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CIVILIZATION and SOCIETY
2017



**“Ahlu Sunnah Wal Jama’ah and
The future of Islam”**

Lamongan, April 28, 2017

DARUL ‘ULUM ISLAMIC UNIVERSITY

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FOREWORD

Praise and gratitude belongs only to Allah SWT, cause of mercy and His guidance to Darul _Ulum Islamic University of Lamongan can making up the proceedings as results of the International Conference on Islamic Civilization and Society (ICICS) on the theme "Ahlu Sunnah Wal Jama'ah and the Future of Islam". The conference was held in the Hall of Darul _Ulum Islamic University of Lamongan on Friday, April 28, 2017 with the main speaker from Indonesia, Malaysia and Timor Leste and the participants are students and teachers / lecturers from various regions in Indonesia. The papers published in the proceedings has been through the selection by the reviewer. Therefore, we say thank you to all the organizers and also the reviewer in this conference so that these proceedings can be used as a good reference. Hopefully, these proceedings could make the instructions and benefits for conference participants and the general reader.

Lamongan, April 28, 2017

Chief Executive

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Key-Articles

MARKETING BASED OUTPUT AND COST AS A MEDIATOR OF EFFECT OF SOCIAL MEDIA ON BUSINESS PERFORMANCE (Study At Srabi Notosuman Shop in Solo)

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Abstract

Information technology is a transformative force in the business environment, so the role of social media is very important in improving the business performance of a company. The purpose of this research is to know and analyze the role of marketing-based output and costs as mediator of social media influence on business performance at Srabi Notosuman store in Solo. Analysis technique used in this research is path analysis. The sample in this research is a number of 120 consumers with sampling technique in this research is using accidental sampling method. The results of this study indicate that social media have a positive and significant impact on marketing-based output. Social media has a positive and significant impact on costs. Social media has a positive and significant impact on business performance. Marketing-based output has a positive and significant impact on business performance. Costs have a positive and significant impact on business performance. The total R^2 value of 0.883 can be interpreted as variation of business performance explained by social media variables, marketing-based output and cost of 88.3%. The results of path analysis, it can be concluded that the use of marketing-based output and costs variables as intervening variables is not effective, because the direct influence of social media on business performance is greater than the indirect effect.

Keywords: *Social Media, Marketing-Based Output, Cost, Business Performance*

INTRODUCTION

Business performance is a description of the extent to which the success or failure of the organization in carrying out its duties and functions in order to realize its goals, goals, vision, and mission. In other words, business performance is an achievement that can be achieved by the organization within a certain period. Business performance has its own characteristics in this business performance is business performance.

Eckerson (2006) Business performance management (BPM) is a top-down approach that helps executives understand the processes needed to

achieve strategic goals and then measure the effectiveness of those processes to achieve the desired outcomes. From that quote, it can be concluded that BPM collects processes that help the company optimize its business performance to ensure the achievement of corporate objectives.

Business Performance Management is an approach that turns business strategy into action / action. Business Performance Management has four process steps, where the processes are divided into strategies and execution. It can be concluded that BPM has an advantage in the field of meeting the needs of corporate strategy by measuring the company processes.

The most important element in Business Performance Management is a tool that enables users to monitor and analyze performance at the right time and precisely perform actions that can improve the company's performance, that is, dashboard performance. Business Performance Management is also a performance dashboard that serves to create reports and analysis of information, infrastructure to collect and integrate data from various sources. The conclusion is business performance as a component of business users to access and analyze information and know the progress and optimize their performance toward the achievement of strategic goals and able to compete with its competitors..

The business performance that took place at Srabi Notosuman Shop in Solo, the majority of srabi stores always interviewed their workplans about 1 year's work plan, and at the end of the year there will be an annual review that discusses the beginning of the year whether it meets the target, exceeds the target or less Of the target, and the boss can judge the performance of his employee business and of course if the employee is meeting the target plan will get a bonus, called the end of year bonus.

Srabi Notosuman shop in Solo has a tight competition compared to other srabi stores that have a stronger brand, so Srabi Notosuman Shop in Solo is trying to optimize efforts to maintain its business. One effort is to look at aspects of social media influence, output-based marketing and budget costs.

Nowadays a lot of social media emerges. Not just adults who use social media, even school students and children who are not old enough also already familiar with social media is now growing. Starting from Friendster, then Facebook, Twitter, Skype, Foursquare, Line, What's App, Path, Instagram, Snapchat and many more. Many impacts can be generated from the use of social media, one positive impact is as a medium of information dissemination. Up to date information is very easy to spread through social networking sites. In just a few minutes after the incident, we have been able to enjoy the information. In addition, the

negative impact is cyber crime. Crime is known by the name of cyber crime. Cyber crime is very diverse. Among them: carding, hacking, cracking, phishing, and spamming.

Social media provides the best interaction between business owners and their customers or potential customers. It also opens opportunities for business owners to make their business visible to more people and also helps generate more traffic (visits). The potential can not be ignored by business owners today, they should use social media to increase profits.

Other factors that may affect business performance include an output-based marketing strategy. Bowen & Shoemaker (2008) revealed that in the latest developments, the business industry is now using relationship marketing approach more than the transactional approach. This is understandable given the transactional approach has many weaknesses, such as the approach is easily imitated by competitors. While the relationship marketing approach will get loyal customers, where it is not easily imitated by competitors.

This research was conducted in Srabi Notosuman shop in Solo by taking three locations, namely srabi pawon kula shop, small srabi shop, and srabi corner shop which all three have their respective advantages in marketing their products and achieve maximum business performance. In order for the main purpose of Srabi Notosuman Shop in Solo can be achieved, it needs a targeted and measured marketing program. Control and evaluation include the use of resources owned by Srabi Notosuman Stores in Solo for the purpose of the company can be achieved. Some of the tools of control and evaluation in assessing business performance are increased sales and market share. Budget or cost in Srabi Notosuman Shop in Solo will be a guide for all stakeholders in Srabi Notosuman Shop in Solo. In addition it can be used as a benchmark to assess the performance of business employees Srabi Shop Notosuman in Solo.

LITERATURE STUDY

Business performance comes from the word job performance or actual performance which means the achievement of work or achievement actually achieved by someone. Understanding business performance (work performance) is the work of quality and quantity achieved by a consumer in performing its functions in accordance with the responsibilities given to him.

Eckerson (2006), Business performance management (BPM) is a top-down approach that helps executives understand the processes needed to achieve strategic objectives and then measure the effectiveness of those processes to achieve desired outcomes . From that quote, it can be

concluded that BPM collects processes that help the company optimize its business performance to ensure the achievement of corporate objectives.

Business Performance is an approach that turns business strategy into action. Business performance has four process steps, where the processes are divided into strategies and execution. It can be concluded that the performance of business business has an advantage in the field of fulfillment of corporate strategy needs by measuring the company processes.

Information technology is a transformative force in the business environment. Companies can deploy computers, servers, intranets, software applications and programs or Internet sites into their day-to-day business operations. The rapidly changing technological change can have a significant effect on the business. The era of globalization is now a lot of emerging social media. Not just adults who use social media, even school students and children who are not old enough also already familiar with social media is now growing. Starting from Friendster, then Facebook, Twitter, Skype, Foursquare, Line, What's App, Path, Instagram, Snapchat and many more. Many impacts can be generated from the use of social media.

Social media provides the best interaction between business owners and their customers or potential customers. It also opens opportunities for business owners to make their business visible to more people and also helps generate more traffic (visits). The potential can not be ignored by business owners today, they should use social media to increase profits. Read on to see the benefits for business development.

Social media bridges the gap between business and their customers, providing the possibility of a variety of promotions, options for satisfactory market research and so on are true. Businesses that have been established and present in social networks and use them to improve their business performance have been very satisfactory. Therefore, by leveraging social media to improve business performance is a huge opportunity to drive the business forward.

Marketing is an individual and organizational activity that facilitates and accelerates a satisfactory exchange relationship in a dynamic environment through the creation of promotional distribution and pricing of services and ideas. Marketing information systems are always used by the marketing department within a company to market the company's products. This information system is a combination of decisions related to: product, place, promotion and product pricing.

Components of Information Systems Marketing has the same components with information systems in general, namely: input components, models,

outputs, databases, technology and control. The difference between these components between other information systems is the context of the information system. For example for this marketing information system, the input component is input about marketing data and its output is reports containing marketing information.

Supriyono (2010), Cost is the cost of which is sacrificed or used in order to obtain income or revenue that will be used as a deduction of income. Simamora (2012), Cost is cash or cash equivalent value sacrificed for goods or services expected to benefit the present or in the future for the organization.

Mulyadi (2011), Cost is the sacrifice of an economic source that is measured in units of money, which has occurred, is occurring or is likely to occur for a particular purpose, other than that cost is the sacrifice of resources or cash equivalent value sacrificed to obtain goods or services. It is expected to provide benefits in the present or in the future for the company. Noor (2007), cost theory developed based on production theory, that is how to get the most efficient input formulation (cost) to produce certain output (production).

To understand the meaning of cost, one must understand the process used in determining cost. Fixing costing will be a key factor in development in the area of cost management. Cost is cash or cash equivalent value sacrificed for products expected to bring current and future benefits to the organization. Called "the equivalent of cash" because non-cash assets can be exchanged for the desired product. Costs incurred to generate benefits in the form of income in the present and in the future. Thus the cost used to generate a revenue benefit is called the burden. Therefore, each period, the expense is deducted from the income in the statement of Profit and Loss. Disadvantages are expired costs without generating income benefits over a period. For example Inventories damaged by fire and uninsured can be classified as losses in the Income Statement. While Expenses that are not expired in a given period are classified as assets and appear on the Balance Sheet. Eg Machine and computer are examples of assets that are more than one period. The main principle in the distinction between cost as expense or as an asset is a matter of timing, ie whether the cost is used in one period or more than one period.

HYPOTHESES

Hypothesis in this research is as follows:

H₁ : There is a significant effect of social media on marketing-based output.

H₂ : There is a significant effect of social media on costs.

H₃ : There is a significant effect of social media on business performance.

H₄ : There is a significant effect of output-based marketing on business performance.

H₅ : There are significant cost effects on business performance.

RESEARCH METHODS

As for the population in this study is a visitor shop Srabi Notosuman in Solo who visit to buy products in the store srabi. Considering the funds, time, effort and thoroughness in analyzing the data. Because the population is not known then the sampling is done by using the formula according to Djawranto, (2010), namely: $n = 0.25 (Z / E)^2$

This formula is suitable for use when the parameter being measured is the proportion value. N is the number of samples, Z is the standard normal number and E is the rate of estimating error. This study uses 95% confidence level and estimates error of no more than 9%. $N = 0.25 (1.96 / 0.09)^2 = 118, 57 \rightarrow$ Rounded to 120 respondents.

The sampling technique in this research is using accidental sampling method, where to get the data of the researcher to meet the subject that is the consumers who happened to meet at the time of visiting and researcher do research until reaching amount which is enough enough for researcher. The reason researchers use the sampling technique is that researchers will only examine and retrieve data based on respondents who come at the time of research activities directly.

RESULTS AND DISCUSSION

Results of Equation Path Analysis1

It can be explained that the value of β_1 = regression coefficient of social media variable is 0,561, it shows that social media variables positively influence to marketing-based output Consumer Shop Srabi Notosuman in Solo, this means that if social media is improved,.

Results of Equation Path Analysis2

Can be explained that the value of β_1 = regression coefficient of social media variable of 0.571, it shows that social media variables positively affect the cost of Shop Srabi Notosuman in Solo, if social media is increased then the cost of Shop Srabi Notosuman in Solo will increase.

Results of Equation Path Analysis 3

Can be explained as follows: β_1 = regression coefficient of social media variable of 0.611, it shows that social media variables positively affect the performance of Srabi Notosuman shop business in Solo, this means that if social media is improved then the business performance of Srabi Notosuman Shop in Solo will increase. β_2 = regression coefficient of marketing-based output variables of 0.165, this shows that the marketing-based output variables have a positive and significant effect on the performance of Srabi Notosuman shop business in Solo, this means that if the marketing-based output is improved then the business performance of Srabi Notosuman Shop in Solo will increase. β_3 = coefficient of variable cost regression equal to 0,209, it shows that cost variable have positive effect to business performance of Srabi Notosuman Shop in Solo, it means if cost is increased, then the business performance of Srabi Notosuman Shop in Solo will increase.

RESULTS OF HYPOTHESES TESTS

No.	Hypothesis	Significance	Conclusion
H ₁	Social media has a significant effect on Marketing-Based Output	0,000	Supported
H ₂	Social media has a significant effect on costs	0,000	Supported
H ₃	Social media has a significant effect on business performance	0,000	Supported
H ₄	Output-based marketing has a significant effect on business performance	0,025	Supported
H ₅	Costs have a significant effect on business performance	0,005	Supported

Source: Data processed 2017

Direct Effect and Indirect Effect

From Variable	Path Coefficient		Conclusion
	Direct Effect	Indirect Effect	
X ₁ ke Y	P ₃ = 0,661		
X ₁ melalui X ₂ Ke Y		=P ₁ × P ₄ =0,561 0,165 = 0,093	Effective through direct path

X_1 melalui X_3 ke Y		$=P_2 \times P_5$ $=0,571$ $0,209$ $=0,119$	Effective through direct path
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Source: Data processed 2017

Relationships between variables can be described as follows:

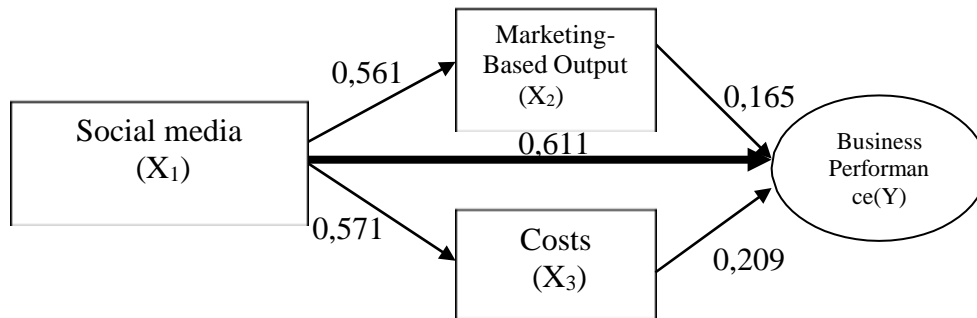


Figure IV.1 Results of Direct and Indirect Influence

The result of direct and indirect influence above, it can be concluded that the use of marketing-based output variables and costs as intervening variables is not effective.

DISCUSSION

The use of output-based intervening marketing variables in order to improve business performance, for social media variables is ineffective, since indirect influences produce less influence than direct effect. This means, to improve business performance Srabi Notosuman Shop in Solo should use social media variables directly in order to maximize business performance.

The use of intervening variables in order to improve business performance, for cost variables is ineffective, because the indirect effect of social media on business performance through cost results in less influence than direct effect. This means to improve the business performance of Toko Srabi Notosuman in Solo needs to use social media variable directly.

CONCLUSION

1. Social media has a positive and significant impact on the consumer marketing-based output of Toko Srabi Notosuman in Solo.
2. Social media have positive and significant impact to consumer cost of Srabi Notosuman Shop in Solo.
3. Social media has a positive and significant impact on the business performance of Srabi Notosuman Stores in Solo.
4. Marketing-based output has a positive and significant impact on the business performance of Srabi Notosuman Stores in Solo
5. Costs have a positive and significant effect on the business performance of Srabi Notosuman Stores in Solo.

6. Value of total R² value of 0.883 can be interpreted variation Business performance Srabi Notosuman shop in Solo explained by social media variables, marketing-based output and cost of 88.3% and the remaining 11.7% described other variables outside the research model as an example image and Location.
7. The results of path analysis, it can be concluded that the use of marketing-based output and cost variables as intervening variables is not effective, because the direct influence of social media on business performance is greater than the indirect influence.

SUGGESTIONS AND RECOMMENDATIONS

1. Based on the results of research suggested in improving business performance of Shop Srabi Notosuman in Solo for social media variable better direct to variable of business performance, because it has the most dominant influence value. Efforts that can be done for example:
 - a. Marketing activities carried out by using a face book.
 - b. Ads are done by using the web or blog.
 - c. The promotion is done using instagram.
2. Further research should be different places, different respondents and more add to the research sample for better results.

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