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The Influence Of Adaptability And Social Media On Marketing Performance With Brand Trust As A Moderating Variable

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Abstrak

Peneliti meyakini kemampuan adaptasi perusahaan yang baik dan pengelolaan media sosial yang maksimal akan semakin meningkatkan kinerja pemasaran, yang pada akhirnya dapat berdampak pada meningkatnya permintaan dan angka penjualan, produk tahan lama, dan kinerja perusahaan yang berkelanjutan. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori. Data dalam penelitian ini diperoleh dari metode penyebaran kuesioner kepada 150 penjual shopee yang sudah menjual produknya minimal 1 tahun dan 150 konsumen shopee yang sudah berbelanja di shopee minimal 1 tahun. Data ini bisa disebut data primer. Data yang digunakan dianalisis menggunakan alat analisis smart PLS 4.0.

Kata Kunci: *Adaptasi, Media Sosial, Kinerja Pemasaran*

Abstract

Researchers believe that the company's good adaptability and maximum social media management will further improve marketing performance, which in the end can result in increased demand and sales figures, long-lasting products, and continued company performance. This research is quantitative research with an explanatory approach. The data in this research was obtained from the method of distributing questionnaires to 150 Shopee sellers who have been selling products for at least 1 year and 150 Shopee consumers who have shopped at Shopee for at least 1 year. This data can be called primary data. The data used was analyzed using the smart PLS 4.0 analysis tool.

Keyword: *Adaptability, Social Media, Marketing Performance*

INTRODUCTION

Marketing performance is part of organizational performance. Organizational performance can be seen from marketing performance, financial performance and human resource performance. Meanwhile, (Ferdinand, 2000) stated that company strategy is always directed at producing marketing performance (such as sales volume), market share and sales growth rates and financial performance. According to (Welsch, 2003) market performance is defined as an effort to measure performance levels including sales turnover, number of buyers, profits and sales growth. Meanwhile, (Ningsih, 2018) stated that market performance is an organization's ability to transform itself in facing challenges from the environment with a long-term perspective.

According to (Kusuma, 2015) state that there is no consensus regarding appropriate performance measurement, and in general previous researchers have focused more on variables where information is easy to obtain, further (Fadhillah, 2021) state that to anticipate the unavailability of objective business performance data in research, it is possible to use subjective performance measures, which are based on the perceptions of managers or owners. Lee and Miller (1996) reiterate that subjective measures can be used in research where the sample consists of a variety of industries that have different criteria and objectives. Several researchers in the field of strategic management (Heng, 2020).

According to (Ferdinand, 2000) states that marketing performance is a factor that is often used to measure the impact of the strategy implemented by the company. It revealed that measuring marketing performance can use several indicators as follows: 1). Sales growth, 2). Customer growth, and 3). Market coverage. There are a number of factors that can influence Marketing Performance, including Adaptability. Adaptability according to Dess et al., (1997) is an organization's ability to make internal changes in response to the environment. According to Dess et al., (1997) explains that organizations that have the ability to adapt to their environment are shown by the following characteristics: (1) The organization continuously adapts to changes by making strategies that are in accordance with feedback based on its market, (2) product and business planning processes involve customers, suppliers and service providers, (3) these organizational decisions are generally made with the most accurate degree of information, (4) employees are supported to conduct experiments in the organization to identify new products or innovative approaches, (5) continuity or long-term organization can be realized by short-term achievements within the organization (Heng, 2020).

Adaptability is one of the organizational cultures, which focuses on customers, creating change and organizational learning. Organizations that have an adaptable culture tend to

actively and openly accept and interpret opportunities and threats from the external environment and respond to external signals appropriately (Fatmawati & Athanasius, 2020). This cultural trait is expected to increase entrepreneurial orientation, which means there is also a positive role of adaptability on business performance.

Adaptability is a company's ability to react quickly to opportunities and risks so as to turn these conditions into business profits (Savitri, 2020). Adaptability has a positive impact on a company's ability to respond to consumer needs (Demil, 2010) This adaptability makes optimal choices regarding responses to business changes based on information related to the business environment for the future. Adaptability strategies are aimed at helping companies achieve success to gain corporate advantage (Di Valentin, 2012). Adaptability is considered as a company's ability to form and implement the most effective strategies to face business competition (Demil, 2010).

Adaptability measures a company's ability to read and scan the business environment and to respond to changes (Demil, 2010). Organizations that are strong in adaptability usually experience sales growth and increase market share. According to (Demil, 2010) adaptability as a cultural trait has a major influence in a changing environment. Adaptability has three components that are positively related to business performance, namely creating change, customer focus and organizational learning, all three of which in many empirical studies have a positive influence on business performance, so it can be expected that adaptability has a positive role on business performance.

There are a number of studies that show (Cung, 2023); (Indriyani & Kurnia, 2022); (Hidayatullah, 2019); (Fatmawati & Athanasius, 2020) & (Hartanty & Ratnawati, 2018) show that the Adaptability variable has a positive relationship and a significant influence on Marketing Performance. Apart from adaptability, researchers believe that social media variables can also influence marketing performance.

Social media as a means of communication, interaction and sharing insights between users has a wide and unlimited scale and reach. Facebook, Twitter, Instagram, Line, Tiktok, Telegram and YouTube are some examples of social media applications. This media can be used for promotional activities with the ultimate aim of influencing the community as potential buyers (Swastha & Irawan, 2008). Social media promotion as an activity to communicate everything that is done through social media is becoming increasingly widespread. There are many social media that can be selected according to the desired target market. Promotion via social media requires cheaper costs but has a wider reach. Therefore, social media promotion can increase sales as well as signal better marketing performance. To be able to promote on social media, you need an understanding of what

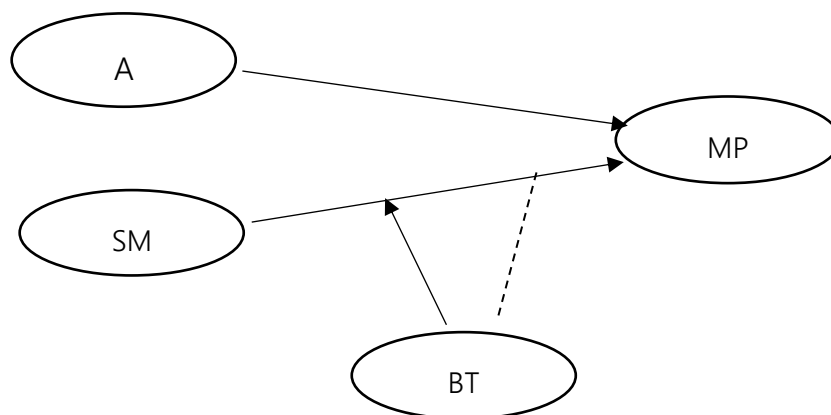
and how social media is. Activeness, ease of getting links, appearance and content of social media content are determining factors that can encourage the success of marketing activities (Biedenbach, 2012).

There are a number of studies (Supriatna et al., 2022); (Rosita, 2023); (Veranita et al., 2022); (D. Yadi Heryadi et al., 2023) & (Anggraeni, 2017) show that the Social Media variable has a positive relationship and a significant influence on Marketing Performance. Different from previous studies, this research adds the Brand Trust variable as a moderating variable.

RESEARCH METHOD

Researchers believe that companies that are able to adapt well to technological advances, characteristics and styles of consumer demand, and use social media well can achieve maximum results in a company's marketing performance (Sugiyono, 2019). This research is quantitative research with an exploratory approach (Abdurahman, 2016). The data used in this research is primary data distributed using an online questionnaire method to Shopee business actors who have been selling products for at least 1 year throughout Indonesia (Jonathan Sarwono, 2016). Apart from business actors, the questionnaire was also distributed to consumers who had been shopping for at least 1 year. The data was analyzed using smart PLS 4.0 with the following research model (Hair, 2010):

Figure 1
Model



Noted :

A: Adaptability

SM: Social Media

MP: Marketing Performance

BT : Brand Trust

Hypothesis:

H1: The Influence of Adaptability on Marketing Performance

H2: The Influence of Social Media on Marketing Performance

H3: Brand Trust can Moderate The Influence of Adaptability on Marketing Performance

H4: Brand Trust can Moderate The Influence of Social Media on Marketing Performance

RESULTS AND DISCUSSION

Validity Test

The researcher's first belief in the company's adaptability variables regarding market characteristics, market tastes and price adjustments is one of the most important things to improve marketing performance. The second researcher's belief is that good use of social media can improve a company's marketing performance. The third researcher believes that the Brand trust variable can moderate these two variables. The three beliefs above must be proven with a validity test by testing 18 question items consisting of 6 question items for the Adaptability variable, 4 question items for the Meida Social variable, 4 question items for the Marketing Performance variable, and 4 question items for the Brand Trust variable with the following results (Ghozali, 2016):

Table 1
Validity Test

Variable	Item Question	Loading Factor
Adaptability (X1)	The company's adaptability is something that must be implemented	0.810
	The company's adaptability has an influence on marketing performance	0.821
	The company's adaptability can make it difficult for the company to suffer losses	0.818
	The company's adaptability allows the company to sell the right products	0.811
	The company's capabilities can make the company survive for a long time	0.817
	The company's capabilities	0.822

	can make the company's fundamentals stronger	
Social Media (X2)	Good use of social media can make products well known among the public	0.827
	Promotion via social media has a good impact on product sales	0.824
	Good use of social media can improve a company's marketing performance	0.821
	Good use of social media can add new consumers	0.817
Marketing Performance (Y)	Marketing Performance can be influenced by Adaptability	0.841
	Marketing Performance can be influenced by Social Media	0.856
	Marketing Performance can be influenced by Brand Trust	0.844
	Marketing performance can be influenced by other factors such as price, product quality	0.849
Brand Trust (Z)	Brand trust is an important factor that a company must have	0.878
	Brand tourism can influence marketing performance	0.869
	Brand trust can strengthen the influence of Adaptability on Marketing Performance	0.889
	Brand trust can strengthen the influence of Social Media on Marketing Performance	0.891

Valid > 0.70

Reliability Test

The three researchers' beliefs regarding the Adaptability variable can influence Marketing Performance, the Social Media variable can influence Marketing Performance, and the Brand Trust variable can moderate the influence of the Adaptability and Social Media variables on Marketing Performance because all question items are valid. The next stage is to test whether all the variables are reliable or not with the results of the reliability test as follows (Sarstedt et al., 2014):

Table 2
Reliability Test

Variable	Cronbach Alfa	Composite Reliability	Noted
Adaptability	0.810	0.850	Reliable
Social Media	0.809	0.848	Reliable
Marketing Performance	0.837	0.877	Reliable
Brand Trust	0.846	0.889	Reliable

Reliable > 0.70

Path Coefisien

The three researchers' beliefs have entered the final stage. Adaptability and Social Media variables that researchers believe can have a positive relationship and a significant influence on Marketing Performance. And the Brand Trust variable can moderate the influence of the Adaptability variable on Marketing Performance, the influence of the Social Media variable on Marketing Performance, and the Brand Trust variable can moderate the relationship between these two variables. It can be seen at this stage with the path coefficient results as follows:

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	A->MP	0.013	Accepted
	SM->MP	0.011	Accepted
Indirect Influence	BT* A->MP	0.000	Accepted
	BT* SM-> MP	0.000	Accepted

Accepted & Significant Level < 0.05

The results of table 3 of the Path Coefficient in this study show that the researcher's belief can be proven because the Adaptability and Social Media variables have a positive relationship and have a significant influence on the Marketing Performance variable because the P-values are positive and are below the 0.05 significance level, namely 0.013 on the adaptability variable. Marketing Performance which is in line with research (Cung, 2023); (Indriyani & Kurnia, 2022); (Hidayatullah, 2019); (Fatmawati & Athanasius, 2020) & (Hartanty & Ratnawati, 2018)) & (Hartanty & Ratnawati, 2018) and 0.011 on the Social Media variable on Marketing Performance which is in line with research (Supriatna et al., 2022); (Rosita, 2023); (Veranita et al., 2022); (D. Yadi Heryadi et al., 2023) & (Anggraeni, 2017). and 0.011 on the Social Media variable on Marketing Performance

Apart from that, the three researchers' beliefs contained in the third and fourth hypotheses in the testing section indirectly show that the Brand Trust variable can moderate the influence of the Adaptability variable on Marketing Performance and the influence of the Social Media variable on Marketing Performance because the P-Values are positive and below the level The significance is 0.05, namely 0.000 for each variable and more significant than direct testing, namely 0.013 and 0.011.

R-Square

The above explanation shows that the Company Adaptability variable and the Social Media variable can have a positive relationship and have a significant influence on the Marketing Performance variable. Apart from that, the Brand Trust variable can moderate the direction of the relationship between the two variables above, especially the Dependent variable on the Independent variable. To find out in more detail how much influence the Independent variable has on the Dependent variable and how much influence the moderating variable has on the two relationships above, the R-Square value is as follows(Sarstedt et al., 2014):

Table 4
R-Square

Variable	R-Square	Adjusted Square
Marketing Peformance	0.889	0.880
Brand Trust	0.921	0.911

Based on the statistical results above, it can be concluded that the Marketing Performance variable is influenced by 89% by each Independent variable used in this research, including the Adaptability and Social Media variables. The remaining 11% may be influenced by other variables. Apart from that, the Brand Trust variable can moderate 92% of the relationship between the Independent variables and the Departmental variables in

this research, in this case the Adaptability, Marketing Performance and Social Media variables (Gujarati, 2013).

CONCLUSION

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TERHADAP KINERJA PEMASARAN BISNIS RINTISAN KULINER MELALUI MEDIASI KEUNIKAN TAWARAN-NILAI, PERILAKU-BELI IMPULSIF DAN MODERASI RISIKO KESEHATAN.

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