagram and Facebook have big roles in building trust with potential customers. Portfolios that feature photo and video documentation of events that have been handled as well as testimonials of satisfied customers provide tangible evidence of the quality of services offered. Customers who see a complete and attractive visual portfolio, as well as testimonials from previous customers, feel more confident to use the service because they can see concrete evidence of the quality offered. This strengthens their trust in the vendor and reduces concerns about the uncertainty that often arises when choosing a new service.

A portfolio that showcases quality work, along with positive testimonials, also encourages recommendations from satisfied customers. Satisfied customers will often recommend services to their friends, family, or colleagues, either in person or through social media. These recommendations are valuable because they provide social proof that increases VendorPanggung.id's credibility in the eyes of potential new customers.

Research by Chang & Kabilan, (2024) and Bizzi & Labban, (2019) shows that an engaging social media portfolio can create an emotional bond between customers and brands. When customers see work or results uploaded on social media, they feel more connected to the brand, increasing their chances of making recommendations to others. This is very relevant for VendorPanggung.id, which focuses on branding itself through attractive and quality visuals.

E-Service Quality Social Media Activities build Trust, Repeat Orders, and Long-Term Partnerships

E-service quality is a crucial aspect of building trust in this digital era. VendorPanggung.id ensures that all communication with customers via social media is fast, clear, and efficient. This includes quick responses to questions or requests from potential customers, as well as transparency in the booking process and event information. Good e-service quality greatly influences customer satisfaction and can increase repeat orders. Customers who are satisfied with their digital experience whether in terms of ease of communication, convenient booking process, or access to relevant information are more likely to re-book in the future.

For example, research by Rahman, (2024) shows that the speed of response and the quality of efficient communication on social media greatly affect customer satisfaction and their decision to use the service repeatedly. In addition, high e-service quality is also the basis for building long-term partnerships. VendorPanggung.id does not only focus on one-time transactions but also strives to build deeper relationships with customers, such as offering free consultations or post-event idea-sharing sessions. These steps demonstrate the company's long-term commitment to customer satisfaction and service quality. A long-term partnership is built when customers feel that they can continue to rely on the services provided and receive consistent attention from the vendor.

According to Frimpong et al., (2023) and Adiwijayac, (2024) positive customer experiences through digital interactions can strengthen long-term relationships, which in turn encourage loyalty and make customers more likely to place repeat orders and build stronger partnerships.

E-Wom (Electronic Word of Mouth) Social Media Activity Reinforces Testimonials, Recommendations, and Trust

E-WOM or Electronic Word of Mouth, which refers to recommendations and testimonials shared through digital platforms such as social media, plays a very important role in building trust and attracting new customers. VendorPanggung.id leverages E-WOM by posting testimonials from satisfied customers, as well as recommendations they received after the event. These testimonials can take the form of videos or quotes posted on Instagram or Facebook that showcase the customer's positive experience. E-WOM serves as a very powerful social proof on social media.

Research by Atito et al., (2023) shows that testimonials and digital recommendations from others can greatly influence the purchasing decisions of potential customers. When potential customers see a large number of positive recommendations on social media, they are more likely to feel confident and believe that the product or service offered is really quality.

Positive recommendations from satisfied customers become very strong social proof on social media. Potential customers who see these testimonials will feel more confident to use the same service, as they believe that other people's positive experiences reflect the same quality. E-WOM also reduces the fear or hesitation that often arises when seeking new services. Seeing many customers giving positive recommendations can increase potential customers' trust in the company.

In addition, E-WOM can encourage repeat orders. When customers are satisfied with the service they receive and see that their positive experience is also shared by others, they are more likely to use the service again in the future. Continuous E-WOM that often appears on social media platforms also contributes to long-term partnerships. Customers who continue to be satisfied and hear about positive experiences from others are likely to build a long-term relationship with VendorPanggung.id and may refer the service to more people.

Research by Sirojuddin et al., (2024) confirmed that E-WOM has a very strong impact on consumer purchasing decisions and can strengthen customer loyalty to brands. This research is relevant to VendorPanggung.id which uses E-WOM to expand market reach and increase trust and long-term relationships with customers.

How Social Media Activities Impact Potential Customers' Trust in MSME Businesses

Social media activities carried out by MSMEs, such as VendorPanggung.id, have an important role in increasing trust and gaining potential customers. The three main activities that support each other in building trust are portfolio content, e-service quality, and E-WOM (Electronic Word of Mouth). Portfolio content in the form of photos and videos that showcase previous work is an effective way to demonstrate the quality of services offered. The use of high-quality visual content gives the impression of professionalism and transparency needed to build trust with potential customers. In addition, displaying the work process and testimonials from satisfied customers can strengthen business credibility. These testimonials serve as social proof that the services offered have proven to satisfy many customers.

This is in accordance with Wulansari et al., (2023) research which states that consistent and attractive visualizations can create a strong emotional bond between businesses and audiences, thus increasing their trust. In addition, e-service quality also plays a very important role in building trust. E-service quality refers to the experience customers have through social media platforms, such as ease of communication, speed of response, and easy access to needed information. Quick and appropriate responses to customer questions or comments, as well as ease of obtaining information about products or services, can increase customer satisfaction and encourage them to use the same service again.

According to Damayanti et al., (2024), good e-service quality can strengthen customer loyalty and encourage word-of-mouth recommendations. Therefore, MSMEs that maintain fast and effective communication on social media will find it easier to build trust and motivate customers to make repeat purchases or recommend services to others.

E-WOM (Electronic Word of Mouth) serves as a highly effective tool in attracting new customers and strengthening their trust in the business. E-WOM takes the form of customer testimonials sharing their experiences using the service on social media platforms,

such as Instagram, Facebook, or Twitter, becoming one of the main factors in a potential customer's purchasing decision.

Purnomo, (2024) state that recommendations and testimonials from satisfied customers have a major influence in shaping the perceptions of potential customers. In the context of MSMEs, collecting testimonials and sharing positive customer experiences on social media can provide very important social proof, which ultimately encourages potential customers to feel more confident in choosing the service. In addition, encouraging customers to share their experiences on social media or providing incentives for those who make recommendations can expand reach and attract more attention from potential audiences.

Overall, portfolio content, e-service quality, and E-WOM complement each other in building trust and gaining potential customers for MSMEs. By presenting a visually appealing portfolio, ensuring high e-service quality, and leveraging positive recommendations from previous customers, MSMEs can strengthen their position in the digital market and attract more customers. These three activities work together to create a strong impression that the business is trustworthy, so potential customers feel confident to make transactions and even recommend the service to others.

CONCLUSION

Social media activities conducted by VendorPanggung.id, through portfolio content, e-service quality, and e-WOM, have a major effect on trust, testimonials, recommendations, repeat orders, and long-term partnerships. Attractive portfolio content strengthens the company's professional image and increases customer trust. High e-service quality creates a satisfying customer experience, which encourages customers to place repeat orders and establish long-term relationships. Meanwhile, E-WOM helps expand market reach and increase trust through recommendations and testimonials from satisfied customers. These three factors are interconnected and form a solid foundation for business growth and sustainable customer relationships. Past research has shown that these three activities are effective in building customer loyalty and increasing a business's attractiveness in the market.

VendorPanggung.id needs to improve consistency in uploading quality portfolio content on social media to build customer trust, such as using Instagram Stories and Reels to

display the work process, customer testimonials, and the final results of the projects handled. In addition, responsiveness in communication is also important, where companies should be more proactive in responding to customer queries or complaints quickly, using a chatbot or Live Chat features to speed up the communication process. Finally, utilizing Electronic Word of Mouth (E-WOM) by inviting customers to share their positive experiences through testimonials or reviews will further strengthen credibility and trust in VendorPanggung.id services.

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