

Artikel - Determinants of social media

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Determinants of Social Media Use by the Handicraft Industry of Indonesia and its Impact on Export and Marketing Performance: An Empirical Study

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The present study attempts to examine the determinants of social media use by the handicraft industry of Indonesia and its impact on export and marketing performance. The primary data were collected from a sample of 301 respondents. To examine the impact of incorporated variables on the marketing and export performance, confirmatory factors analysis and structural equation modelling approach are incorporated in the study. Several tests were applied including descriptive analysis, KMO and Bartlett's test, rotated component matrix, convergent and discriminant validity. The results showed significant differences in direct and indirect effects. The direct effects indicated that perceived ease of use and subjective norm are the insignificant predictors of marketing performance, whereas relative advantage significantly predicts marketing performance. Likewise, for export performance, perceived ease of use and relative advantage are found as significant predictors. Meanwhile, the indirect effects showed that social media use significantly mediates the relationship of perceived ease of use, relative advantage, subjective norm and marketing performance. On the contrary, no mediation of subjective norm is observed in the relationship between subjective norm and export performance. Social media use acts as a significant mediator in the relationship between perceived ease of use, relative advantage and export performance. In addition, the study embraces several theoretical, practical and policy-making implications for the marketing



management practitioners and strategy developers to attain high levels of marketing and export performance with the utilisation of social media. Lastly, various limitations are discussed for in-depth findings by future researchers.

Keywords: *Ease of use, Relative advantage, Subjective norms, Social media export, Marketing performance.*

Introduction

With the emergence of social media, human lifestyles have totally changed. This has impacted the way a business operates as it affects almost every aspect of business operation, and thus it may also impact the financial and non-financial performance of a firm. Social media refers to a web-based application, which enables users to involve various social media platforms such as Facebook, Twitter, LinkedIn, Skype, and Viber. It is an online platform, which allows businesses to establish and maintain relationships with its customers for effective marketing performance and for creating the awareness of the existing product and service offerings in order to expand the business to international markets, particularly for export. Social media allows the exchange of information and interaction between the transacting parties around the globe. It enables the effective two-way communication across cities and countries. The usage of social media by businesses relies on multiple motivations and factors among which the most prominent feature is user-friendly medium. In addition, the perception of its associated advantages drives the usage behaviours with the major influence of prevailing business practices for communication. Also, marketing performance is the widely studied concepts in the domain of marketing management (Chernev, 2018). Marketing performance is reflected in financial and non-financial measures such as market share, the profitability of the firm, the awareness of the brand, brand image and brand equity, as these indicators capture the performance and effectiveness of the implemented marketing strategies and approaches for a firm or a specific brand (Le Meunier-FitzHugh & Le Meunier-FitzHugh, 2017). The integration of these approaches is one of the major significant drivers of a firm's financial and marketing performance (Khourouh, Sudiro, Rahayu, & Indrawati, 2020).

Export performance has emerged as a prominent concept as the indicator of a firm's success. It is the determining factor of international performance as they determine business expansion processes and activities. Similarly, export performance also reflects the competitive advantage of firms. Moreover, gaining market insights is essential for the export performance as they provide the information of preferable marketing practices and prevailing trends in the industry which can be gathered through the usage of social media (Munawar, Rahayu, Disman, & Wibowo, 2019). In the present era, almost every industry is facing the challenge



of high competition and dynamic business environment while striving for effective marketing performance and export performance, which requires the implementation of market-oriented approaches and strategies to survive in the business industry. For gaining the insights of customer needs, trends and preferences, diversified information sources are necessary which can be gathered through the utilisation of social media. Hence, to overcome this challenge, around the globe, several studies explored the impact of social media usage on marketing and export performance. It is claimed that collecting information from social media results in improved performance of a business and provide competitive advantage (Yoo, Rand, Eftekhar, & Rabinovich, 2016). Also, it was highlighted by Siamagka, Christodoulides, Michaelidou, and Valvi (2015) that social media is one of the major sources of market intelligence.

Therefore, in view of the discussed findings, it is observed that research has focused on the impact of social media usage and business performance including export performance and marketing performance. However, no such study has been conducted to analyse the role of underlying reasons or factors of using social media and its impact on export and marketing performance of a firm. In addition, the mediating role social media use in the relationship between social media usage drivers and firm performance (marketing and export performance) was not examined earlier. These observations highlighted the literature gap, which needs to be fulfilled. Therefore, in order to fulfil the identified gap, by following the suggestions of previous studies (Afriyie, Du, & Musah, 2019; Alshanty & Emeagwali, 2019; Eid, Abdelmoety, & Agag, 2019; Iyer, Davari, Zolfagharian, & Paswan, 2019), the present study proposes the following research objectives:

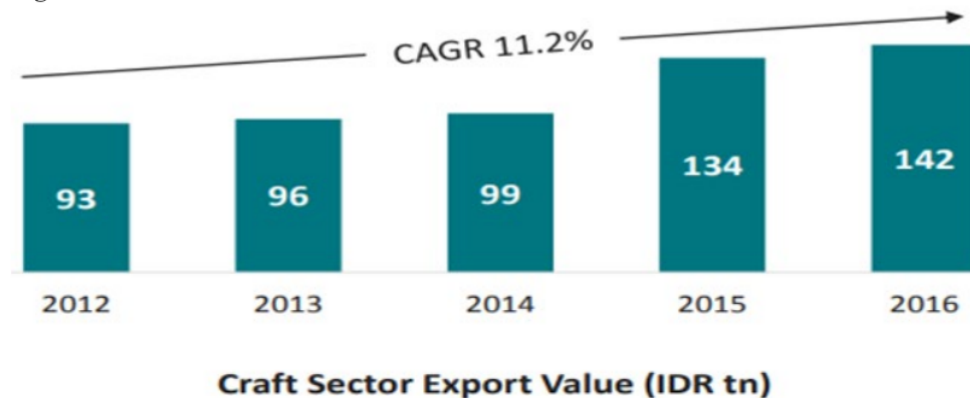
1. To determine the impact of perceived ease of use on the marketing performance of the handicraft industry of Indonesia.
2. To analyse the impact of perceived relative advantage on the marketing performance in the handicraft industry of Indonesia.
3. To explore the impact of subjective norm on the marketing performance of the handicraft industry of Indonesia.
4. To examine the impact of perceived ease of use on the export performance of the handicraft industry of Indonesia.
5. To evaluate the impact of perceived relative advantage on the export performance of the handicraft industry of Indonesia.
6. To discover the impact of subjective norm on the export performance of the handicraft industry of Indonesia.
7. To investigate the mediating role of social media use in the relationship between perceived ease of use, relative market advantage, subjective norm and marketing performance of the the handicraft industry of Indonesia.



8. To analyse the mediating role of social media use in the relationship between perceived ease of use, relative market advantage, subjective norm and export performance of the Handicraft Industry of Indonesia.

The contribution of our study is the inclusion of the Indonesian handicraft industry to investigate the social media drivers and their impact on marketing and export performance with the mediating role of social media use, as no study has been analysed the marketing performance of this sector. Indonesia has the third highest creative industry contribution relative to overall GDP. This industry contribution is expected to reach 12% of the overall GDP as Indonesia's main economy shifts further from the traditional industry. The growth rate of creative industry export was 3.4%, which contributed 13.8% to the value of national exports in 2016 (Munawar, Rahayu, Disman, & Wibowo, 2019). Indonesian total export value has declined since 2013 due to the increasing competition in the global market, whereas the craft sectors specifically preserves their growth as shown in Figure 1 (Munawar et al., 2019).

Figure 1.



Moreover, unlike previous studies, the current study incorporates advanced methodological techniques such as structural equation modelling and confirmatory factor analysis. The explanation of the proposed mechanism is significant for the marketing management practitioners to motivate marketing managers to incorporate the use of social media with the alignment of business vision for the prominent growth and performance of a firm. Thus, the rest of the research will cover the relevant literature and formulation of hypotheses. In section 3, we discuss the methodology of the study, whereas data analysis and results are discussed in section 4, and section 5 includes a conclusion and future policy implications.



Literature Review

This research utilises the technology acceptance model (TAM) (Marangunić & Granić, 2015) to identify the potential reasons for the adoption of any technology. According to the theory, the basic determinant of technology adoption is perceived ease of use and perceived usefulness (Hu, Chau, Sheng, & Tam, 1999).

Furthermore, the innovation diffusion theory (Mount, Pitsis, & Zaman, 2019) is applied to investigate the role of a relative advantage on marketing and export performance of a firm. It is suggested that relative advantage is the most important factor influencing SMEs' adoption of the internet and it affects their marketing and export performance. Also, the relative advantage occurs in terms of cost benefits, location benefits and employee benefits when the firm assumes great benefits in a different location or site, so they are more likely to involve in that business activity (Wu & Chiu, 2015).

Finally, relying on the theory of reasoned action model (Paul, Modi, & Patel, 2016), subjective norms have been found to be a significant factor to determine people's intention to adopt and use social media and its impact on marketing and export performance. The "Theory of Reasoned Action" was presented with an aim to establish the relationship between an individual's underlying beliefs, attitude, intentions, and behaviour (Hussain, Rahman, Zaheer, & Saleem, 2016). This model is widely applied for the determination of an individual's intention and prediction of behaviour. The theory assumes that behavioural intentions of individuals are determined by the attitudes and subjective norms. For the acquisition of a profound understanding of the essentials that contribute to shaping behaviour, it is vital to understand the beliefs held by a person and the influence of social surroundings (Lujja, Omar Mohammad, & Hassan, 2016). Several studies have incorporated these theories for an in-depth understanding of marketing performance drivers (Davis, 2017; Gellweiler, 2018). Thus, the present study proposes the following conceptual model presented in Figure 2 by taking into consideration the perceived ease of use, perceived relative advantage, and subjective norm (independent variables) as determining factors of marketing and export performance (dependent variable). The study also assumes that social media use acts as a significant mediator in the relationship between perceived ease of use, perceived relative advantage, subjective norm and marketing and export performance.

Perceived Ease of Use and Marketing Performance

Perceived ease of use is the driving factor of a firm's marketing performance as it includes the features of all business activities which have easy-to-use procedures (Kusuma, 2019). Basically, the degree to use the particular business technology was created by the analysing its perceived user guidelines (Khatibi, 2017). As the firm identified the technology with user-



friendly interfaces, it will integrate into business activities and improves the marketing performance through improved communication (Utama, 2018). Therefore, based on the reviewed literature and the recognition of importance of perceived ease of use in the determination of marketing performance, the current study hypothesises that:

H1: Perceived ease of use has a significant impact on marketing performance.

Perceived Relative Advantage and Marketing Performance

Perceived relative advantage refers to the identification of benefits associated with the use of any technology or the adoption of any business activity for addressing the needs of customers. It includes the discovery of potential benefits and detection of potential areas that need to be worked for gaining the benefits (Ramanathan, Ko, Chen, & Ramanathan, 2016). It is firm-oriented perspective focused on the collection of existing knowledge about potential benefits associated with the use of any activity to technology, which allows the firm to work on customer satisfaction and ultimately led towards effective marketing performance (Hussein & Saad, 2016). Therefore, based on the reviewed literature and the recognition of the importance of perceived relative advantage in the determination of marketing performance, the current study hypothesises that:

H2: Perceived relative advantage has a significant impact on marketing performance.

Subjective Norm and Marketing Performance

It is another major construct of TRA framework, which refers to the influence of societal pressure and social environment on the behavioural intentions of individuals which provokes or abstains a certain behaviour. According to the assumptions of the theory of reasoned action, the subjective norm is the direct predictor of behavioural intention (Li, 2015). It is evident from the study conducted by Wong & Zhou (2015) on the determinants of social media adoption that subjective norm or social influence has a significant influence on behavioural intention to use social media and it creates a significant effect on marketing performance. Therefore, based on the reviewed literature and the recognition of importance of subjective norm in the determination of marketing performance, the current study hypothesises that:

H3: Subjective norm has a significant impact on marketing performance.



Perceived Ease of Use and Export Performance

Perceived ease of use is the driving factor of a firm's export performance of as it includes the features of all business activities which have easy-to-use procedures (Abdullah, Ward, & Ahmed, 2016). As the firm identified the technology with user-friendly interfaces, so it will integrate into business activities and improves the export performance through improved communication (Ashraf, Thongpapad, & Spyropoulou, 2016). Therefore, recognising the importance of perceived ease of use in the determination of export performance, the current study hypothesises that:

H4: Perceived ease of use has a significant impact on export performance

Perceived Relative Advantage and Export Performance

Perceived relative advantage determines the adoption of any business activity for addressing the needs of customers (Beyene, 2017). It includes the discovery of potential benefits and detection of potential areas that need to be worked for gaining the international benefits and increasing export performance (Algieri, Aquino, & Succurro, 2018). It is firm-oriented perspective focused on the collection of existing knowledge about international benefits associated with the use of any activity or technology, which allows the firm to gain competitive advantage and enhance export performance (Jaumandreu & Yin, 2017). Thus, the current study hypothesises that:

H5: Perceived relative advantage has a significant impact on export performance.

Subjective Norm and Export Performance

Yaseen and El Qirem (2018) studied the intentions of businesses for the adoption of social media for marketing performance and identified subjective norm as a significant predictor of its use (Ghozali & Sulistyani, 2016). It is also evident that subjective norm determines the social media usage and affects the export performance of a firm as the business gets influenced by other business activities in their surroundings (Solberg & Durrieu, 2015). Therefore, based on the reviewed literature and the recognition of the importance of subjective norm in the determination of export performance, the current study hypothesises that:

H6: Subjective norm has a significant impact on export performance.



The Mediating Role of Social Media Use

It is argued in the literature that social media usage depends on multiple drivers, such as for fulfilling entertainment needs, for social connection needs and for establishing social identity, whereas the motivating factors of its usage are easy-to-use interfaces of a particular social media app or website. Moreover, the kind of benefits provided against its usage and the influence of societal pressures determine the usage of social media (Alalwan, Rana, Dwivedi, & Algharabat, 2017). It is assumed that the performance of firm can be improved with the integration of social media into its business processes for interaction and communication and for identifying various sources of information (Wang & Kim, 2017). Hence, it is observed that social media presence in any organisation depends on its drivers and the usage results in enhanced business performance in terms of its marketing or export and international performance. Therefore, the current study assumes that:

H7: Social media use has a significant mediating role in the relationship between perceived ease of use and marketing performance.

H8: Social media use has a significant mediating role in the relationship between perceived ease of use and export performance.

In addition, social media allows the screening of market information, customer needs, and preferences and relative market benefits in order to gain competitive advantage (Wang, Pauleen, & Zhang, 2016) and boost overall market and export performance. This enables the firm to develop the differentiation strategy as per the market demand and integrate the marketing strategies as per the requirement (Buhalis & Mamalakis, 2015). Thus, the current study hypothesises that:

H9: Social media use has a significant mediating role in the relationship between relative market advantage and marketing performance.

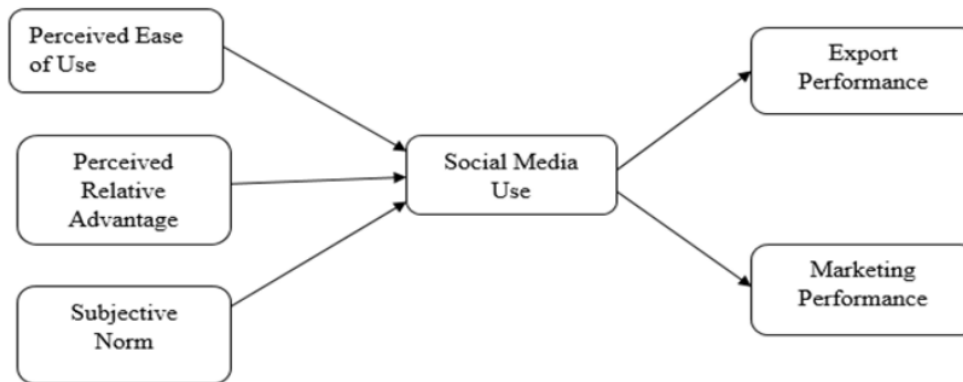
H10: Social media use has a significant mediating role in the relationship between relative market advantage and export performance.

According to Dumpit and Fernandez (2017), the most significant driver of social media usage is the societal influence of the subjective norm. As businesses observe the usage of various mediums for interaction and information search, they are more likely to engage in the same socially influential behaviour (Link, Cawkwell, Shelley, & Sherman, 2015) as it boosts the tendency of a firm to identify opportunities and improve their product and service strategies for high levels of overall performance (Karimi & Salati, 2016). It is indicated that with the adoption of media, the export performance of the firm significantly increases as they get insights about the international and national markets (Ruskowski & Pauwels, 2016). Hence, the present study hypothesises:

H11: Social media use has a significant mediating role in the relationship between subjective norm and marketing performance.

H12: Social media use has a significant mediating role in the relationship between subjective norm and export performance.

Figure 2. Conceptual model



Research Methodology

Population and Sampling

The researcher conducted this research to observe the impact of perceived ease of use, perceived relative advantage and subjective norm on export performance and marketing performance of the handicraft industry of Indonesia, with the mediating role of social media use. In Indonesia, due to the great art, science and cultural heritage, a large number of small enterprises have been operating. However, none of them was able to generate revenue and contribute to export of Indonesia. Nevertheless, now thanks to the awareness of export businesses, small enterprises tend to enhance their quality and use different parameters to increase the export performance and market performance. In this proposed study, the researcher selected 30 SMEs through simple random sampling technique as the sampling frame of the study, from the list of small enterprises provided by the regulatory authorities and government agencies. Furthermore, the researcher used the purposive sampling technique for selecting respondents such as company owners, managers of marketing department because only those can understand the objective of the study and they have the strong opinion about variables of the study. There were 340 survey questionnaires distributed among the respondents, 316 were received. After discarding incomplete and invalid responses, only 301 valid responses were collected.



Data Collection Procedure

In the proposed study, the researcher chose the survey-based questionnaire as data collection procedure because for numeric, objective and primary data collection, the researcher considered the structured questionnaire as the best suitable option. The researcher categorised the questionnaire into demographic and variables scaled closed-ended questions, for collecting the responses about the role of concerned variables in the proposed study. The researcher had to check the language of the questionnaire and content validity of measures in order to collect authentic and upright outcomes. Furthermore, the pre-test approach was used for evaluating the understandability of survey items based on feedback of specific respondents. The self-administering technique was accompanied, as the researcher can narrate the respondents about requirements of questionnaires, for solving queries of respondents and for ensuring them that data will be used only for academic purpose.

Measures

The researcher takes into consideration earlier studies of many authors, which were related to this research study for the adaption of survey items in the questionnaire because these measures had already been verified in the context of reliability and validity. The variable perceived ease of use was measured through 6 survey items and perceived relative advantage was measured through 7 measurement items; all these items were adapted from the study of Agarwal and Prasad (1999) and Davis, Bagozzi, and Warshaw (1989). For subjective norm measurement, five items were taken from Ajzen and Fishbein (2000). In addition, the researcher adapted 10 survey items from Ahire, Golhar, and Waller (1996) for social media use, and 3 measurement items were taken from Evangelista (1994) and Katsikeas, Morgan, Leonidou, and Hult (2016), for export performance. The researcher adapted 3 survey items from Katsikeas et al. (2016) for market performance. Responses were measured on the 5-point Likert scale (1= strongly disagree and 5= strongly agree).

Data Analysis

For statistical analysis of the collected data, the researcher accompanied the two main software AMOS and SPSS. The researcher used the AMOS for performing confirmatory factor analysis and structure equation modelling. CFA was run for assessing the discriminant validity, convergent validity and checking the model fitness. SEM was accompanied for performing the hypothesis testing through path analysis. Furthermore, the researcher used SPSS to run regression models, Cronbach's alpha, descriptive statistics, and correlations.



Data Analysis and Interpretation

In this study, 301 questionnaires were distributed among the participants. The demographic details of respondents showed that there were 134 males and 167 females. According to education background, 35 respondents had graduated from universities, 127 respondents had done their post-graduation, 122 had master degrees and 17 had some other degrees. According to the age, 42 of the respondents were between 21 to 30 years old, 184 of the respondents were from 31 to 40 years old, 56 of the respondents were from 41 to 50 years old, and 19 were 50 and over.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	SE	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	SE
PEaseOfUse	301	1.00	5.00	3.5410	1.13716	-.732	.140
PRelAdv	301	1.00	5.00	3.4589	1.12656	-.557	.140
SubjNorms	301	1.00	5.00	3.5887	1.08505	-.845	.140
SocMedUse	301	1.00	4.90	3.5824	1.07315	-.866	.140
ExportPerf	301	1.00	5.00	3.6146	1.07938	-.864	.140
MarketPerf	301	1.00	6.33	3.4064	1.08620	-.237	.140
Valid (listwise)	N 301						

Table 1 shows the descriptive statistics of the study. This set of data represents the entire sample of the population. The data show that there is no outlier in given data because maximum values are in the threshold range of 5-point Likert scale and the value of skewness is between -1 to 1, which is the threshold range of normality, thus the given data is normal and valid. The data is valid for further testing.



Table 2: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
PEU1			.764			
PEU2			.806			
PEU3			.833			
PEU4			.857			
PEU5			.842			
PEU6			.864			
PRA1		.798				
PRA2		.867				
PRA3		.870				
PRA4		.860				
PRA5		.870				
PRA6		.882				
PRA7		.852				
SB1				.801		
SB2				.819		
SB3				.856		
SB4				.800		
SB5				.769		
SMU1	.678					
SMU2	.760					
SMU3	.833					
SMU4	.833					
SMU5	.826					
SMU6	.817					
SMU7	.812					
SMU8	.823					
SMU9	.832					
SMU10	.815					
EP1					.750	
EP2					.808	
EP3					.778	
MP1						.713
MP2						.745
MP3						.781



Table 2 shows rotated components matrix. Almost all of the indicators have factor loading of more than 0.7, which means that all indicators are eligible to be exposed to further hypothesis testing techniques, because all the factors are in a suitable threshold level. Therefore, this data is good for further testing techniques. There is no cross loading in the data shown in RCM, thus, the data is reliable.

Table 3: Convergent and Discriminant Validity

	CR	AVE	MSV	MaxR(H)	SMU	PEU	PRA	SB	EP	MP
SMU	0.928	0.749	0.319	0.969	0.865					
PEU	0.961	0.803	0.354	0.984	0.556	0.896				
PRA	0.916	0.802	0.465	0.990	0.498	0.355	0.895			
SB	0.943	0.767	0.354	0.991	0.522	0.595	0.436	0.876		
EP	0.902	0.754	0.338	0.992	0.565	0.581	0.479	0.530	0.868	
MP	0.869	0.689	0.465	0.992	0.565	0.359	0.682	0.435	0.465	0.830

The validity master sheet was used in order to confirm the convergent and discriminant validity for the research model variable. The discriminant validity provided the discrimination between variables while the convergent validity was measured with the help of composite reliability and average variance extracted. The results of the validities are shown in Table 3. The results and convergence of each variable is more than 70%. The average variances extracted are more than 50%, while the discriminate validity showed that, loading of each variable discriminates form each other. Every variable has maximum loading with itself as compared with others. Therefore, these validities prove the authenticity of the collected data.

Table 4: Confirmatory Factors Analysis

Indicators	Threshold range	Current values
CMIN/DF	Less or equal 3	2.346
GFI	Equal or greater .80	.813
CFI	Equal or greater .90	.941
IFI	Equal or greater .90	.941
RMSEA	Less or equal .08	.067

Table 4 presents confirmatory factor analysis (CFA) used to confirm the fitness of hypothetical models before structural equation modelling. The results show that CMIN is less than 3, GFI is more than 0.80, CFI is more than 0.90, IFI is more than 0.90, and RMSEA is less than 0.08. All of the results indicate that the data is in a valid range and is good for further testing. Following is the screenshot of CFA in Figure 3.

Figure 3. CFA

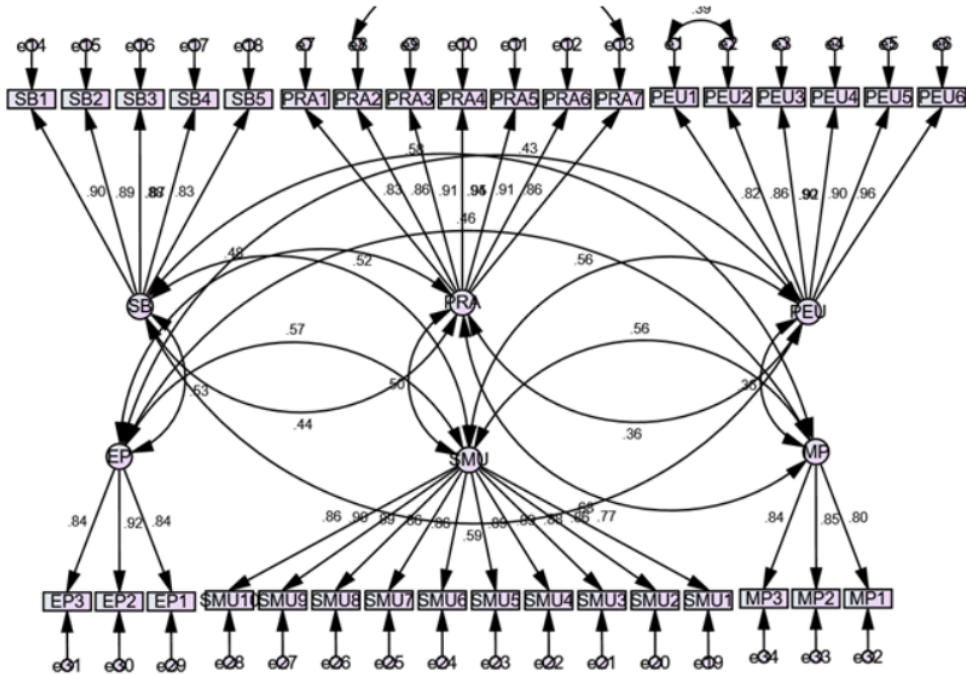


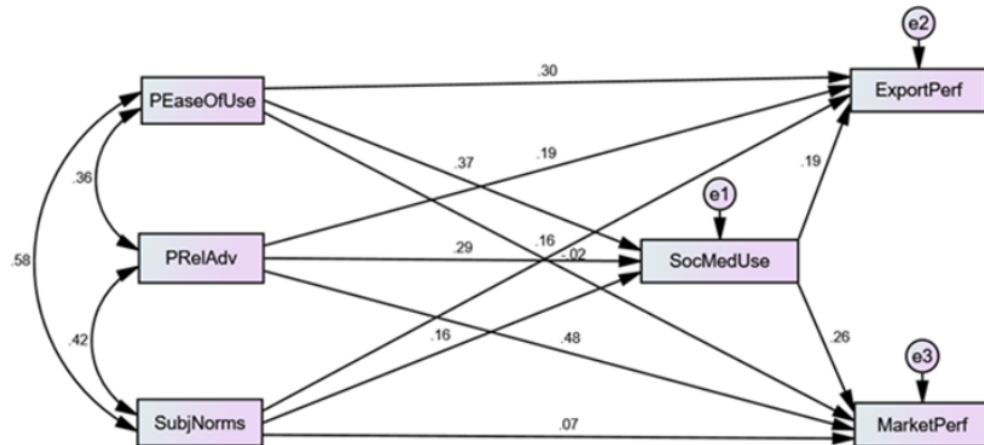
Table 5: Structural Equation Modelling

Total Effect	SubjNorms	PRelAdv	PEaseOfUse	SocMedUse
SocMedUse	.164*	.287***	.366**	.000
MarketPerf	.118*	.554***	.076	.263**
ExportPerf	.187*	.243**	.368***	.192**
Direct Effect	SubjNorms	PRelAdv	PEaseOfUse	SocMedUse
SocMedUse	.164*	.287**	.366**	.000
MarketPerf	.075	.479**	-.020	.263**
ExportPerf	.155	.188**	.298**	.192*
Indirect Effect	SubjNorms	PRelAdv	PEaseOfUse	SocMedUse
SocMedUse	.000	.000	.000	.000
MarketPerf	.043*	.075**	.096**	.000
ExportPerf	.031	.055*	.070*	.000

Table 5 presents SEM which shows relationships between different variables. The impact of SN on SMU is 16% and significant; the impact on MP and EP is insignificant. The impact of PRA on SMU, MP, EP is significant and is 28%, 47% and 18%, respectively. The impact of

PEU on SMU and EP is significant, while on MP is insignificant. The impact of SMU on MP and EP both is significant.

Figure 4. SEM



Discussion and Conclusion

Discussion

The study targeted the handicraft industry of Indonesia while digging the impact of perceived ease of use (PEU), perceived relative advantage (PRA) and subjective norms (SN) on export performance (EP) and marketing performance (MP) with the mediating role of social media use (SMU). The first hypothesis proposed was that the impact of PEU on EP is significant. This hypothesis is accepted by the analysis and past theories (Hasegawa & Matsuoka, 2015). Hypothesis 2 proposed was that PRA has a significant impact on EP. This hypothesis is accepted with reference to the past study of (Kirono et al., 2016). Hypothesis 3 proposed by the study was that SN has an insignificant impact on EP. This hypothesis is rejected by the analysis and past studies as well (Mukhlis, Utomo, & Soesetio, 2015). Hypothesis 4 proposed by the study was that PU has an insignificant impact on MP; this hypothesis is rejected by the analysis of the study and past data by (Sidharta & Affandi, 2016). Hypothesis 5 demonstrated that PRA has a significant impact on MP. This hypothesis is accepted by the results of the analyses. Hypothesis, 6 which showed that “SN has a significant impact on NP” is rejected by the study. Hypothesis 7, which demonstrated that SMU significantly mediates between PEU and EP is accepted with positive and significant results. Hypothesis 8 which suggested that PRA and EP significantly mediated by SMU is accepted by the study, and positive and significant results are witnessed. Hypothesis 9, which showed that SN and EP are significantly mediated by SMU is accepted by the study as well. Hypothesis 10, which



proposed that there exists a significant mediating relationship of SMU between PEU and MP is accepted by the study, and its results and past literature also support the significant relationship. Hypothesis 11 is accepted, indicating that SMU significantly mediates between PRA and MP. Hypothesis 12 is supported by the study and evidence from the past literature (Zuhdi, 2015), indicating that SN and MP are significantly mediated by SMU.

Conclusion

The study targeted the handicraft industry of Indonesia while digging the impact of perceived ease of use (PEU), perceived relative advantage (PRA) and subjective norms (SN) on export performance (EP) and marketing performance (MP) with mediating role of social media use (SMU). There were 300 questionnaires distributed to participants in the handicraft industry of Indonesia. The results showed that PRA, EP, and MP have significant and positive relationships. It was seen that only SN does not significantly affect EP and NP. PEU does not affect NP and only affect EP significantly. The mediation of SMU with all variables was significant.

Implications of the Study

The study has contributed significantly to the literature about the determinants of social media use for the enhancement of export and marketing performance. Practically the handicraft industry and global handicraft industry can implement PEU, PRA and SMU for the enhancement of the performance of their exports and marketing overall. Globally, policies can be formulated for the enhancement of EP and NP by going through the study. The study showed which variables should be focused to enhance SMU for a positive increase in the export performance of handicrafts, as well as for the positive enhancement of MP of handicrafts in the local and worldwide markets.

Limitations and Future Research Recommendations

The study could have used much more advanced testing and analytical techniques for the validity and more reliable results for their general implications. Moreover, the study could have used fewer variables for enhanced focus on a smaller quantity of variables for more reliable results because in this way, the spread of deviation increases which also distributes the importance of each variable.



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