

use. Improving the perception of ease of use (PEOU) can be indicated by indicators with the strongest loading (PEOU2). Identifying new customer types becomes easier. Indicators that are weak or have the lowest loading (PEOU1) need to be enhanced for more effective SMM utilization. Training and spreading awareness about the usage and understanding of social media for marketing are required. This study highlights that the use of SMM by SMEs has recently increased significantly. SMM contributes to the growth of SMEs in Indonesia. The findings suggest that businesses perceiving social media as useful and easy to use, having compatibility with social media, experiencing cost reductions through social media for marketing, and effectively leveraging social media for marketing can positively impact their business performance. These relationships highlight the importance of these factors in enhancing marketing outcomes and overall business success. The use of social media by SMEs and potential customers has brought opportunities for both parties. SMEs can enhance their business, and potential customers can benefit by using SMM to get closer to their desired outcomes. SMEs can learn more about products and services, which strengthens the relationship between SMM and business growth. The lower complexity, lower costs, and effectiveness of social media usage have motivated SMEs to adopt SMM. SMEs have the opportunity to significantly improve and develop effective services and products to meet consumer needs. This can be easily done by SMEs based on customer feedback and suggestions available on social media platforms. This helps create a collaborative business environment for SMEs and ultimately contributes to the overall economic health of SMEs. In this context, the role of SMM for SMEs in Indonesia is crucial. Proper training for SME employees, effective motivation, and the honest willingness of top management in facilitating the necessary conditions will motivate SMEs to adopt SMM, leading to better business outcomes.

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