

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media sosial dan orientasi pasar terhadap kinerja usaha Ms glow di Kota Jambi. Jenis penelitian ini adalah penelitian kuantitatif. Teknik penentuan sampelnya menggunakan teknik sampling jenuh karena terbatasnya populasi sehingga didapat total sampelnya sejumlah total populasi, populasinya terdiri dari pelaku usaha Ms glow di Kota Jambi yang jumlahnya 32 partisipan. Pengumpulan data primer melalui wawancara dan kuesioner dengan skala likert. Hasil kuesioner tersebut diuji dengan menggunakan program SPSS versi 21.0. Hasil penelitian ini menunjukkan bahwa variabel media sosial (X1) secara parsial berpengaruh positif dan signifikan terhadap kinerja usaha (Y), variabel orientasi pasar (X2) secara parsial berpengaruh positif dan signifikan terhadap kinerja usaha (Y). Variabel media sosial (X1) dan variabel orientasi pasar (X2) secara simultan berpengaruh positif dan signifikan terhadap kinerja usaha (Y) Ms glow di kota Jambi.

Kata Kunci : Media Sosial, Orientasi Pasar, Kinerja Usaha

ABSTRACT

This research aims to determine the influence of social media use and market orientation on Ms Glow's business performance in Jambi City. This type of research is quantitative research. The sampling technique used a saturated sampling technique due to the limited population so that the total sample was obtained from the total population. The population consisted of Ms Glow business actors in Jambi City, totaling 32 participants. Primary data collection through interviews and questionnaires with a Likert scale. The results of the questionnaire were tested using the SPSS version 21.0 program. The results of this research show that the social media variable (X1) partially has a positive and significant effect on business performance (Y), the market orientation variable (X2) partially has a positive and significant effect on business performance (Y). The social media variable (X1) and the market orientation variable (X2) simultaneously have a positive and significant effect on the business performance (Y) of Ms glow in the city of Jambi.

Keywords: Social Media, Market Orientation, Business Performance