

THE IMPACT OF SOCIAL MEDIA USAGE ON BUSINESS SUCCESS: A SYSTEMATIC LITERATURE REVIEW

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Abstract: Social media has become a highly influential tool in entrepreneurship, particularly in marketing, branding, and business development. This study aims to identify, evaluate, and interpret relevant research addressing the impact of social media on sales growth, brand awareness, brand image, and posting frequency in increasing visitors and attracting new customers. A Systematic Literature Review (SLR) method was employed by searching relevant studies through Google Scholar and screening the literature based on predefined inclusion and exclusion criteria. From an initial dataset of 23,900 records, 48 relevant journals were identified, followed by further screening that resulted in 19 articles, and finally, 8 high-quality articles were selected for in-depth analysis. The findings indicate that the use of social media platforms such as Instagram, Facebook, and WhatsApp significantly contributes to expanding market reach and increasing product sales. Consistent marketing strategies and high-quality content are effective in strengthening brand awareness and creating a positive brand image. Furthermore, posting frequency shows a significant correlation with increased visitors and new customers. Therefore, planned marketing strategies, content quality and frequency, and customer interaction can support sustainable business growth.

Keywords: Social Media, Systematic Literature Review, Business Owners, Digital Marketing

1. Introduction

Social media is one of the most influential tools in various aspects of life, including entrepreneurship. It serves not only as a platform for social interaction but also as an important tool for marketing, branding, and business development. Many entrepreneurs have successfully utilized the power of social media to drive business growth and achieve greater success. One effective strategy for utilizing this digital potential is the implementation of social media marketing strategies (Wahyu & Veri, 2024).

This article aims to provide a systematic literature review of the use of social media in supporting business success. Social media provides a broad and affordable platform for entrepreneurs to market their products and services directly and interactively. Creative content strategies and storytelling can attract consumer attention, while data analysis from social media can help businesses understand market trends and consumer needs in real time. Direct interaction with customers through social media not only helps establish stronger relationships but also provides valuable feedback for improving products and services. By utilizing technologies such as big data and artificial intelligence, entrepreneurs can develop more relevant solutions and enhance their competitiveness in an increasingly connected global market (Adawiyah & Veri, 2024).

Currently, numerous social media platforms can be utilized by entrepreneurs, including Facebook, WhatsApp, Instagram, and TikTok. Entrepreneurs can use social media to promote their products, services, and brands through sharing, tagging, messaging, and commenting features. Furthermore, social media can be utilized for sales, advertising, and marketing at relatively lower costs compared with conventional marketing channels.

According to a survey conducted by GWI in the third quarter of 2020, as cited by Beritasatu.com, YouTube remained the most popular social media platform in Indonesia. Its user penetration reached 94% among individuals aged 16–64 years. WhatsApp ranked second, followed by Instagram in third place. Instagram moved up to third place, surpassing Facebook, which ranked fourth. In 2020, the short-video application TikTok and the messaging platform Telegram also experienced the fastest growth in user adoption (Hartanto, 2022).

The use of social media affects not only marketing activities but also various indicators of business success, including increased sales, customer loyalty, and market expansion. However, the effectiveness of social media utilization in achieving business success may vary depending

on the strategies implemented, the type of industry, and the characteristics of the target audience (Hartanto, 2022).

A Systematic Literature Review (SLR) is an appropriate method for identifying and evaluating existing evidence regarding how social media influences business success. SLR is a literature-based research method designed to reduce researcher bias and produce a more objective synthesis of existing studies. This method emphasizes a systematic and reproducible search process, allowing other researchers to replicate the review based on explicit and well-documented procedures (Maulida et al., 2023).

Through a systematic analysis of the existing literature, this study is expected to make an important contribution to understanding effective social media strategies for entrepreneurs. The findings are expected to provide practical guidance for businesses in developing their social media marketing strategies while also creating opportunities for further research in this field. Therefore, this study has significant relevance and potential benefits for both business practitioners and academics interested in social media and business success.

2. Research Methods

This study employed a Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize relevant studies on the use of social media and its relationship to business success. The research methodology consisted of several stages, including literature search, research question formulation, article screening and selection, inclusion and exclusion criteria, and quality assessment.

2.1 Literature Search

A comprehensive literature search was conducted by identifying relevant sources and databases, particularly Google Scholar. The primary database used in this study was Google Scholar (<https://scholar.google.com/>). The main search keywords were determined based on the research topic and research questions, namely "Social Media Use and Business Success." The search was also restricted based on specific criteria, including the publication period and document type.

After the search strategy was implemented, an initial screening of the retrieved articles was conducted based on their titles and abstracts. This process was intended to determine the relevance of each article to the research questions. Articles that were considered potentially relevant were then subjected to further screening and evaluation.

2.2 Research Questions

The research questions were formulated to provide a clear and specific direction for the literature review. The questions were designed to obtain a comprehensive understanding of the influence of social media on business success while maintaining a manageable scope. The main research questions are as follows:

RQ1: How does the use of various social media platforms affect sales growth among business owners?

RQ2: How do social media marketing strategies affect brand awareness and brand image among business owners?

RQ3: Is there a correlation between the frequency of social media posting and an increase in visitors or new customers among business owners?

2.3 Article Selection

The articles identified through the literature search were selected based on predetermined inclusion and exclusion criteria. Articles that were irrelevant to the research topic or did not meet the established criteria were excluded from further analysis.

2.3.1 Inclusion Criteria

The inclusion criteria applied in this study were as follows:

1. Articles published in journals and retrieved through Google Scholar.
2. Articles published between 2020 and 2024.
3. Articles that specifically discuss the relationship between social media use and business success.

2.3.2 Exclusion Criteria

The exclusion criteria were established to eliminate studies that did not meet the inclusion requirements. Articles were excluded if they did not fall within the specified publication period,

were not relevant to the research topic, or did not address the relationship between social media use and business success.

2.4 Quality Assessment

Quality assessment is an evaluation process used to examine the methodological quality and relevance of the information presented in the selected articles. In this study, quality assessment was conducted to ensure that only studies meeting the predetermined standards were included in the final analysis.

The quality assessment criteria were formulated based on the research questions as follows:

QA1: Does the article explain how the use of various social media platforms affects sales growth among business owners?

QA2: Does the article explain how social media marketing strategies affect brand awareness and brand image among business owners?

QA3: Does the article examine whether there is a correlation between the frequency of social media posting and an increase in visitors or new customers among business owners?

Each selected article was evaluated based on these quality assessment questions. The results of the assessment were then used to determine the eligibility of the articles for further analysis.

2.5 Research Procedure

The overall research procedure consisted of several sequential stages, beginning with the identification of relevant literature, followed by the formulation of research questions, literature searching, initial screening, application of inclusion and exclusion criteria, quality assessment, and final selection of relevant studies for analysis. The stages of the research process are presented in Figure 1.

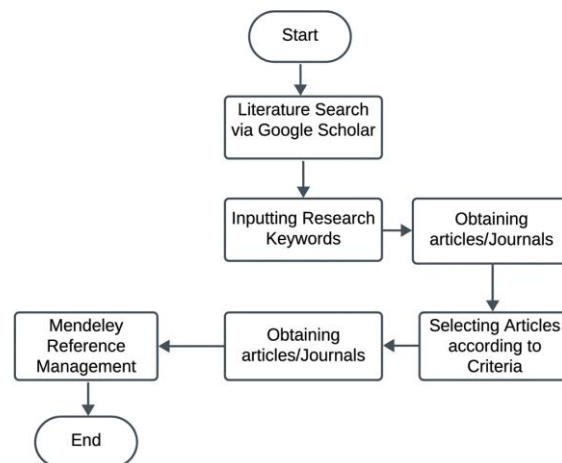


Figure 1. research process

This study employed the Systematic Literature Review (SLR) method to identify, evaluate, and interpret research findings relevant to specific research questions, a particular topic area, or a phenomenon of interest (Adawiyah & Veri, 2024). The SLR method enables researchers to conduct a comprehensive and structured review of the literature, ensuring that all relevant studies are considered and that the conclusions drawn are based on available evidence (Adawiyah & Veri, 2024).

In this study, a qualitative approach to systematic review was employed to synthesize research findings presented in a qualitative and descriptive manner. This approach provides an in-depth understanding of the topic under investigation while enabling the identification of common patterns and themes emerging from the reviewed literature. The systematic literature review process consisted of several stages, as presented below (Cristo & Mulyani, 2023).

3. Result

3.1 Identification of Research Questions

This study focuses on analyzing the use of social media and its impact on business development. The analysis was conducted based on the research questions formulated in the systematic literature review process.

3.2 Literature Search

The literature search was conducted using Google Scholar by accessing <https://scholar.google.com/>. The search was performed using the keyword "Social Media Use and Business Success." The initial search yielded a total of 23,900 records based on the specified keyword. These records were subsequently subjected to the screening and selection processes according to the predefined inclusion and exclusion criteria.

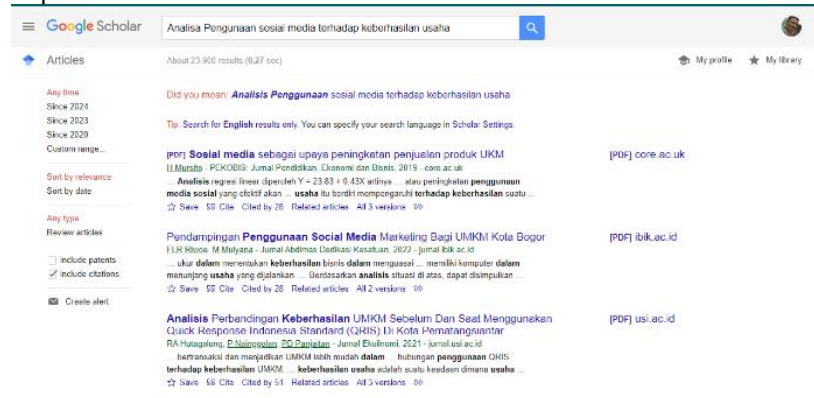


Figure 2. Results of the Literature Search

From the initial 23,900 records, 48 articles were identified as relevant to the research topic and were included in the screening stage. These articles were subsequently evaluated using the predetermined inclusion and exclusion criteria to ensure their quality and relevance to the research topic.

3.3 Screening and Selection of Relevant Research Articles

At this stage, the identified articles were screened and selected based on the inclusion criteria previously established by the authors.

Table 1. Results of the Screening Process

No	Inclusion Criteria	Number of Articles
1	Articles published in journals retrieved through Google Scholar	48 Articles
2	Articles published between 2020 and 2024	32 Articles
3	Articles specifically discussing Social Media Use and Business Success	19 Articles

Following the screening process based on the predetermined inclusion and exclusion criteria, 19 articles were identified and proceeded to the next stage.

3.4 Quality Assessment Stage

At this stage, the articles that passed the screening process were further evaluated using the predetermined quality assessment criteria. This assessment was conducted to ensure that the selected articles met the required quality standards and were relevant to the research questions.

Table 2. Results of the Quality Assessment Criteria Selection

No	Journal Title / Article Name	QA1	QA2	QA3
1	The Role of Social Media in the Development of Micro, Small, and Medium Enterprises (MSMEs) (Lestari et al., 2024)	✓	✓	✓
2	Business Success Based on Digital Marketing, Creativity, and Innovation in Confectionery MSMEs in Bogor Regency (Fauziah, 2024)	✓	✓	✓
3	The Influence of Social Media on Business Success (Dharma et al., 2022)	✓	✓	✓
4	The Influence of Entrepreneurial Motivation, Business Location, and Social Media on Business Success (Sari et al., 2023)	✓	✓	✓

5	The Influence of Creativity, Entrepreneurial Knowledge, and Social Media on MSME Business Success (Hariyanto, 2023)	✓	✓	✓
6	Analysis of the Effect of Media Use on the Performance of Micro, Small, and Medium Enterprises (MSMEs) (Hartanto, 2022)	✓	✓	✓
7	Analysis of the Effect of Digital Marketing and Government Support on the Success of MSMEs in Medan City (Felicia, 2024)	✓	✓	✓
8	The Influence of Social Media, Creativity, and Motivation on the Success of Culinary MSMEs in North Jakarta (Wijaya & Handoyo, 2023)	✓	✓	✓

Based on the quality assessment of the 19 articles that passed the screening process, 8 articles met the predetermined quality criteria and were considered eligible for inclusion as literature studies in this research. These articles were selected because they were relevant and aligned with the research topic concerning the use of social media and business success.

The findings indicate that business owners who implement consistent marketing strategies and focus on high-quality content tend to develop stronger brand awareness among potential consumers. Relevant content, such as brand storytelling, customer testimonials, and educational content, has been shown to be effective in attracting audience attention and establishing emotional connections with brands. Positive audience responses to such content can contribute to an improved brand image, increased consumer trust, and stronger customer loyalty.

Social media marketing strategies are therefore not limited to increasing sales but also play an important role in establishing a strong brand identity and expanding brand influence among consumers. In this context, well-curated content that is published consistently across social media platforms is an important factor. Business owners who are able to identify and understand their target audiences can develop relevant and engaging messages, thereby creating stronger emotional connections with potential customers.

Successful social media marketing strategies often involve authentic and engaging brand storytelling, the use of relevant influencers, and campaigns that respond to current trends and events. By utilizing social media analytics to monitor and analyze consumer responses to promotional content and advertising, business owners can evaluate the effectiveness of their strategies in increasing brand awareness and developing a positive brand image in the market.

The findings also indicate that the frequency and consistency of social media content posting significantly influence consumer interaction and engagement with a brand. Business owners who maintain a regular posting schedule tend to establish a stronger presence on social media platforms, thereby increasing the likelihood that their businesses will be discovered by potential customers. Regular posting helps maintain brand visibility and keeps the brand relevant in consumers' minds, encouraging them to explore or try the products and services offered.

Furthermore, the analysis shows a significant correlation between social media posting frequency and increases in visitors or new customers. Businesses that actively publish content on a regular basis tend to experience greater interaction with potential customers. An appropriate posting frequency can help businesses maintain visibility and attract more visitors to their websites or physical stores, potentially contributing to an increase in their customer base.

However, posting frequency is not the only factor influencing the growth of visitors or new customers. Content relevance, appropriate promotional strategies, and responsiveness to customer feedback also play important roles in attracting and retaining audiences. Therefore, the relationship between posting frequency and customer growth should be interpreted in conjunction with other elements of social media marketing strategy.

Further findings indicate that businesses combining organic content with paid social media advertising can achieve more substantial results in increasing visitor numbers and customer conversions. Paid advertising enables businesses to target specific consumer segments and extend the reach of their content beyond their organic followers. This broader reach can contribute to increased brand awareness and potentially support higher sales performance.

Overall, the findings suggest that successful social media utilization requires a holistic and well-planned strategy. Business owners need to consider multiple factors, including content quality and frequency, appropriate use of platform features, customer engagement, audience characteristics, and the integration of organic and paid content. A combination of these factors

can help businesses achieve their marketing objectives and support sustainable growth in their customer base.

4. Discussion

The research findings indicate that APO05 is widely used to support the management of information technology investments and portfolios across various organizational sectors. The dominance of the Capability Assessment method suggests that APO05 research remains focused on measuring the level of IT governance capabilities. Furthermore, the fact that the APO05 capability level generally falls at Levels 2–3 indicates that most organizations have established processes in place, but they are not yet fully optimized. These findings suggest that improving IT portfolio management remains a need across various organizations.

5. Conclusion

This study demonstrates that the effective use of social media can have a significant positive impact on business success. The use of various social media platforms, such as Instagram, Facebook, and WhatsApp, has been shown to significantly expand market reach and increase product sales among business owners. Furthermore, consistent marketing strategies that focus on high-quality content are highly effective in building brand awareness and developing a positive brand image among consumers through the use of storytelling, influencer marketing, and engaging visual content.

The frequency and consistency of social media content posting also show a significant correlation with increases in the number of visitors and new customers. Business owners who regularly publish high-quality content tend to attract more visitors and develop a loyal audience. Although consistent social media activity does not always guarantee immediate conversions, maintaining a strong and consistent presence can create deeper brand awareness and provide businesses with a competitive advantage.

Therefore, a combination of content quality and posting frequency, customer interaction, and well-planned and measurable marketing strategies can help business owners achieve their marketing objectives and support sustainable business growth.

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