

The Role of Social Media Platforms in Boosting Business Performance

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Hong, T. L., Huei, L. Y., Mathur, G., Jayaraman, M., Qixing, M., Fazlin, M. Z. A., & Huiqi, M. (2025). The role of social media industries and analyzed using descriptive platforms in boosting business performance. *Advances in Global Economics and Business Journal*, 6(2), 132–146.

DOI:

<https://doi.org/10.51748/agebj.v6i2.123>

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Published by AGEBJ



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Received: 17 October 2025

Accepted: 19 November 2025

Published: 20 December 2025

ABSTRACT

This study examines how businesses utilize social media platforms to enhance business performance through social media influence, buying behavior, trust and loyalty, and overall social media usage. Using a quantitative approach, data were collected from 155 respondents across various industries and analyzed using descriptive statistics, correlation, and regression analysis. The results show high reliability, with Cronbach's alpha values ranging from 0.827 to 0.891. Social media influence exhibits a strong positive relationship with buying behavior ($r = 0.784$) and trust and loyalty ($r = 0.802$), and emerges as the strongest predictor of business performance ($\beta = 0.36$), followed by trust and loyalty ($\beta = 0.28$) and social media usage ($\beta = 0.15$). Additionally, 93% of respondents reported purchasing products after exposure to social media content, while 92% expressed willingness to recommend businesses based on their social media presence. These findings confirm that social media functions as a strategic driver of sustainable business performance rather than merely a marketing tool.

Keywords: Business Continuity; Customer Engagement; Digital Resilience; SMEs; Social Media Platforms; Social Media Strategy

INTRODUCTION

In the context of accelerating digital transformation, global companies are facing unprecedented challenges alongside substantial strategic opportunities. Traditional business models are increasingly being reshaped by digitalized approaches, with social media emerging as a central driver of this transformation. Social media no longer functions merely as a promotional tool; instead, it has evolved into a strategic platform that facilitates customer interaction, brand building, innovation processes, and crisis communication. Particularly within the food and retail industries, firms actively leverage platforms such as Facebook, Instagram, and TikTok to strengthen customer relationships, promote products, and sustain consistent brand visibility in highly competitive markets (Chang, 2024; Drivas et al., 2022).

Extant studies indicate that social media utilization significantly influences consumer behavior, brand engagement, and purchase intention. Leading global brands such as McDonald's and Starbucks have demonstrated how effective social media strategies can enhance customer engagement, reinforce brand equity, and expand market reach through interactive campaigns and user-generated content (Chang, 2024; Drivas et al., 2022). Beyond large corporations, social media has also become an important enabler for small and medium-sized enterprises by lowering entry barriers to innovation and facilitating access to external knowledge sources. Through open innovation mechanisms, firms can collaborate with customers and stakeholders to generate ideas, refine products, and adapt quickly to market changes despite resource constraints (Mkalaf et al., 2024).

Nevertheless, the increasing reliance on social media platforms also introduces several challenges. Negative online behaviors, including cyberbullying and toxic communication, may adversely affect employees' psychological well-being, job satisfaction, and work engagement (Kollitz et al., 2022; Zhou et al., 2022). Furthermore, the psychological impact of continuous exposure to social media content has attracted growing scholarly attention, as it may shape individual attitudes and behaviors that indirectly influence organizational performance and workplace dynamics (Anwar et al., 2022). These risks highlight the necessity for organizations to manage social media strategically rather than adopting it in an ad hoc manner.

Despite these concerns, prior research suggests that organizations capable of strategically and flexibly utilizing social media can enhance customer satisfaction, innovation capacity, and organizational resilience, particularly in turbulent and uncertain environments (Gündüzyeli, 2025; Md Saad et al., 2025). However, existing literature remains fragmented, with limited empirical integration of social media marketing, innovation outcomes, and organizational resilience within a single analytical framework. Moreover, many studies focus primarily on short-term engagement metrics, providing limited insight into how social media capabilities contribute to sustainable competitive advantage over time (Mtjilibe et al., 2024; Korcsmáros & Csinger, 2022).

To address this gap, this study positions social media marketing capabilities within the Resource-Based View by conceptualizing them as strategic assets that are valuable, rare, and difficult to imitate. By integrating analytical capabilities, content management, and social intelligence, firms are able to transform social media interactions into actionable strategic knowledge (Hassani & Mosconi, 2022). This perspective extends existing research by emphasizing the role of social media not only as a communication channel but also as a dynamic capability that supports sustainable competitive advantage and long-term value creation.

Therefore, this study aims to examine the multidimensional role of social media platforms in improving corporate performance, with a specific focus on customer engagement, innovation stimulation, and organizational resilience. By simultaneously analyzing these dimensions, the study seeks to provide a more comprehensive understanding of how social media-driven engagement can be leveraged to support open innovation and strategic adaptability. The findings are expected to contribute to the academic literature on digital marketing and strategic management while offering practical recommendations for firms seeking to integrate social media effectively into their long-term strategic development.

LITERATURE REVIEW

Social Media Engagement

Social media engagement refers to the range of ways users interact with brand-generated online content, including likes, comments, shares, and other participatory behaviors. This concept is grounded in Uses and Gratifications Theory and Behavioral Psychology, which assume that users actively seek content that fulfills specific needs (Drivas et al., 2022). Scholars conceptualize engagement as both an affective response, reflecting emotional identification with brand content, and a behavioral indicator, represented by the frequency and depth of interactions (Chang, 2024). This dual nature highlights its strategic value, as emotional bonds foster brand loyalty while behavioral signals provide firms with immediate feedback on content relevance. Recent research emphasizes that engagement richness, such as meaningful comments rather than simple likes, offers stronger predictive power for business outcomes, suggesting that firms should prioritize engagement quality over quantity (Chen et al., 2021).

Empirical studies consistently confirm that social media engagement precedes changes in key performance indicators such as sales growth, customer loyalty, and brand equity. Chen et al. (2021) found that TikTok business accounts with higher engagement levels during the COVID-19 pandemic experienced a 15–20% increase in conversion rates, largely due to algorithmic amplification of engaging content. Similarly, Chang (2024) demonstrated through a case study of McDonald's that interactive campaigns and user-generated content resulted in increased foot traffic and higher average transaction values. These findings indicate that engagement not only reflects consumer interest but can also directly influence purchasing behavior through platform mechanisms that reward highly engaging content.

The COVID-19 pandemic further accelerated reliance on digital channels, elevating engagement as a critical factor in business continuity and performance. Md Saad et al. (2021) reported that Foodpanda's interactive social media initiatives, including promotional quizzes and live question-and-answer sessions, generated a 25% increase in application downloads and a notable rise in order frequency during lockdown periods. Similarly, Gündüzyeli (2025) found that firms employing real-time engagement strategies achieved higher customer satisfaction and repurchase intentions. These findings highlight engagement as both a resilience mechanism and a performance driver, enabling firms to maintain customer relationships when traditional channels are disrupted.

Despite its benefits, unmanaged engagement can also pose risks. Cyberbullying and negative user feedback can damage brand reputation and suppress genuine interaction. Kollitz et al. (2022) observed that pandemic-related cyberbullying discussions increased negative sentiment scores by 30%, which correlated with a decline in brand share of voice. Anwar et al. (2022) further showed that employees exposed to workplace-related

social media bullying reported lower work engagement and organizational commitment. These findings underscore the importance of active moderation and community management to protect engagement quality and brand equity.

Psychological well-being also emerges as a key mediating factor in the engagement–performance relationship. [Zhou et al. \(2022\)](#) demonstrated that exposure to pandemic-related social media content influenced employee behavior through changes in psychological well-being, subsequently affecting work outcomes. Positive engagement within supportive brand communities enhanced well-being and productivity, while exposure to distressing content led to burnout and disengagement ([Fernandes & Oliveira, 2024](#)). This suggests that engagement strategies must carefully consider content tone and community support to maximize benefits while minimizing adverse mental health effects.

H1: Higher levels of social media engagement positively influence business performance.

Social Media Marketing Capability

Social media marketing capability refers to an organization’s ability to effectively deploy resources, processes, and knowledge to design, implement, and manage marketing activities on social media platforms ([Oyewobi et al, 2021](#)). Grounded in the Resource-Based View, such capabilities constitute a sustainable competitive advantage when they are valuable, rare, and difficult to imitate. These capabilities encompass advanced content creation skills, analytical competencies, social media management expertise, and the effective integration of social intelligence into the overall marketing strategy ([Nadeem, 2024](#)). Firms with strong social media marketing capabilities not only achieve higher levels of user engagement but also strategically leverage these capabilities to drive innovation through open innovation mechanisms ([Barlatier et al., 2023](#)). By actively engaging users, firms can access external knowledge, co-create value with stakeholders, and transform user-generated insights into innovative products, services, and marketing practices, thereby strengthening long-term competitiveness ([Mostafiz et al., 2025](#)).

Empirical evidence highlights the relationship between social media marketing capability and innovation performance. [Mostafiz et al. \(2025\)](#) found that Malaysian SMEs with advanced analytics and user co-creation capabilities reduced new product development cycle time by 30% and increased product success rates by 22%. Similarly, [Chen et al. \(2021\)](#) showed that TikTok-proficient firms with skilled analytics personnel achieved broader market reach and revenue growth during the pandemic. These findings indicate that marketing capability supports both exploratory and exploitative innovation activities.

Real-world cases during the COVID-19 period further illustrate the impact of capability on customer satisfaction and business resilience. [Md Saad al. \(2021\)](#) reported that Foodpanda’s use of social media dashboards to monitor sentiment and tailor promotions increased customer satisfaction scores by 18% and reduced order cancellations. [Gündüzyeli \(2025\)](#) found that firms with integrated social customer relationship management systems retained 12% more customers than competitors lacking such capabilities. Likewise, [Drivas et al. \(2022\)](#) attributed a 14% increase in mobile orders and improved loyalty at Starbucks to its centralized digital marketing capability. These findings confirm that social media marketing capability underpins operational efficiency and customer-focused performance.

However, capability must be balanced with ethical considerations and employee well-being. Zhou et al. (2022) revealed that employees' psychological health mediates the relationship between advertising intensity and service quality, with poorly managed campaigns leading to burnout and reduced performance. Additionally, aggressive promotional practices may trigger online harassment, undermining brand trust and employee engagement (Kollitz et al., 2022; Anwar et al., 2022). These findings suggest that sustained performance requires social media marketing capability to be supported by responsible management and well-being-oriented practices.

H2: Greater social media marketing capability positively influences business performance.

Brand Visibility on Social Media (BVSM)

Brand Visibility on Social Media refers to the extent to which a brand is noticed and recognized across digital platforms. It is shaped by the frequency and prominence of brand appearances in user feeds, search results, hashtags, and shared content. Effective visibility enhances brand awareness, recall, and consumer trust, contributing to long-term brand equity and performance (Ashley & Tuten, 2015; Lou & Yuan, 2019).

BVSM is influenced by content frequency, visual identity, message consistency, and interaction strategies. Social media algorithms prioritize content that generates high engagement, amplifying visibility through reach and impressions (de Vries et al., 2012). Keller (2009) argues that repeated digital exposure strengthens top-of-mind awareness, increasing the likelihood of brand consideration during purchase decisions. Empirical studies demonstrate that higher visibility is associated with increased engagement and improved financial performance (Kumar et al., 2016; Godey et al., 2016).

User-generated content and influencer collaborations further enhance BVSM by extending reach and adding credibility through peer networks (Chu & Kim, 2011; Casaló et al., 2020). Brands with strong online visibility are better positioned to differentiate themselves, dominate industry discourse, and shape consumer preferences, thereby strengthening long-term strategic performance.

H3: The relationship between corporate performance and social media engagement is mediated by BVSM.

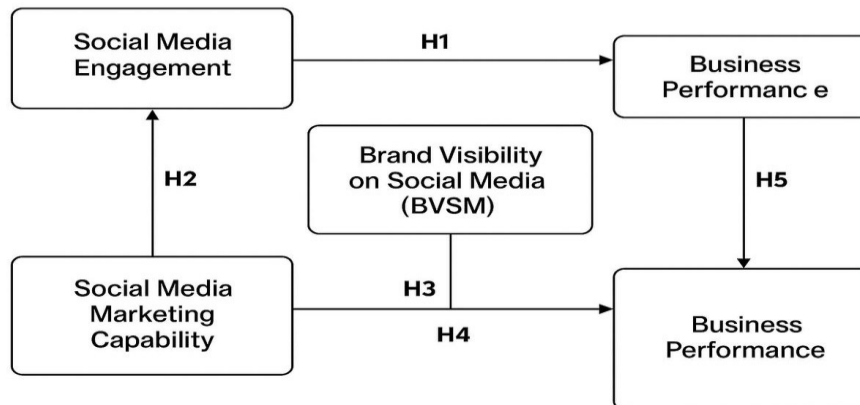
H4: Increased customer acquisition and brand familiarity are positively correlated with higher BVSM.

H5: By enhancing brand memory, trust, and competitive differentiation, BVSM significantly contributes to long-term business performance.

Conceptual Framework

The study framework model is depicted in [Figure 1](#).

Figure 1. Research Framework



RESEARCH METHOD

This study focuses on examining the relationship between companies' implementation of social media strategies and their underlying business performance indicators. A structured and rigorous quantitative research methodology was employed, specifically targeting small and medium-sized enterprises (SMEs) that are actively engaged in social media platforms. The sampling strategy was designed to capture diverse perspectives by involving business owners and marketing professionals from a wide range of industries, thereby ensuring that the data reflect varied organizational contexts and strategic approaches. This approach allows the study to capture differences in strategic maturity, resource allocation, and digital capability among SMEs.

Data collection was primarily conducted through the distribution of structured questionnaires to SMEs. The questionnaire was carefully designed to gather comprehensive information aligned with the research objectives, including key constructs such as transformational marketing and transactional marketing practices, as well as the level of organizational commitment among participants. The survey also included items measuring the intensity of social media usage and perceived performance outcomes.

Both descriptive and inferential statistical techniques were applied during the data analysis phase to enhance the robustness of the findings. Descriptive statistics were used to summarize respondents' demographic characteristics and overall data trends, while inferential statistical methods were employed to identify relationships and test hypotheses related to the target variables. These analyses provided empirical evidence on how social media strategies contribute to performance outcomes.

Furthermore, considerable attention was given to the reliability and validity of the measurement instruments. Established scales were adapted and pretested to ensure internal consistency and construct validity across different respondent groups, thereby strengthening the credibility and generalizability of the research findings.

RESULTS

Table 1. Summary of respondent's Demographic Information (N=155)

Response	Category	Frequency	Percentage (%)
Age	Under 18 years old	23	0.148
	18-24 years old	52	0.335

	25-30 years old	29	0.187
	31-35 years old	21	0.135
	36-40 years old	24	0.155
	Above 40 years old	6	0.39
Gender	Male	63	0.406
	Female	87	0.561
	Prefer not to say	5	0.32
Educational level	Secondary	47	0.303
	Diploma/Certificate	40	0.258
	Bachelor's Degree	53	0.342
	Master's Degree or above	15	0.97

The information presented in the table illustrates the demographic distribution of the 155 respondents. In terms of age, the survey predominantly attracted young adults, with 33.5% of respondents aged between 18 and 24 years. Nearly half of the respondents (47.7%) were between 25 and 40 years old, while only 3.9% were above 40 years of age. Regarding gender distribution, female respondents constituted the majority at 56.1%, followed by male respondents at 40.6%, with 3.2% of participants choosing not to disclose their gender. In terms of educational attainment, respondents holding a bachelor's degree represented the largest group (34.2%), followed by those with secondary or senior high school education (30.3%) and diploma or certificate holders (25.8%). Only a small proportion of respondents (9.7%) possessed a master's degree or higher. Overall, these findings indicate that the majority of respondents were relatively young and had attained at least a college or university level of education.

Table 2. Respondent's Social Media Usage for Purchase (N=155)

Response	Category	Frequency	Percentage (%)
Have you ever purchased something you saw on social media?	Yes	145	0.93
	No	10	0.06
Which social media platform do you use most to follow businesses?	Instagram	41	0.26
	Facebook	45	0.29
	TikTok	43	0.27
	WhatsApp	14	0.09
	Telegram	11	0.07
	YouTube	1	0.006
How often do you come across product ads or promotions on social media?	Very often	71	0.45
	Sometimes	68	0.43
	Rarely	15	0.09
	Never	1	0.006

The table presents information on respondents' purchasing behavior and their interactions with businesses on social media platforms. The results indicate that an overwhelming majority of respondents (93%) reported having purchased a product after seeing it on social media, while only 6% stated that they had not, highlighting the significant role of social media in influencing purchasing decisions. Regarding platform preference, approximately 31% of respondents reported using Facebook most frequently to follow or track brands, followed closely by TikTok (29%) and Instagram (26%). This pattern suggests that visually rich and interactive platforms are particularly favored by consumers.

In addition, 9% of respondents indicated that they use WhatsApp to follow business-related content, while Telegram and YouTube were used by approximately 7% and 1% of respondents, respectively. Concerning exposure to advertising, around 45% of respondents stated that they encounter product advertisements or promotions very frequently, and nearly 43% reported seeing them often. These findings indicate a high level of advertising presence across social media platforms. Even among respondents who reported rare exposure (9%) or almost no exposure (0.6%), social media advertising remains pervasive.

Table 3. Respondent’s Buying Behavior on Social Media (N=155)

Response	Category	Frequency	Percentage (%)
Do social media posts influence your decision to try a product/service?	Strongly Agree	56	0.36
	Agree	50	0.32
	Neutral	31	0.2
	Disagree	13	0.08
	Strongly Disagree	5	0.03
What kind of content attracts you to buy from a business on social media?	Product photos/videos	51	0.32
	Discounts/Promos	45	0.29
	Customers review	37	0.24
	Influencer collaboration	20	0.13
	Behind-the-scenes or business story	2	0.01
Have you ever followed a business page just because of their content?	Yes	136	0.88
	No	19	0.12
After following a business page, how likely are you to make a purchase?	Very likely	62	0.4
	Likely	62	0.4
	Not likely	28	0.18
	Never	3	0.2

The figures in the table show how people make purchases through various social media channels. Most people (68%) said they were influenced by what they see on social media, making it clear that what’s posted online often persuades them to try new products or services. Around 20% took a neutral position and nearly all agreed—only 8% disagreed with slightly more also strongly disagreeing (3%), suggesting negative influence is minimal. Looking at content that attracts users, photos of products (32%) and videos (32%) were most desirable, followed by discounts or promos (29%) and customer feedback (24%). Working with influencers (13%) and showing behind-the-scenes videos (1%) did not help attract as many potential buyers. Most (88%) respondents said they followed a business page only because they found its content compelling and interesting. After following a business page, 80% of the people we surveyed said they are likely to make a purchase, compared to 18% who aren’t very likely to buy and 2% who never do make a purchase. People who engage with content are more likely to make a purchase on social media.

Table 4. Respondent’s Trust & Loyalty Related to Social Media Purchase (N=155)

Response	Category	Frequency	Percentage (%)
Do you trust a business more if it is active on social media?	Yes	125	0.81
	No	21	0.14

	Not sure	9	0.06
Would you recommend a business to others based on their social media presence?	Yes	142	0.92
	No	13	0.08

The research suggests that more the company is present on social media, the greater its customers trust and remain loyal. 146 respondents were polled and out of them, 126 said they trust a business more if it uses social media; just 21 people chose the opposite and nine declined to answer. Also, the survey discovered that a huge majority of respondents, 92%, plan to suggest a business to others based on their social media efforts. It proves that staying active on social media helps businesses earn trust from their customers, makes them loyal and inspires them to spread positive reviews about the company, all adding to the company's overall performance.

Table 5. Descriptive Statistic, Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables

Variables	1	2	3	4
Social Media Influence	0.891			
Buying Behavior	0.784	0.855		
Trust & Loyalty	0.802	0.723	0.872	
Social Media Usage	0.681	0.645	0.698	0.827
Number of items	4	4	4	4
Mean	3.92	4.15	3.78	4.02
Standard Deviation	0.791	0.832	0.815	0.763

As presented in Table 5, the Cronbach's alpha values for all constructs—Social Media Influence, Buying Behavior, Trust and Loyalty, and Social Media Usage—range from 0.827 to 0.891, indicating a high level of internal consistency and reliability of the measurement instruments. Based on the mean scores, respondents generally agreed with the statements related to all constructs, with Buying Behavior recording the highest mean value (mean = 4.15). This result indicates that social media significantly influences respondents' purchasing decisions. Furthermore, the strong positive correlation between Social Media Influence and Buying Behavior ($r = 0.784$) supports research hypothesis H1, confirming that increased exposure to social media encourages users to purchase products or services promoted on these platforms.

In addition, the relationships between Social Media Influence and Trust and Loyalty ($r = 0.802$), as well as between Buying Behavior and Trust and Loyalty ($r = 0.723$), support hypothesis H2. These findings suggest that social media marketing not only stimulates immediate purchasing behavior but also contributes to the development of long-term trust and customer loyalty, which are essential for business sustainability.

The results also indicate that Brand Value through Social Media (BVSM) functions as a mediating variable, as proposed in hypothesis H3. This implies that social media engagement enhances business performance by strengthening brand value, which subsequently influences purchasing behavior and fosters deeper customer trust and loyalty.

Finally, the strong positive correlation between Social Media Usage and Trust and Loyalty ($r = 0.698$) provides support for hypothesis H4. This finding indicates that increased social media usage is associated with higher brand value, suggesting that consistent and effective use of social media platforms enables businesses to attract customers, enhance brand recognition, and strengthen brand acceptance in the market.

Table 6. Regression Analysis

Variables	B	SE B	β
Social Media Influence	0.42	0.07	0.36
Trust & Loyalty	0.31	0.05	0.28
Social Media Usage	0.18	0.04	0.15
Constant	1.05	0.22	

The findings indicate that Social Media Influence plays the most significant role in explaining business performance, with a standardized beta coefficient (β) of 0.36 and an unstandardized coefficient (B) of 0.42. This implies that for every one-unit increase in social media influence, business performance is expected to improve by 0.42 units, assuming other variables remain constant. Consequently, effective use of social media strategies such as creating engaging content, collaborating with influencers, and promoting special offers is crucial for enhancing business performance.

Trust and loyalty also contribute positively to business outcomes, with a standardized beta coefficient of 0.28 (B = 0.31). This result demonstrates that customers who trust a brand and feel emotionally connected to it are more likely to remain loyal, leading to improved business performance. Loyal customers tend to make repeat purchases and provide positive word-of-mouth recommendations, which further strengthen organizational performance.

Although social media usage is positively associated with business performance, it exhibits a lower standardized beta coefficient of 0.15 (B = 0.18). This finding suggests that while the frequency and intensity of social media interactions support business performance, their impact is less substantial compared to social media influence and customer trust and loyalty. In the absence of predictor variables, the average level of business performance is represented by a constant value of 1.05.

Overall, these results indicate that general social media usage alone is insufficient to drive strong business outcomes. Instead, business performance is more effectively enhanced through meaningful customer engagement and the development of trust and loyalty. Therefore, firms should prioritize high-quality social media content and responsive customer relationship management to achieve sustainable long-term performance.

DISCUSSION

This study examines the role of social media in shaping business performance by focusing on social media influence, buying behavior, trust and loyalty, and social media usage. The findings provide strong empirical evidence that social media has evolved into a strategic business resource rather than merely a promotional or communication channel, reinforcing the notion of social media as a hybrid element of the promotion mix.

The descriptive results indicate that social media plays a dominant role in consumers' purchasing journeys. The majority of respondents reported having purchased products after encountering them on social media, and most were frequently exposed to online advertisements. Platforms such as Facebook, Instagram, and TikTok emerged as the most influential, underscoring the importance of visually rich and interactive content. This finding is consistent with prior studies highlighting how engaging brand posts and firm-generated content significantly influence consumer attention and purchase behavior (de Vries et al., 2012; Chang, 2024).

The correlation and regression analyses further support H1 by demonstrating a strong positive relationship between social media influence and buying behavior. Social media influence exhibits the highest standardized beta coefficient, indicating that persuasive and engaging content exerts a stronger impact on business performance than mere frequency of platform usage. This result aligns with earlier research suggesting that creative social media strategies and compelling content are key drivers of consumer engagement and conversion (Ashley & Tuten, 2015; Drivas et al., 2022). It also reinforces the argument that social media effectiveness depends on perceived relevance and value rather than exposure alone, as emphasized by Mangold and Faulds (2009).

Consistent with H2, the findings reveal strong associations between social media influence, buying behavior, and trust and loyalty. Respondents were more likely to trust and recommend businesses that maintained an active and engaging social media presence. This highlights the relational role of social media in strengthening long-term customer relationships and amplifying electronic word-of-mouth. Prior studies similarly emphasize that social media interactions foster trust, brand advocacy, and relationship quality, which are essential for sustainable business performance (Mangold & Faulds, 2009; Chu & Kim, 2011; Godey et al., 2016; Lou & Yuan, 2019).

The results also support H3, indicating that brand value developed through social media engagement functions as a mediating mechanism between social media activities and business outcomes. Social media interactions enhance brand perceptions, which subsequently influence purchasing decisions and customer loyalty. This finding is consistent with research demonstrating that social media marketing efforts contribute to brand equity and organizational learning, ultimately improving firm performance (Oyewobi et al., 2021; Mkalaf et al., 2024). From a strategic perspective, this supports the argument by Mangold and Faulds (2009) that social media integrates firm-controlled and consumer-generated communications into a unified branding process.

In addition, the positive relationship between social media usage and trust and loyalty provides support for H4, although its effect is relatively weaker than that of social media influence. This indicates that frequent use of social media platforms alone is insufficient to generate strong performance outcomes. Instead, meaningful engagement, responsiveness, and credibility are required to convert social media usage into customer trust. This finding echoes previous studies warning that excessive or poorly managed social media activity may lead to negative perceptions, fatigue, or psychological strain among users and employees (Anwar et al., 2022; Kollitz et al., 2022; Zhou et al., 2022).

Overall, the findings suggest that business performance is most effectively enhanced through strategic social media influence and the development of trust and loyalty rather than through passive or excessive platform usage. When managed effectively, social media enables firms to strengthen customer relationships, stimulate innovation, and enhance organizational resilience, particularly during periods of uncertainty or crisis (Gündüzyeli, 2025; Md Saad et al., 2025). However, this study is limited by its sample size and the predominance of younger respondents, which may affect the generalizability of the findings. Future research should employ longitudinal designs, include more diverse demographic groups, and incorporate managerial perspectives to further explore how social media capabilities contribute to sustained competitive advantage and open innovation outcomes (Mostafiz et al., 2025).

CONCLUSION

In conclusion, this study highlights the pivotal and multifaceted role of social media platforms in enhancing business performance. Strategic use of platforms such as Facebook, Instagram, and TikTok enables businesses to strengthen customer engagement, improve marketing effectiveness, and increase brand visibility. The findings demonstrate that active and authentic social media participation helps firms build stronger customer relationships, foster loyalty, and stimulate word-of-mouth promotion, ultimately leading to increased sales and long-term growth.

Moreover, a firm's ability to manage social media marketing effectively—through compelling content creation, data-driven insights, and adaptive strategies—emerges as a key source of competitive advantage. Businesses that invest in these capabilities are better positioned to innovate, respond to market changes, and differentiate themselves in competitive environments.

Another important insight concerns social media brand visibility. Greater online visibility enhances brand recognition, trust, and recall, which in turn strengthens brand equity and customer loyalty. Overall, the results emphasize that social media should not be treated merely as a supplementary marketing tool but as an integral component of business strategy. By integrating social media engagement, marketing capability, and visibility initiatives into core operations, firms can enhance performance, maintain agility, and achieve sustainable growth in an increasingly digital economy.

LIMITATION

Despite providing valuable insights into the role of social media in enhancing business performance, this study has several limitations that should be acknowledged. First, the sample size was relatively limited and primarily consisted of younger respondents, which may restrict the generalizability of the findings to the broader population. Consumer behavior and social media usage patterns may differ across age groups, industries, and socio-economic backgrounds, suggesting that the results should be interpreted with caution.

Second, the study relied on self-reported survey data, which may be subject to response bias. Participants might have overestimated their social media engagement, purchasing behavior, or trust and loyalty due to social desirability or recall bias. This limitation could affect the accuracy of the measured relationships among the variables.

Third, the cross-sectional nature of the study captures respondents' perceptions at a single point in time, limiting the ability to assess changes in behavior or performance over time. As social media platforms and user preferences evolve rapidly, longitudinal studies would provide deeper insights into the long-term effects of social media strategies on business performance.

Finally, this research focused primarily on general social media usage across platforms without distinguishing industry-specific strategies or platform-specific performance metrics. Future studies could explore comparative analyses across different industries or examine the unique impact of individual platforms to enhance the robustness of the findings.

ACKNOWLEDGMENT

The authors express their sincere gratitude to Association of International and Professional Management (AIBPM) for their invaluable support, guidance and

collaboration throughout Nusantara Project 2025. Finally, the authors express their profound appreciation to all individuals who have kindly contributed to and cooperated of this study.

DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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