

The Impact of E-Business Technologies and Social Media Marketing on Indonesian SMEs Sustainability

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ABSTRACT

Objectives: As a result of the COVID-19 pandemic, many MSMEs in Indonesia have experienced losses and some have even gone bankrupt. To try to keep their business running, MSMEs must carry out digital transformation, including by selling their merchandise via the internet, using social media such as Instagram and Facebook, as well as online markets including Tokopedia, Shopee, Bukalapak, Blibli, and Lazada. By using the internet for business, it is necessary to know the role of e-business technology and social media marketing. Therefore, this research examines how perceived usefulness, perceived ease of use, and digital transformation influence the sustainability of SMEs through e-business technology and social media marketing.

Methodology: This research uses quantitative methods with a type of causal research. The population in this study were members of the CUP Bestari UKM community, numbering around 600 SMEs. To determine the sample size, the convenience sampling method was used, the sampling process was from the population closest and easiest to reach for researchers, taken from members of the CUP Bestari SMEs participating in the November 2021 bazaar at the Periuk District Hall, Tangerang City, totaling 108 samples. Primary data collection was carried out using a questionnaire by sending a Google Forms link to members of the UKM CUP Bestari community via WhatsApp. Then the data was analyzed using partial square rent structural equation modeling techniques.

Finding: As a result, perceived usefulness and perceived ease of use have a significant influence on e-business technology. Perceived ease of use significantly affects social media marketing, perceived usefulness does not affect social media marketing. In addition, e-business technology significantly influences SMEs' sustainability, and e-business technology also influences SMEs' sustainability. Perceived usefulness and perceived ease of use influence SME sustainability both through e-business technology and through social media marketing. Meanwhile, digital transformation does not influence social media marketing both direct and indirect through social media marketing as a mediator.

Conclusion: SME sustainability is influenced by factors of perceived usefulness, and perceived ease of use with e-business technology, and social media marketing as mediating variables. Another factor, namely digital transformation does not influence social media marketing both directly and indirectly through social media marketing as a mediator. In future research, it is recommended to use digital transformation as a variable that moderates the achievement of SME sustainability.

Keywords: Perceived usefulness; perceived ease of use; digital transformation; SME sustainability; e-business technologies, and social media marketing.

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INTRODUCTION

The main support for the Indonesian economy is Micro, Small, and Medium Enterprises (MSMEs), which are vital industries, have an important role in achieving national economic development goals, and are expected to be able to contribute to accelerating the expansion of the national economy (Saratian et al., 2022). The World Health Organization (WHO) has also declared the COVID-19 pandemic since March 11 2020. Numerous industries have been impacted by the COVID-19 pandemic. However, the existence of COVID-19 which was stated by the World Health Organization (WHO) has occurred since March 11, 2020, and in Indonesia through Presidential Decree No. 17 of 2023, was declared to have ended on June 21, 2023, resulting in many industries being affected by the COVID-19 pandemic, including MSMEs (Arief et al., 2021).

According to an online survey conducted by the United Nations Development Organization (UNIDO) in June-August 2020, the COVID-19 pandemic has impacted social movements and economic productivity. These impacts occur in national and global supply chains, businesses, and jobs. Numerous small and medium enterprises (SMEs) have been especially hard hit. This problem is serious in addition to the classic problems faced by MSMEs, namely internal problems which can be seen from the low professionalism of MSME management staff, including the lack of ability to master technology (Aulia et al., 2023; Yusuf et al., 2023).

Almost 90% of microenterprises and 66% of SMEs report labor shortages as one of their main operating difficulties. SMEs are trying to survive and restore their business to overcome this negative impact. From the pre-survey, a picture of the situation was obtained, MSMEs in Periuk District were forced to market their products online. This is quite difficult for those who are not very technologically savvy. Those who don't understand technology have difficulty marketing their products online. They require digital transformation that incorporates digital technology into every aspect of company operations to improve value delivery and operations management including marketing.

To strive for business sustainability, they must adapt swiftly and suitably by modifying their sales approach. SMEs may address this by enhancing their use of social media and technology (Patma et al., 2020). Social media has been an effective marketing tool since it provides a way to communicate with clients without having to physically see them, something that has been especially evident during the COVID-19 epidemic. In addition to being used for entertainment, social media use has expanded, giving businesses the chance to access new markets by utilizing social media marketing (SMM) techniques (Zhai et al., 2020). It is an applied digital platform to transform the business from conventional to digital carry-on in remote mode. Through SMM, SMEs currently sell their goods using social media, such as Instagram and Facebook, and online marketplaces including Tokopedia, Shopee, Bukalapak, Blibli, and Lazada. SMM becomes a very strategic to be applied and becomes a new paradigm but has not been widely researched and published by academics (Wardana et al., 2021).

The technology discussed in this research is the technology used in business, namely e-business technology (IEBT). Several studies using the antecedents of perceived ease of use and perceived usefulness to social media marketing have been carried out (Chatterjee & Kumar Kar, 2020), in this study the impact on SME sustainability was investigated. Marketing technology engagement using social media and e-business technology (IEBT) adoption will refer to the technology acceptance model (TAM) and are strongly generated by perceived usefulness (PEU) and perceived ease of use (PEOU). SMEs who have experienced the benefits of PEU, PEOU on social media marketing (SMM) and technology adoption (IEBT), will have sustainability (Patma, 2020). For some reason, empirical studies among SMEs show a poor understanding of the compatibility of IEBT and related technologies in business (Nithya & Kiruthika, 2021).

The study by Patma et al. (2020) concluded that perceived usefulness (PEU), and perceived ease of use (PEOU) influence e-business technology (IBT) adoption and social media marketing (SMM), and both IEBT and SMM influence SME sustainability (SS). One year later there were two studies. The results of the first study concluded that digital transformation can improve social media marketing (Khan, 2021), and the second concluded that digital transformation strategies increase SME sustainability (Winarsih et al., 2021). This research combines the three research results from these three studies, so there is a gap from previous studies.

Based on the background of the problem described above, namely that SMM is very strategic to apply and has become a new paradigm but has not been widely researched and published by academics and there is a low understanding of the compatibility of IEBT and related technology in business and there is an empirical gap from previous research with the same variables, so this research aims to examine the determinant dimensions that influence the use of social media marketing (SMM) and the adoption of e-business technology (IEBT) in the sustainability of SMEs (SS), namely perceived benefits (PEU) and perceived ease of use (PEOU), digital transformation (DT) with IEBT and SMM acting as mediating variables.

LITERATURE REVIEW

The Technology Acceptance Model (TAM) is designed to predict individual acceptance and use of new IT. According to TAM, two factors influence a person's psychological readiness to use IT. The first is perceived usefulness, which measures how much a person thinks that IT will help them do their job better. The second is perceived ease of use, which determines how easy IT is to use (Hizkia & Ariadi, 2023).

Perceived usefulness (PEU). Perceived usefulness is defined as "the degree to which a person believes that using a particular system would improve his or her work performance" (Abdullah et al., 2016). It is a person's proclivity to utilize a program and feel that doing so would help them accomplish a better job. This variable has six dimensions divided into two groups: 1) Usefulness consists of dimensions: work faster, make the job easier, functional, and improve productivity. 2) Effectiveness consists of dimensions: enhance effectiveness and improve job performance (Indarsin & Ali, 2017). Other scientists defined PEU as value as how far an individual trusts that the utilization of technology can expand his/her performance (Caffaro et

al., 2020). Perceived use has five indicators: usefulness, value, productivity enhancement, better query management, and more customer satisfaction (Patma et al., 2021a). Perceived usefulness has five dimensions namely usefulness, increased productivity, cost reduction, work more quickly, and workload reduction (Caffaro et al., 2020); the degree to which the person expects that the utilization of a specific cycle will build their functioning proficiency (*Economic and Social Development* 7, 2021). The use of PEU will improve organizational performance. PEU has been found to have a significant relationship with users' intentions to use new technology in several studies. For instance, it has been found that PEU positively correlates with new technology use in general, including social media usage on mobile platforms. Regarding the use of technology, PEU has a favorable attitude. It contains a variety of beliefs, including those about effectiveness, risk, and trust. Security and privacy sense are also risk factors. The use of PEU in the organization will reap significant benefits if this is protected (Wardana et al., 2022).

There are advantages that some people perceive and hold to be true, one of which is the idea of using technology to run their business more effectively. Twelve items that measure perceived usefulness and usability were developed through research. As soon as (Wardana et al., 2022) convey the idea that using the internet and e-business technology is simple, someone thinks he can increase the profitability of his company by using this technology. The facility doesn't require much effort or difficulty to run its business. Actions are constrained resources that a person can devote to various tasks for which he is accountable (Wardana et al., 2022).

Perceived ease of use (PEOU). Perceived ease of use is characterized as the degree to which a person believes that using a given framework is beneficial doesn't need exertion (Abdullah et al., 2016), and believes that utilizing technology will not be complex (Wu & Chen, 2017). Likewise, clients see specific advancements, access sites, web works, and web points of interaction to be not difficult to utilize (Moslehpour et al., 2018). The intrinsic incentive to use technology in business transactions with the Internet is part of the perception of ease of use (Kahar et al., 2019).

There are five indicators to measure perceived ease of use: ease of learning and identifying new customers, ease of identifying customer demands, ease of use, and ease of advertising products (Patma et al., 2021b, 2021c). If technology or systems are beneficial, users will not hesitate to use them if the conditions of use, or PEOU, are straightforward to use. The adoption and use of social media by organizations are also thought to be influenced by these factors. Users are more inclined to use an innovation if it is simpler for them to use. This demonstrates that PEOU and the application of new technology are compatible.

According to how well entrepreneurs manage their businesses, users' perceptions of how simple it is to use digital technology, access websites, use internet functions, and use web interfaces are obtained. This is a piece of technology that is thought to be essential. The likelihood of the website utilizing the technology increases with its complexity. Technology adoption is influenced by how simple it is thought to be to use. Email is a prime example of how people perceive the Internet, e-business technology, e-commerce, and the intention to use Internet applications to be simple to use. SMEs are thought to adopt and use QMS for several reasons. Users are happier using the technology because of SMM innovation that makes it simple to use. According to some researchers, PEOU significantly affects the uptake of new technologies. According to researchers, using new technology is associated favorably with PEOU (Wardana et al., 2022).

E-Business Technologies (IEBT). E-business was defined as the use of Internet-based and associated technologies and concepts to perform commercial transactions across an electronic or computer network, such as the Internet, the integration of systems, processes, companies, value chains, and whole markets. A method of integrating applications such as enterprise resource planning (ERP), electronic relationship management (e-CRM), and electronic supply chain management (e-SCM) for them to cooperate and help with making, coordinating, and disseminating labor and products (Sanders, 2007a). Everything revolves around directing business on the web (Shehata & Montash, 2020)(Mason et al., 2021a). E-business is seen as a significant kind of mechanical development, and it is utilized as an interaction situation as well as another way for organizations to act (Shehata & Montash, 2020). Firm use of e-business has a direct and positive effect on inter-organizational collaboration (Sanders, 2007b). e-business technologies have four indicators: use of IEBT, use for e-payment, usage for critical operations, and level of IEBT usage (Patma et al., 2021b, 2021c). Recent studies have shown that mechanical elements are by no means the only key to adequacy recognition of advances in e-business technology (IEBT). Research findings confirm that the fundamental elements of an online trust model are: site ease of use, protection, security, anticipated item execution, reliability, and executive electronics of client relations (Mason et al., 2021a). Internet and e-business technology (IEBT) were embraced by organizations, and social media marketing can be utilized as a device for working with the recovery of business (Zhai, 2022).

Digital Transformation: This means incorporating digital technologies into every aspect of a company's operations to improve value delivery and operations management. It entails shifting perspectives, encouraging creativity and new business models, digitalizing operations, and leveraging data and technology to improve customer experience. It also entails a shift in leadership. Businesses are undergoing a complicated, in-depth, and comprehensive shift from antiquated analog processes to contemporary digital ones (Rathore, n.d.)

Digital transformation is an evolutionary process that uses digital technologies to change our way of life and how we conduct business. This is mostly achieved through the adoption of new technical solutions derived from contemporary information technologies and internet services. "The process of using digital technologies to create new—or modify existing—business processes, culture, and customer experiences to meet changing business and market requirements" is what is meant by "digital transformation." (Melović et al., 2020).

Generally speaking, digital transformation refers to a significant and all-encompassing change in how technology is used to enhance business performance. Digital transformation is defined as the third and greatest level of digital abilities attained in reference. It occurs when the use of digital devices also fosters innovation, creativity, and important shifts in knowledge or the professional world (Winarsih et al., 2021). Digital transformation strategies enhance social media marketing, corporate systems, and internal processes (Khan, 2021)

Social Media Marketing (SMM). These days, social networking is starting to catch on. Social media, which at first served as a community liaison, has developed into a tool for businesspeople to conduct transactions. With the rate of innovation increasing, using social media is no longer a place-specific activity. to express oneself. However, it serves as a platform for the discovery and creation of new business prospects (Berlilana & Wahyuningsih, 2021). In this research, social media marketing will be discussed, which is the application of social media

to marketing. The utilization of social media platforms to create, impart, convey, and trade item offers that have an incentive for an association's partners is known as virtual entertainment promoting (Irshad et al., 2020). It has four indicators: messaging/projecting, monitoring, assessing, and responding (Dwivedi et al., 2021). Another scientist (Tafesse & Wien, 2018) stated that social media marketing indicators are: improve customer satisfaction, acquire more new customer services, increase sales, and improve customer loyalty. In this study, social media marketing has three indicators: helpful, useful for marketing, and good for business (Patma et al., 2021b, 2021c). SMM is also described as an integrated set of activities used by an organization to transform social media connectedness (networks) and interactions (influences) into effective strategic means of achievement after carefully examining consumers' motivations for brand-related social media use and launching deliberate engagement initiatives (Li et al., 2021). SMM is referred to as an organization's coordinated design of activities that are based on a careful assessment of customers' motivations for brand-related social media use and the undertaking of considering engagement activities, changing social media use, and the undertaking.

To achieve the desired showcasing result, it is important to consider engagement activities and transform social media connectedness (systems) and intuition (impacts) into vitally important means (Li et al., 2021). To the extent that it is regarded as a crossover component of the advancement blend, social media speaks to business in addition to being an effective channel to display commercial and organizational communications. In actuality, the interface angles of conventional showcasing communication combine with a highly amplified form of word-of-mouth among clients where firms cannot control either the content or the recurrence of this communication (Arrigo, 2018). The importance of social media marketing promotional messages can effectively influence consumers' perceptions of a product and result in usage behaviors (Mason et al., 2021b)(Mason et al., 2021). Social media optimization for marketing purposes will help businesses perform better by increasing the number of customers and fostering greater customer loyalty. Social media's role in e-commerce is to increase customer loyalty by fostering a sense of trust among consumers. SMM enables users to exchange information with each other effectively and efficiently about all situations and events around the globe, particularly during the coronavirus pandemic. Social media marketing is a crucial tool for interaction and communication in the fight against the coronavirus. Businesses using social media marketing are expected to increase business performance (Bartik et al., n.d.). In Indonesia, SMEs primarily use QMS to help them adopt and use social media marketing in digital marketing (Wardana et al., 2022).

SME's Sustainability (SS). The sustainability for small and medium enterprises (SMEs) comprises accomplishing a balance from one viewpoint between monetary, human, and material assets, and then again with the social and monetary climate in which it works (Burlea-Schiopoiu & Mihai, 2019). Sustainability can be specified as an element that guides the service, safeguarding, and preservation of three principally recognized components, the climate, local area, and the economy. SMEs' sustainability comprises increased business performance, sales, customer connection, customer needs identification, and employee creativity (Patma et al., 2021b, 2021d).

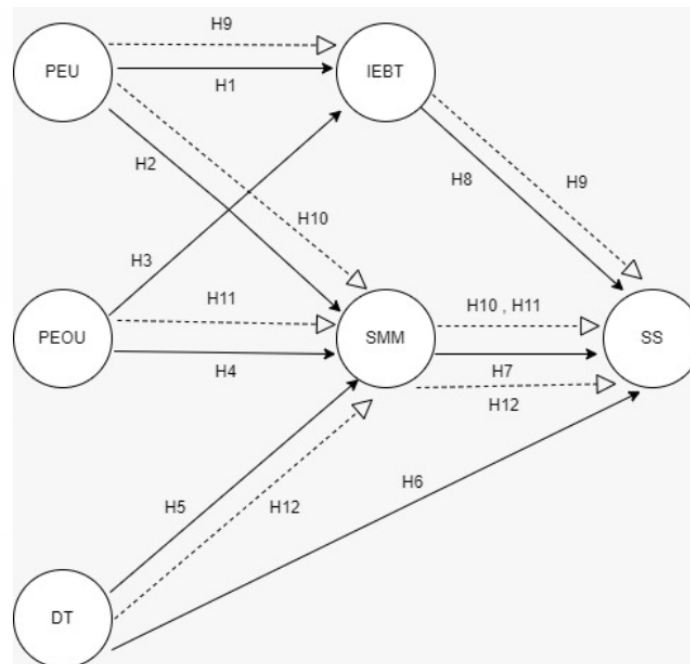


Figure 1. Theoretical Framework

Hypothesis. Based on the theoretical review and research framework, the research hypothesis developed as follows:

- H1: Perceived usefulness (PEU) positively and significantly affects e-business technologies (IEBT).
- H2: Perceived usefulness (PEU) positively and significantly affects social media marketing (SMM).
- H3: Perceived ease of use (PEOU) positively and significantly affects e-business technologies (IEBT).
- H4: Perceived ease of use (PEOU) positively and significantly affects social media marketing (SMM).
- H5: Digital transformation (DT) positively and significantly affects social media marketing (SMM).
- H6: Digital transformation (DT) positively and significantly affects SME sustainability (SS).
- H7: Social media marketing (SMM) positively and significantly affects SME sustainability (SS).
- H8: e-business technology (IEBT) positively and significantly affects SME sustainability (SS).
- H9: Perceived usefulness (PEU) positively and significantly affects SME sustainability (SS) through e-business technology (IEBT).
- H10: Perceived usefulness (PEU) positively and significantly affects SME sustainability (SS) through social media marketing (SMM).
- H11: Perceived ease of use (PEOU) positively and significantly affects SME sustainability (SS) through social media marketing (SMM).
- H12: Digital transformation (DT) positively and significantly affects SME sustainability (SS) through social media marketing (SMM).

METHOD

Quantitative research was the methodology employed in this investigation. One way to think of quantitative research is as a method of study that relies on statistics and statistical analysis (Genoveva & Samukti, 2020). The research population is SME members of the Periuk SME Community CUP Bestari which consists of about 600 small businesses from various business fields: culinary, handicraft, fashion, and accessories.

To determine the sample size used one of a kind of non-probability sampling namely the convenience sampling method, a sampling process from the population closest and easily accessible to the researcher (Rahi, 2017) namely bazaar participants in November 2021 at the Periuk District Hall, Tangerang City amounted to 108 samples. Non-probability Sampling is the sample data technique that is employed; this means that not every element or member of the population has an equal chance of being selected as a sample (Genoveva & Samukti, 2020). The data acquisition procedure utilized a poll with an estimation scale of the semantic differential scale. Respondents' responses to the survey things were handled and broken down utilizing PLS-SEM (Hair et al., 2018). In PLS-SEM, there are two measurements, namely, measurement model evaluation (external model) and structural model evaluation (internal model). The evaluation of the outer model refers to the validity of the data (convergent validity and discriminant validity) and internal consistency (Cronbach's Alpha and Composite Reliability). The evaluation of the inner model refers to the value of the regression coefficient, t-value (significance), R-Square, dan F-Square (Hair et al., 2018).

RESULTS AND DISCUSSION

Results.

The dominant respondents were male (88%). They have an age range of 20-25 years (12%), 26-39 years (46%), 31-35 years (28%), and more than 35 years (14%). Their educations are maximum high school (32%), diploma (12%), bachelor (54%), and postgraduate (2%). They have monthly revenue under IDR 15 million (62%), IDR 16-30 million (32%), and above IDR 30 million (6%).

According to Hair and others (2018), PLS-SEM is performed to estimate the measurement model (external model) consisting of factor loadings; Convergent Validity (AVE) Discriminant validity (Fornell-Lacker criterion, and Heterotrait-Monotrait ratio (HTMT) and composite reliability. The estimation structural model (internal model) consists of collinearity (VIF) R^2 value (R^2 values of 0.75, 0.50, and 0.25 are considered significant, moderate, and weak), Q^2 -value(s) above 0, 0, 25 and 0.50 describes small, medium and large) and PLS predict (compare the MAE (or RMSE) value with the LM value of each indicator) and goodness of fit (Chaidir & Zulfikar, 2023).

According to Table 1, the PLS-SEM data processing yields two estimations: the outer and inner models (Hair et al., 2018). The validity and reliability of the instrument are evaluated using the research model. Each indicator's loading factor value exceeds 0.7, and the average variance extracted (AVE) value exceeds 0.5; as a result, the convergent validity is excellent. The Composite Reliability (CR) and Cronbach's Alpha (CA) values were used in the reliability test.

According to the test's findings, each variable has a CR and CA value greater than 0.7, indicating that the indicators have a high level of consistency.

Table 1. Convergent Validity and Consistency Internal

Variable	Item	LF	AVE	CR	CA
IEBT	IEBT1	0.787	0.640	0.0876	0.811
	IEBT2	0.723			
	IEBT3	0.876			
	IEBT4	0.807			
PEOU	PEOU1	0.724	0.617	0.889	0.844
	PEOU2	0.731			
	PEOU3	0.762			
	PEOU4	0.870			
	PEOU5	0.830			
PEU	PEU1	0.852	0.690	0.918	0.887
	PEU2	0.869			
	PEU3	0.842			
	PEU4	0.804			
	PEU5	0.785			
SMM	SMM1	0.791	0.573	0.801	0.34
	SMM2	0.715			
	SMM3	0.763			
SS	SS1	0.715	0.642	0.899	0.860
	SS2	0.771			
	SS3	0.803			
	SS4	0.879			
	SS5	0.831			
DT	DT1	0.866	0.726	0.888	0.809
	DT2	0.894			
	DT3	0.793			

The discriminant validity test shows that the correlation between constructs is less than 0.9, which means that all variables meet the requirement (Table 2).

Table 2. Discriminant Validity

	DT	IEBT	PEOU	PEU	SMM	SS
DT	0.852					
IEBT	0.791	0.800				
PEOU	0.830	0.782	0.785			
PEU	0.845	0.780	0.842	0.831		
SMM	0.633	0.665	0.694	0.653	0.757	
SS	0.723	0.709	0.693	0.754	0.715	0.802

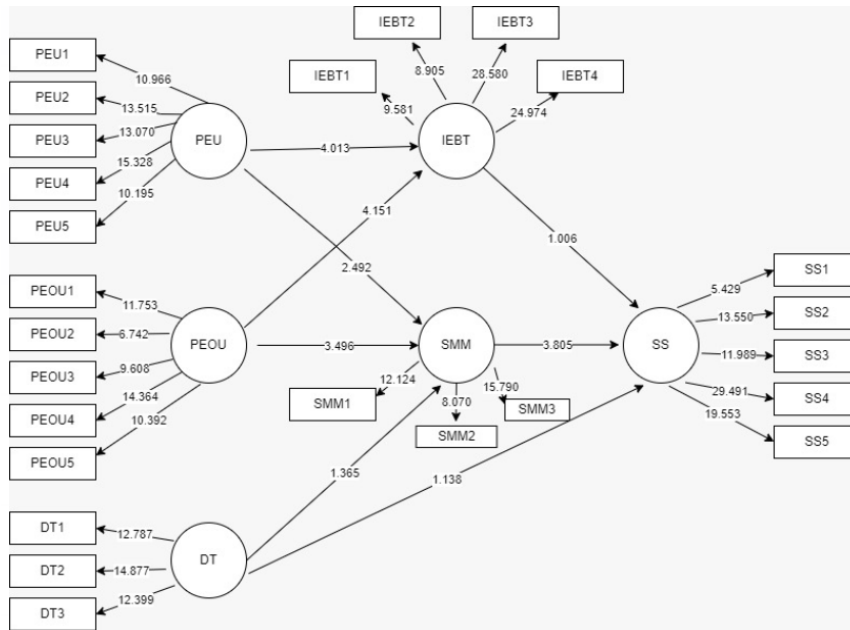


Figure 2. Inner Model

Inner Model. The inner model is to find the score of the path coefficient of the relationship between the constructs, namely the effects of PEU, PEOU to IEBT, and SMM, and PEU, and PEOU to SS through IEBT and SMM.

Table 3. Hypothesis Testing

Path	Original Sample	Standard Deviation	T-Stats	P-Value
PEU → IEBT	0.419	0.104	4.103	0.000
PEU → SMM	0.365	0.127	2.869	0.004
PEOU → IEBT	0.429	0.103	4.151	0.000
PEOU → SMM	0.542	0.155	3.496	0.000
DT → SMM	0.813	0.134	1.365	0.173
DT → SS	0.210	0.140	1.495	0.135
SMM → SS	0.332	0.087	3.805	0.000
IEBT → SS	0.127	0.127	1.006	0.315
Indirect Effect				
PEU → IEBT → SS	0.053	0.057	0.942	0.346
PEOU → SMM → SS	0.180	0.068	2.636	0.009
PEOU → IEBT → SS	0.235	0.070	3.364	0.001
DT → SMM → SS	0.061	0.050	1.221	0.222

The bootstrapping process was used to assess the significance and strength of each path relation in the structural model (all the construct). The test's criteria called for a significant level of $\alpha = 0.05$.

The first eight paths were used to prove the direct effects of H19 to H8 as shown in Table 3. The significance is shown in the T-Statistics column, and the path coefficients are shown in the original sample column. There is a positive correlation between the two variables of hypothesis H1, H2, H3, H4, and H7 as shown by the fact that all path coefficient values are, and at the T-Statistics column, all t-statistical values $>$ t table (1.96) and significance $<$ 0.05, therefore all of

these 5 hypotheses can be accepted. Meanwhile, for hypotheses H5, H6, and H8 with p-values > 0.05 and t-statistics < 1.96 these hypotheses are rejected. These mean that digital transformation (DT) does not significantly affect social media marketing (SMM) and SME sustainability (SS), and e-business technology (IEBT) does not significantly affect SME sustainability (SS).

The next paths prove hypotheses H9 to H12. Table 3 shows the role of IEBT and SMM as intervening variables. H9 was rejected: perceived usefulness (PEU) does not significantly affect SME sustainability (SS) through e-business technology (IEBT) with t-statistics $0.942 < 1.96$ and p-value $0.346 > 0.05$. H10 was accepted: perceived usefulness (PEU) positively and significantly affects SME sustainability (SS) through social media marketing (SMM) with t-statistics $2.636 > 1.96$ and p-value $0.009 < 0.05$. H11 was also accepted: perceived ease of use (PEOU) positively and significantly affects SME sustainability (SS) through social media marketing (SMM) with t-statistics $3.364 > 1.96$ and p-value $0.001 < 0.05$. H12 was rejected: digital transformation (DT) does not significantly affect SME sustainability (SS) through social media marketing (SMM).

Using the F-Square value as a guide, the next measurement is to determine the strength of the relationship between the variables (Table 4).

Table 4. Effect Size

Path	F-Square	Result	R-Square
PEU → IEBT	0.152	Moderate	
PEOU → IEBT	0.159	Moderate	0.663
PEU → SMM	0.071	Small	
PEOU → SMM	0.180	Moderate	0.493
DT → SMM	0.021	Small	
DT → SS	0.016	Small	0.670
IEBT → SS	0.015	Small	
SMM → SS	0.170	Moderate	

Perceived usefulness (PEU) and perceived ease of use (PEOU) have a moderate impact on e-business technology. Perceived usefulness (PEU) has a small impact on social media marketing (SMM) but perceived ease of use (PEOU) has a moderate impact on social media marketing. Digital transformation (DT) has a small impact on social media marketing (SMM) and SME Sustainability (SS). e-business technology has a small impact on SME Sustainability (SS) but social media marketing (SMM) has a moderate impact on SME sustainability (SS). Additionally, the R-square value for IEBT is 0.663 means that PEU and PEOU contribute 66.3% to form IEBT. The R-square value of SMM is 0.493 means that PEU, PEOU, and DT contribute 49.3% to form SMM. The last R-square value of SS is 0.670 means that DT, IEBT, and SMM contribute 67.0% to form SS.

Discussion. The study backs up the findings of Patma et al. (2021) on the direct effects of perceived usefulness and perceived ease of use to e-business technologies and social media marketing and e-business technology and social media marketing to SME sustainability. On the other hand, this research is not in line with the research conducted by Chatterjee and Kumar (2020), and Wardana et al (2021). In this research, digital transformation did not have a significant effect on social media marketing, this is not following research conducted by Khan (2020), either. This research concludes that digital transformation does not affect SME sustainability either

directly or through social media. This does not support research conducted by Winarsih et al. (2021) which states that digital transformation influences SME Sustainability.

CONCLUSION

According to the study's findings, the first eight paths were used to prove the direct effects between two variables. There is a positive effect between the two variables of hypothesis, perceived usefulness and perceived ease of use to e-business technology and social media marketing and social media marketing to SME sustainability. Meanwhile, digital transformation does not affect social media marketing and SME sustainability. e-business technology does not affect SME sustainability either. The indirect effects of perceived usefulness and perceived ease of use to SME sustainability through social media marketing are significant. The indirect effect of perceived usefulness to SME sustainability through social media marketing, and digital transformation to SME sustainability through social media marketing are not significant. Suggestions for future research, it is necessary to carry out research with other variables. If you use the digital transformation variable, it can be used as a variable for moderation and a wider area than at the sub-district level, namely the district or city level.

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