

TABLE OF CONTENT

FACTORS THAT INFLUENCE SOCIAL MEDIA MARKETING ACTIVITY AND THE EFFECT ON BUSINESS PERFORMANCE OF SMES IN BANDUNG	i
ENDORSEMENT LETTER	ii
ORIGINALITY STATEMENT LETTER.....	iii
PREFACE.....	iv
ABSTRACT.....	v
TABLE OF CONTENT	vi
TABLE OF TABLE.....	viii
TABLE OF FIGURE	viii
CHAPTER 1 INTRODUCTION.....	1
1.1 Overview of Research Object.....	1
1.2 Research Background.....	2
1.3 Problem Statement	5
1.4 Research Purposes.....	5
1.5 Research Benefit	5
1.5.1 Theoretical Benefit	5
1.5.2 Practical Benefit	6
1.6 Research Scope	6
1.7 Systematical Writing	6
CHAPTER II LITERATURE REVIEW	8
2.1 Research Theory.....	8
2.1.1. TAM and UTAUT	8
2.2.2. Small Medium Enterprises	9
2.2.3. Social Media Marketing	10
2.2.4. Business Performance	10

2.2	Previous Research	11
2.3	Research Framework	16
2.3.1	Relation of Perceived Usefulness (PEU) and Social Media Marketing (SMM)	16
2.3.2	Relation of of Perceived Ease of Use (PEOU) and Social Media Marketing (SMM)	16
2.3.3	Relation of Compatibility (COM) and Social Media Marketing (SMM) ..	16
2.3.4	Relation of Cost (COS) and Social Media Marketing (SMM)	17
2.3.5	Relation of Social Media Marketing (SMM) and Business Performance (BP)	17
CHAPTER III RESEARCH METHODOLOGY		19
3.1	Research Types	19
3.2	Operational Variables	20
3.2.1	Independent Variable (Exogeneous Variable)	20
3.2.2	Dependent Variable (Endogeneous Variable)	20
3.3	Population and Sample	22
3.4	Data Analysis Technique	23
3.5	Validity and Reliability Test	25
CHAPTER IV RESEARCH RESULT AND DISCUSSION		29
4.1	Respondent Characteristic	29
4.2	Research Result	30
4.3	Research Discussion	32
CHAPTER V CONCLUSION AND SUGGESTION		33
5.1	Conclusion	33
5.2	Suggestion	34
REFERENCES		35