

# An Analysis of the Expediency Social Media for Culinary Products Marketing on Micro and Middle Enterprise in Pekanbaru City

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**Abstract:** Today, there are many culinary business can be found Pekanbaru city. To increase the benefit, the culinary entrepreneurs are using social media such as Facebook, twitter, instagram, whatsapp and others. This research discussed about the expediency of social media analysis for culinary products marketing on micro and middle enterprise in Pekanbaru by using structural equation modeling method. The Variables were used in this research are the selection of social media, updating information, response to costumers, quality and price as variable  $x$  to culinary business marketing as variable  $y$ . Data retrieval comes from a questionnaire filled by culinary entrepreneurs who are using social media to sell their product to customer in Pekanbaru. The result of this research displayed that the value of validity to the questionnaire was minimum = 0.083 and maximum = 0.547, RMSEA = 0.08, AGFI = 0.705, CMIN / DF = 1.834, TLI = 0.813 and CFI = 0.843. From the results of these measurements can be concluded that six of seven components of the measurement value can be avowed as acceptable, so the final result in this research is all the  $x$  variables have a positive influence on  $y$  variable.

**Keywords:** Social Media, Culinary Product, SEM, Micro and middle enterprise, Marketing

## 1. Introduction

Micro enterprising and middle enterprising in Indonesia is one of the priorities in growing the National economic. Moreover the enterprise is become basic economic system which is purposed to reduce the discrepancy problem on the low income class, enterprisers, the poverty alleviation and employment. And then, the growing of this enterprenur was able to enlarge the economic basic and give the significant contribution in the structural change, such as increasing the region economic and national economic <sup>[4]</sup>.

Almost 99 percent, the micro enterprises and the middle enterprises generally use the local ingredient and market. That's why, they were not got the global crisis's impact. The forum economic world report 2010 stated the Indonesia's market on the 15<sup>th</sup> rank. It showed that Indonesia as the potential market for the other country. This potential was not maximally utilized by the micro and middle enterprising <sup>[6]</sup>.

Micro and middle enterprising was owned by privacy and/or individual business entities which comply the micro enterprising stated in the constitution number 20 in 2008 about the middle, and micro enterprising. It also explained about the asset and turnover which is had by Micro and middle enterprenuer.

The food need is one of human's basic need. In Pekanbaru city for this present grows rapidly and high competitor. In Pekanbaru city, we can found some restaurant like Padang, Malay, Sunda, Java restaurant, fast food, warung sate, nasi uduk, mie aceh, etc. there are no limitation of pace in the culinary business because every areas have the big potency.

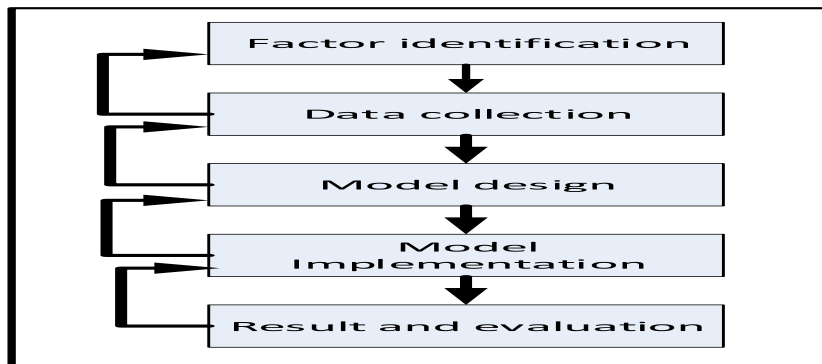


In this present, internet infrastructure through the social media is not only used for the interaction infrastructure for every personal. In this present the micro and middle enterpriser, the social media is also used as the infrastructure to increase the goods and services market which are ordered for all other people. The benefit of the social media can minimized promotion cost, and enlarging the product promotion reach without knowing the place and time limitation. From the found benefit, so the culinary enterpriser in Pekanbaru also used the social media as the infrastructure to sell their product.

In this research will be discussed about how far the social media benefit by the culinary enterpriser in Pekanbaru in selling their product. The utilization analysis will be managed by using the SEM (Structural equation modeling) method. Structural Equation Modeling, or SEM, is a very general statistical modeling technique, which is widely used in the behavioral sciences. It can be viewed as a combination of factor analysis and regression or path analysis <sup>[1]</sup>. With existence of the research, hopeful giving the contribution to support the media social technology utilization effort by the micro and middle enterprising owner in selling and promoting the each culinary in Pekanbaru city. However the each culinary which is sold and promoted, it can be known by the people in or outside Pekanbaru and increasing the selling turnover for the micro and middle enterpriser.

**2. Method**

The research will be operated in Pekanbaru city by object is Micro middle enterprising for the culinary sector. In doing this research, the researcher guides to the research framework which can be seen on:



**Picture 1.** Research framework

*2.1 Factor Identification*

In this research, the used factors or variables for taking the data is used social media, culinary kinds which are ordered, costumers/ market target, turnover, and own enterprise asset.

*2.2 Data collection*

The data collection method in the research is questioner method which is given to the responders, they are the micro middle enterprising owner. The factor measurements are operated by using Likert scale. It is the scale to measure the somebody’s or group’s perception, attitude or opinion about an event or condition, based on the factor definition which have been stated by a researcher. The likert scale means it can be seen in this table:

Table 1. Likert Scale

5	4	3	2	1
SS	S	N	TS	STS

Information:

SS = Very agree

S = Agree

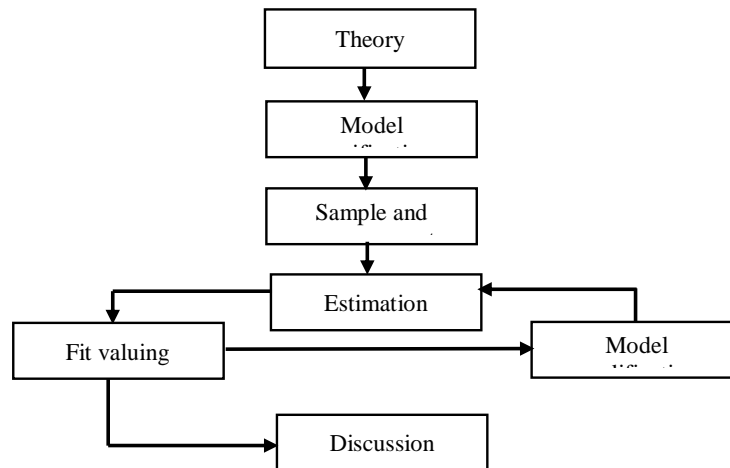
N = Enough

TS = Disagree

STS = Very disagree

### 2.3 Model Design

In doing this research, method or maintain which is done in structural equation model as this following:



**Picture 2.** Model design by the structural equation modeling

Explanation of the picture is explained as this following:

- Structural equation which is decrypted by the path diagram viewed as the representation of the theory. So the correlation on the latent variable which is formed in the path diagram is forming of the theory.
- Then finding the sample and measurement, after that estimating through the model parameter.
- On the model measurement can be estimated early and followed by the structural and full model.
- Then operating the goodness fit valuing of the model and whether it must be followed by the model modification.
- If the model had been fulfill the fit criteria, so operated the discussion or result discussion.

### 2.4 Model implementation

The way to implement in managing the data with SEM using two techniques, they are:

- Confirmatory Factor Analysis on SEM which is used to confirm the most dominant factors in a variable group.
- Regression Weight on SEM which is used to research how big the correlation of the variables.

### 2.5 Evaluation

In this step was operated the examination through the matched model through each goodness of fit criteria. This is presented some accorded and cut off index value to examine if a model could be accepted or rejected. This is some accorded and cut off index value to examine if a model could be accepted or rejected:

- Statistics X<sup>2</sup> chi square, where model viewed well or satisfied if chi-square value is low.
- RMSEA (The Root Mean Square Error of Approximation), which showed the goodness of fit hopefully if model is estimated in the population.
- GFI (Goodness of Fit Index) is non-statically measurement which has the value average among 0 (poor fit) until 1.0 (perfect fit).
- AGFI (Adjusted Goodness of Fit Index) where the receiving level which is recommended is if AGFI has the same or bigger value than 0.90.
- CMIN/DF is the sample minimum of discrepancy function which is divided by degree of freedom.
- TLI (Tucker Lewis Index) is incremental fix index which compares an examined model to a model baseline, where the value which is recommended as a reference to be accepted by model  $\geq 0$ .
- CFI (Comparative Fit Index) / NFI (Normed Fit Index), if reaching 1, identifying the fit level which highest recommended is CFI  $\geq 0.90$ .

### 3. Result and discussion

In this research which become the variable X was the media social choosing, information renewal, respond to the costumer and quality and price, whereas variable y was culinary business marketing. The data collection was done by spreading some questioners to the micro middle enterprise owner which sold the culinary product in Pekanbaru by using the social media in selling the product.

After collecting the data, operated the validity and reliability examination to determine the validity and believable level through the found data. Based on the data which was found, existence of the validity test as:

**Table 2.** Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1	70.870	60.357	.236	.337	.782
X2	71.970	55.726	.432	.669	.770
X3	70.740	58.154	.376	.316	.774
X4	71.890	55.048	.502	.746	.765
X5	71.840	54.984	.539	.608	.762
X6	71.840	57.045	.388	.521	.773
X7	70.960	57.716	.471	.450	.769
X8	71.430	55.803	.594	.613	.761
X9	71.960	60.867	.208	.381	.784
X10	71.090	56.830	.429	.436	.770
X11	71.590	56.042	.547	.580	.763
X12	72.010	58.172	.389	.515	.774
X13	70.410	62.204	.171	.733	.784
X14	70.470	61.403	.224	.716	.782
X15	70.510	61.869	.198	.730	.783
X16	70.490	62.374	.119	.500	.787
X17	71.810	60.923	.083	.307	.799
X18	70.960	58.483	.332	.612	.777
X19	71.010	58.151	.313	.728	.779
X20	71.150	56.129	.380	.710	.774

From data on the table 2, taken the guidelines that the lowest corrected value of the item-correlation (red sign) is 0.05. after data managed, the result which is found to show that the spread questioner is stated valid for all, because there is not the value under 0.05. For the reliability test, the collected data was managed and got the result as:

**Table 3** Reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.786	20

From that table, the lowest value to stated that the managed data was stated reliable or believable was with comparing to the minimum value, 0,05. On the table 3 is seen on the cronbach's alpha based on standardized items with value 0,786 or more than minimum value, however it can be stated that the data management result can be stated reliable and believable. In addition, the data in table 2 and table 3 was from 200 respondents spread in Pekanbaru. From the data collected, the ratio to the data was 100% or in other words the respondents filled in all the questions on the questionnaire. Moreover, in measuring the validity of minimum error (alpha) or low trust level to the data used was 0,05.

After correlation model between variables has been established, validity and reliability test have been done, then the next step is to test the suitability of model based on some component / parameter according to SEM method [7]. The components in question are RMSEA, GFI, AGFI, CMIN / DF, TLI and CFI. The next test after validity and reliability test was with viewing the RMSEA value, the minimum value to examine it is 0, 08. From the managed data, it can be described value RMSEA is 0,092 such as in the table 4.

**Table 4. RMSEA value**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.092	.075	.108	.000
Independence model	.212	.200	.225	.000

To describe the fit value on the GFI value which is resulted from the data management. If fit reached 1 so it could include to the perfect fit category, on this research, GFI value in the table 5 is as big as 0,775 with meaning, reaching perfect fit.

**Table 4. GFI dan AGFI value**

Model	RMR	GFI	AGFI	PGFI
Default model	.085	.775	.705	.591
Saturated model	.000	1.000		
Independence model	.214	.421	.360	.381

After GFI, value of the following data management which was taken AGFI (Adjusted Goodness of Fit Index), where the value was same or bigger than 0.90. On the managed data, showed that the AGFI value was as big as 0,705 such as in the table 4.

The other value was taken CMIN/DF value. CMIN/DF is the minimum Sample Discrepancy function which was divided with the degree of freedom, on the managed data, was found CMIN/DF is as big as 1.834 such in the table 5

**Table 5. CMIN/DF VALUE**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	50	293.457	160	.000	1.834
Saturated model	210	.000	0		
Independence model	20	1039.385	190	.000	5.470

To compare a tested model though baseline model, taken TLI value. TLI value which is recommended as guideline to accept a model is  $\geq 0$ . On the managed data, was found that TLI value was 0,813 such as in the table 6.

**Table 6. TLI dan CFI Value**

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.718	.665	.848	.813	.843
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

In the table 6 can also described the CFI value. Found CFI value is 0,843, where the highest fit is recommended for CFI is  $\geq 0.90$ .

The results of this study are in line with the research taken by Suki & Ramayah. From their work, they identified the factors that determine users' acceptance of e-Government services in Malaysia and its causal relationships using a theoretical model based on the Technology Acceptance Model. Data relating to the constructs were collected from 200 respondents in Malaysia and subjected to Structural Equation Modeling analysis. The proposed model fits the data well. Results indicate that the important determinants of user acceptance of the e-Government services are perceived usefulness, ease of use, compatibility, interpersonal influence, external

influence, self efficacy, facilitating conditions, attitude, subjective norms, perceived behavioral control, and intention to use e-Government services/system<sup>[8]</sup>.

Other research results are in line with Witkemper & Waldburger. While much of the current literature tends to focus on the direct effect of social influence on consumer online shopping behavior, the research drew heavily on social influence theory and argued for an alternative theory focusing on the moderating role of social influence. In particular, they explored how positive messages in online discussion forums may affect consumers' decisions to shop online. They used a laboratory experiment in which the treatment group was required to read positive messages about online shopping experience in an online discussion forum. Positive social influence was found to reinforce the relationship between beliefs about and attitude toward online shopping, as well as the relationship between attitude and intention to shop. They believe that their alternative theory provides new insight into the complex processes through which social influence is brought to bear on consumers' online shopping decisions<sup>[9]</sup>.

#### 4. Conclusion

From the data management, it is found that the value of seven indicators they are validation, reliability, RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI. From seven indicators, the only one indicator which doesn't fulfill the regulations, it is AGFI. But it can really state that the result of the research is accepted. Because the other six indicators fulfill the regulations. It can be concluded that the media social have the important role and benefit in increasing the culinary product marketing, besides that based on the data management result can be concluded that all variables x have the positive influence to the variable y, so, the result of research can be the recommendation for the other culinary micro middle enterpriser to use the media social in selling the product.

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