

## THE INFLUENCE OF SOCIAL MEDIA, SEARCH ENGINE OPTIMIZATION, CONTENT STRATEGY, AND FINANCIAL REPORT QUALITY ON BUSINESS GROWTH

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### ABSTRACT

*This study aims to examine the influence of social media, search engine optimization, content strategy, and financial report quality on business growth (A Study on Micro-Enterprises in Lamongan Regency). This research was conducted in Lamongan, involving 99 micro-enterprise owners throughout Lamongan Regency as respondents. This quantitative study employs multiple linear regression. The technique is processed with SmartPLS to analyze several hypotheses. The inter-correlation model between the four variables in this study reveals that social media, content strategy, and financial report quality have a significant correlation with business growth; however, the search engine optimization variable does not have a significant correlation with business growth.*

**Keywords:** Social Media, Search Engine Optimization, Content Strategy, Financial Report Quality.

### I. INTRODUCTION

The technological development in Indonesia is significantly influenced by technological advancements, particularly supported by the increased access to the internet. Despite Indonesia's internet speed being slower compared to some Southeast Asian countries, several factors contribute to this delay, such as the numerous

mountains, islands, forests, and seas separating regions, as well as the high maintenance costs of infrastructure. According to the We Are Social report, the number of internet users in Indonesia reached 213 million people as of January 2023, equivalent to 77% of the total population of 276.4 million at the beginning of the year. This number shows a 5.44%

increase from the previous year, where there were 202 million internet users in January 2022. Over the past decade, the number of internet users in Indonesia has been increasing yearly, adding 142.5 million from January 2013, which had only 70.5 million users (Mutia, C., 2023).

One factor influencing this wave of internet usage is the COVID-19 pandemic, which originated in Shanghai, China. COVID-19, an acronym for "Corona Virus Disease-2019," emerged in late 2019 and spread rapidly due to its high transmission rate and the absence of a definitive vaccine. In Indonesia, the public's peak fear of the virus occurred when the first COVID-19 case was announced on March 2, 2020. The pandemic impacted all sectors, including the capital market (Darmayanti et al., 2021). E-commerce platforms were seen as a means to mitigate the pandemic's effects, with the consumer habit of staying home significantly boosting the global economy. During the COVID-19 pandemic, financial behavior, a discipline combining economic theory, psychology, and sociology, became a major societal concern (Rijal, 2021). According to Hartanto (2022), interactivity, cost-effectiveness, compatibility, and trust are factors driving micro, small, and medium enterprises (MSMEs) to use social media. This research focuses on social media as one of the variables to further examine micro-enterprises in Lamongan Regency.

Search Engine Optimization (SEO) has been found to have a positive correlation with increased product traffic and plays a crucial role in attracting potential customers (market share) (Hoo et al., 2023). Effective SEO strategies significantly enhance online visibility and the discoverability of e-commerce websites, leading to higher search engine rankings and increased website traffic. Studies have shown that implementing SEO techniques, such as keyword usage, meta tags, quality backlinks, website speed, and mobile optimization, contributes to higher search

engine rankings and improved user engagement metrics. Research indicates that SEO optimization greatly affects the visibility indicator value (Wibowo, 2022).

The use of SEO optimization methods tailored to businesses and target audiences can enhance the effectiveness of online promotion and brand visibility. It is essential for businesses to invest in building SEO expertise and resources to leverage digital marketing potential in attracting and retaining potential customers. In Indonesia's highly competitive e-commerce sector, SEO is crucial for businesses aiming for growth (Bening et al., 2023). Insights from the literature emphasize the importance of understanding specific SEO strategies suitable for the Indonesian consumer base, considering cultural nuances (Dorthy et al., 2024).

In developing content strategies, micro-enterprises must undertake several marketing activities before and after product launches. A consistent content strategy using interactive, innovative, informative, and educational photos and videos can easily attract consumers. One widely used content strategy involves Instagram features such as live Instagram, feed, reels, and Instagram stories. The pre-launching strategy aims to attract market interest, followed by launching the product to ensure consumers remember the new product. The final stage, post-launch marketing, involves content strategies to optimize product promotion (Hamida & ~~Indri~~ Rachmawati, 2023).

However, over time, many people have shifted from Instagram to TikTok as their preferred social media platform. TikTok's short videos (up to 5 minutes) attract customers to purchase products directly. As of April 2023, Indonesia had over 112 million active users aged 18 and above, making it TikTok's second-largest market. Due to Indonesia's young and tech-savvy population, the app has become extremely popular. TikTok has evolved into a cultural

phenomenon in Indonesia, with users creating content reflecting their culture and traditions, generating income from the platform (Erfiati & Helfi, 2023).

Micro-enterprise owners recognize the importance of accounting for their business progress, especially in financial matters. Improved profits can be planned by following accounting procedures. However, in reality, while financial reports are deemed important, micro-enterprises often lack the human resources to implement them due to being managed by individuals or families (Hanim & Noorman, 2018). Despite this, micro-enterprises are seen as a solution to Indonesia's economic problems. According to research by Irawan & Irawan (2022), MSMEs do not use accounting because it is considered difficult and unimportant. Salma Afifah et al. (2023) found that education level, business size, and the dissemination of financial accounting standards influence financial report preparation.

The quality of financial reports is determined by the accuracy and relevance of the information provided. High-quality financial reports form the basis for economic decision-making by stakeholders. Factors influencing this quality include financial records, transaction recording discipline, report components, and accounting standards used (Qizam & Fong, 2019). Financial reports assist in economic decision-making, such as market development and pricing, and are used for monitoring and future company planning (Istanti et al., 2020). Research by Arisandi & Putri (2022) indicates that the quality of financial reports in micro-enterprises is influenced by variables such as education level, business scale, and business duration.

According to Law No. 20 of 2008, MSMEs in Indonesia are defined by specific criteria. Micro-enterprises are productive economic businesses that are independent, conducted by individuals or business entities not part

of medium or large enterprises. Small enterprises are productive economic businesses that meet specific criteria. Medium enterprises are productive economic businesses that are also independent (Ulil Albab et al., 2023).

The regulation of micro-enterprises in Indonesia is stipulated in Law No. 20 of 2008, providing clarity on criteria and types of businesses based on local wisdom, with a maximum capital of IDR 50 million and an annual turnover of IDR 300 million (Law No. 20 of 2008). The success of e-commerce in Indonesia is largely supported by the development of micro-enterprises through digital innovation. Factors such as digital infrastructure availability, digital knowledge and skills, marketing strategies, branding, product, and service quality influence the successful implementation of e-commerce in micro-enterprises (Achmad, 2023).

The Lamongan Regency Government, through the Cooperative and Micro-Enterprise Office, continues to implement various breakthroughs to boost the local economy. Numerous innovative programs have been developed and realized to support their objectives, vision, and mission. One of the flagship programs currently being implemented is the development of micro-enterprises. This program includes entrepreneurship training, capital access, business assistance, and the utilization of digital technology to expand markets.

Therefore, social media, search engine optimization (SEO), content strategy, and financial report quality are inherently linked to business growth in both micro-enterprises and larger companies. This interconnection necessitates research focusing on micro, small, and medium enterprises. Hence, I am interested in studying "The Influence of Social Media, Search Engine Optimization, Content Strategy, and Financial Report Quality on

Business Growth (A Study on Micro-Enterprises in Lamongan Regency)."

## II. LITERATURE REVIEW

### 1. AIDA Model Theory

AIDA, an acronym for Attention, Interest, Desire, and Action, has long been used as a four-step guide in the sales process. This model is easy to understand and highly beneficial in marketing communications. According to (2016: 581) AIDA is a method often employed in comprehensive advertising planning and can be applied to any advertisement. The stages include: attracting attention (Attention), creating interest (Interest), arousing desire (Desire), and prompting customers to take action (Action). Implementing the AIDA model helps in understanding changes in attitudes and behaviors within a specific action framework. Kotler and Keller emphasize that AIDA encourages messages to capture attention, generate interest, foster desire, and lead to action, highlighting the importance of effective message quality (Kurniawati et al., 2022).

Definition of AIDA according to Apriandi et al.,( 2023)

- a. Attention: The importance of attention in marketing strategy demands that marketers create content that captures consumer interest, using strong statements, words, or images (Kotler & Armstrong, 2001:116).
- b. Interest: Once attention is achieved, marketers must ensure that the information media attracts potential customers' interest by promising solutions to

consumer problems and explaining product features and benefits.

- c. Desire: Marketers arouse consumer desire to try or own the product, demonstrating the ability to provide the right solutions and creating a need for potential buyers.
- d. Action: At this stage, marketers direct buyers to make a purchase by explaining the necessary steps, including price information.

Modern marketing strategies also involve digital platforms like TikTok, which is popular among the younger generation, making advertisements on such platforms effective for online promotion (Riska Amelia & Yuwita, 2023; Adzra & Iryanti, 2024).

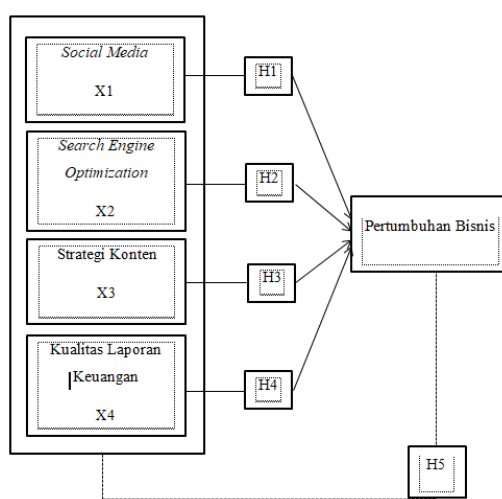
### 2. Accounting Theory

Initially, accounting was merely a simple recording process but later evolved into a more sophisticated system with double-entry bookkeeping. Rapid technology advancement has influenced the evolution of modern accounting. Small and medium enterprises generally still view accounting as a calculation tool and a source of information for decision-making (Adillah et al., 2023).


The main objective of financial reports, according to SFAC 1, is to provide useful information to investors, creditors, and other users for making economic decisions. SFAC 2 emphasizes that accounting information must be relevant and reliable to influence investors' confidence about future investment outcomes and be free from bias (Darmayanti & Manaf, 2021).


## Conceptual Framework

The conceptual framework is used as a provisional explanation of the phenomena that arise as the research problem. Based on theoretical foundations, thought patterns, and previous research, the conceptual framework of the study can be presented as follows:



**Figure 2.3 Conceptual Framework**

Partial Influence: 

Simultaneous Influence: 

### a. Influence of Social Media on Business Growth

Social media platforms have become essential tools for businesses to interact with consumers, build brand awareness, and drive sales. Dorthy et al. (2024), states that there is a positive correlation between effective social media use and business growth. Businesses that actively engage with customers on social media experience higher customer loyalty and increased sales, highlighting the significant role of social media in fostering relationships with consumers. Strategic use of social media not only enhances website visibility but also influences

purchasing decisions and revenue (Agnesia & Saputra, 2022). By leveraging social media, businesses can increase visibility and customer interaction, shaping consumer behavior and preferences. Additionally, social media has a positive and significant impact on brand awareness, customer loyalty, and sales, contributing to business growth across various industries, including the clothing industry. In Indonesia, social media penetration is very high, so businesses utilize platforms like Instagram, Facebook, X (formerly Twitter), and TikTok (Beddu et al., 2021).

H1: Social Media has a positive and significant effect on business growth in micro-enterprises in Lamongan Regency.

### b. Influence of Search Engine Optimization on Business Growth

SEO is a structured approach to improving the position of a product or company in organic search results. According to "The Effectiveness of Search Engine Optimization Practices in Promoting Turkey's Tourism Destinations," SEO is a technique that enhances a website's ranking on search engines, making it more likely for users to visit the site. SEO involves identifying factors within web pages targeted by search engines to increase visibility in relevant queries, aiming to achieve top rankings on search engines like Google and Yahoo!. According to Dorthy et al. (2024), SEO has a significant and positive impact on business growth. Hoo et al. (2023) add that SEO is a systematic technique to increase website visitors without cost (organic results), focusing on visitor quantity rather than search engine quality.

H2: Search Engine Optimization has a positive and significant effect on business growth in micro-enterprises in Lamongan Regency.

c. Influence of Content Strategy on Business Growth

A good content strategy is crucial for building authority and enhancing customer engagement on social media, which in turn supports business growth (Azzariaputrie & Avicenna, 2023). Content strategy is a developing field of technical communication, aiding in the publishing, editing, and delivery of content. This strategy is highly beneficial for organizations with a strong digital presence, helping them design and maintain a content strategy for their community. According to Dorthy et al. (2024), content strategy has a positive and significant impact on business growth, extending beyond product promotion by building brand narratives that resonate with the target audience. Businesses with a coherent content strategy tend to have more customers and conversions. In the context of Indonesian e-commerce, content strategies must be tailored to specific demographics to attract customer attention and drive growth Getto, et.al.(2023).

H3: Content Strategy has a positive and significant effect on business growth in micro-enterprises in Lamongan Regency.

d. Influence of Financial Report Quality on Business Growth

Quality financial reports help micro-enterprises obtain loans from the banking sector through programs like Kredit Usaha Rakyat (Prasetya & Fajri, 2023). One way to assess the growth of micro-

enterprises is through credible financial information that complies with accounting standards (Silviana, 2022). Financial reports indicate the business's health and are essential tools for measuring success (Soeharjoto et al., 2023). These reports represent the company's condition, performance, and changes in financial position, providing periodic reviews to assess progress. Although many micro-enterprises focus more on increasing revenue than preparing financial reports, financial reports remain crucial benchmarks for supporting economic decisions and business growth (Safitri & Estiningrum, 2022).

H4: Financial Report Quality has a positive and significant effect on business growth in micro-enterprises in Lamongan Regency.

e. Influence of Social Media, Search Engine Optimization, Content Strategy, and Financial Report Quality on Business Growth

Social media marketing includes four key elements: content creation, content sharing, connecting, and community building (Herawati et al., 2024). Research by Dorthy et al. (2024) indicates that social media use in Indonesia is increasing, with consumers likely to interact with brands for product information, services, and special promotions. The OECD 2019 report states that online promotion offers significant potential for SMEs through global reach and user data-based targeting techniques (Hoo et al., 2023). According to Dorthy et al. (2024), SEO significantly impacts business growth by enhancing site visibility, discoverability, and search rankings. Quality financial report preparation follows standards to

ensure uniformity and understanding for internal and external parties, providing accurate information in line with accounting regulations (Margareta et al., 2023).

H5: Social Media, Search Engine Optimization, Content Strategy, and Financial Report Quality simultaneously influence business growth in micro-enterprises in Lamongan Regency.

### III. METHOD

The method used in this research is a descriptive method with a quantitative approach. This study was conducted in Lamongan Regency by collecting data through the Cooperative and Micro Business Office of Lamongan Regency. The objects of this research are micro-enterprise actors fostered by the Cooperative and Micro Business Office of Lamongan Regency, residing in Lamongan Regency, covering 27 sub-districts. This study involved 100 respondents, with 99 returning the questionnaire, which are the micro-enterprise actors fostered by the Cooperative and Micro Business Office of Lamongan Regency. The sampling method used in this research is purposive sampling with the following criteria:

1. Businesses that have been operating for at least 2 years.
2. Upgraded micro-enterprises located in Lamongan Regency.
3. Businesses that use at least one social media platform for promotion.
4. Businesses that actively utilize SEO strategies and implement content strategies for promotion.
5. Businesses that maintain financial report records.

## IV. RESULTS AND DISCUSSION

### Convergent Validity Test Results

Table 1.1

#### Outer Loading

	THE QUALITY OF FINANCIAL REPORTS (X4)	BUSINESS GROWTH (Y)	SEO (X2)	SOCIAL MEDIA (X1)	CONTENT STRATEGY (X3)
X1 .1				0.845	
X1 .2				0.876	
X1 .3				0.886	
X1 .4				0.845	
X2 .1			0.806		
X2 .2			0.875		
X2 .3			0.881		
X2 .4			0.933		
X3 .1					0.872
X3 .2					0.916
X3 .3					0.893
X3 .4					0.935
X4 .1	0.882				
X4 .2	0.888				
X4 .3	0.855				
X4 .4	0.861				
Y1 .1		0.903			
Y1 .2		0.882			
Y1 .3		0.907			
Y1 .4		0.902			

Source: Data from SmartPLS 4.1.0.2 (2024)

It can be concluded that the outer loading values of all variables meet the requirement of being greater than 0.60, with the lowest value being 0.806 from the Search Engine Optimization (X2) variable. Therefore, all indicators in this study are valid and meet Convergent Validity. The loading factor values of each indicator in this study can be seen as follows:

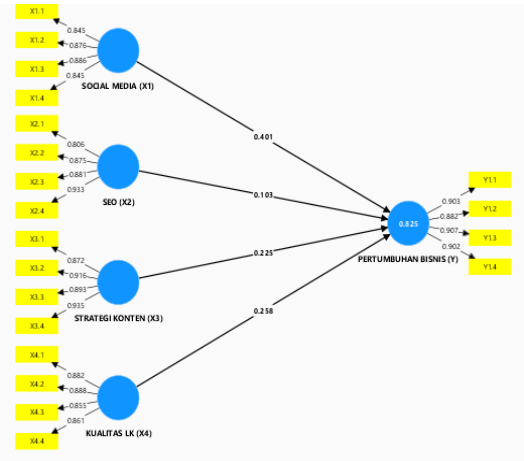


Figure 1.1 Factor Loading

Discriminant Validity Test Results

Table 1.2

Cross Loading

	KUALITAS LK (X4)	PER. BISNIS (Y)	SEO (X2)	SOCIAL MEDIA (X1)	STRATEGI KONTEN (X3)
X 1.1	0.584	0.691	0.721	0.845	0.618
X 1.2	0.66	0.753	0.686	0.876	0.76
X 1.3	0.671	0.789	0.739	0.886	0.807
X 1.4	0.599	0.74	0.703	0.845	0.699
X 2.1	0.544	0.679	0.806	0.729	0.686
X 2.2	0.527	0.612	0.875	0.651	0.624
X 2.3	0.642	0.692	0.881	0.697	0.693
X 2.4	0.689	0.777	0.933	0.796	0.8
X 3.1	0.741	0.762	0.748	0.729	0.872
X 3.2	0.704	0.764	0.75	0.775	0.916
X 3.3	0.693	0.743	0.69	0.747	0.893

X 3.4	0.728	0.799	0.728	0.781	0.935
X 4.1	0.882	0.73	0.604	0.667	0.701
X 4.2	0.888	0.725	0.602	0.671	0.688
X 4.3	0.855	0.649	0.601	0.584	0.686
X 4.4	0.861	0.682	0.605	0.618	0.69
Y 1.1	0.729	0.903	0.695	0.789	0.781
Y 1.2	0.692	0.882	0.711	0.764	0.759
Y 1.3	0.727	0.907	0.698	0.794	0.749
Y 1.4	0.727	0.902	0.748	0.753	0.761

Source: Data from SmartPLS 4.1.0.2 (2024)

Indicators are considered valid if their cross-loading with the target construct is higher than with other constructs. From the table, the blocks Social Media (X1), SEO (X2), Content Strategy (X3), Financial Report Quality (X4), and Business Growth (Y) have the highest values, thus all are valid.

Additionally, the average variance extracted (AVE) value must be greater than 0.5 (Raya, 2022). The AVE calculation results are outlined as follows:

Table 1.3

Average Variance Extracted (AVE)

	Average Variance Extracide (AVE)
KUALITAS LK (X4)	0.760
PERTUMBUHAN BISNIS (Y)	0.807



SEO ( X2)	0.766
SOCIAL MEDIA (X1)	0.745
STRATEGI KONTEN (X3)	0.818

Source: Data from SmartPLS 4.1.0.2 (2024)

From Table 1.3 above, all variables with reflective indicators have AVE values greater than 0.5. It can be stated that all variables are valid.

**Table 1.4**

**Discriminant Validity Fornell-Larcker**

	K L K	P B	S E O	S M	S K
<b>KLK</b>	0.872				
<b>BUSINESS GROWTH</b>	0.898	0.898			
<b>SEO</b>	0.691	0.793	0.875		
<b>SM</b>	0.73	0.863	0.825	0.863	
<b>SK</b>	0.793	0.849	0.806	0.839	0.909

Source: Data Result SmartPLS 4.1.0.2 (2024)

According to Fornell-Larcker, the variables Social Media (X1), SEO (X2), Content Strategy (X3), Financial Report Quality (X4), and Business Growth (Y) are valid. Mahfuz & Hanum (2023) state that all latent variables have AVE values greater than the correlations between variables, indicating good discriminant validity.

**Reliability Test Results**

Composite reliability testing shows the accuracy and consistency of the instrument in measuring constructs. Constructs are considered reliable if the Cronbach's alpha and composite reliability values are greater than 0.70 (Ghozali & Latan, 2015). The Composite Reliability test results are shown in Table 1.5 below:

**Table 1.5**

**Composite Reliability Test**

	Croan bach's Alpha	Composite reliabilty (rho_a)	Ket eran gan
<b>KUALITAS LK (X4)</b>	0.895	0.897	Reli abel
<b>PER BISNIS (Y)</b>	0.920	0.921	Reli able
<b>SEO( X2)</b>	0.897	0.905	Reli abel
<b>SOCIAL MEDIA (X1)</b>	0.886	0.888	Reli abel
<b>STRATE GI KONTEN (X3)</b>	0.925	0.926	Reli abel

Source: Data Result SmartPLS 4.1.0.2 (2024)

Based on the calculation of composite reliability in Table 1.5, it can be stated that the Cronbach's alpha and composite reliability values for all variables are greater than 0.70. Therefore, it can be said that all variables are reliable and meet the requirements based on the composite reliability calculation.

**Inner Model Analysis**

**a. R-Square**

At this testing stage, the  $R^2$  value is categorized into three categories: 0.67 as strong, 0.33 as moderate, and 0.19 as weak variance. The  $R^2$  value is used to measure the degree of variation between the independent variables and the dependent variable (Ghozali & Latan, 2015).

**Tabel 1.6****Hasil R-Square**

	<b>R-Square</b>	<b>R-Square Adjusted</b>
<b>Pertumbuhan Bisnis (Y)</b>	0.825	0.817

Source: Data from SmartPLS 4.1.0.2 (2024)

According to an article by Binus University (2023), an R-squared value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak (Hair et al., 2011). With an R-squared value of 0.825 in Table 4.8, it can be concluded that the variables Social Media (X1), SEO (X2), Content Strategy (X3), and Financial Report Quality (X4) have a strong influence on Business Growth (Y), explaining 82.5% of the variation in Business Growth, while 17.5% is explained by other factors.

**Simultaneous Testing (F-Square)**

Simultaneous testing in SmartPLS can be seen in the F-calculated result using the following formula:

Where:

$$F_{hitung} = \frac{R^2(n-k-1)}{(1-R^2)k}$$

Adapaun nilai F tabelnya diperoleh dengan rumus

$$F_{table} = F_{\alpha}(k-1, n-k-1)$$

(k) = number of independent variables

(R<sup>2</sup>) = coefficient of determination

(n) = sample size

(alpha) = significance level

With (R<sup>2</sup>) of 0.825 (82.5%), 4 independent variables (k), a sample size (n) of 99, and a significance level of 0.05, the F-calculated and F-table values are as follows:

$$F_{hitung} = \frac{0.825(99-4-1)}{(1-0.825)4} = \frac{1551}{14} = 110.785$$

$$F_{Table} = 0.825(4-1, 99-4-1) = 2.701$$

Since the F-calculated value of 110.785 is greater than the F-table value of 2.701, the hypothesis can be accepted, meaning that the variables Social Media, Search Engine Optimization, Content Strategy, and Financial Report Quality simultaneously have a significant influence on Business Growth.

**Table 1.7****Result Path Coefficient**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (JO/STDEV)	P Values	Sig/Not Sig
SM (X1) -> BUSINESS GROWTH (Y)	0.401	0.405	0.094	4.263	0.000	Significant
SEO (X2) -> BUSINESS GROWTH (Y)	0.103	0.097	0.101	1.02	0.308	Not Significant
SK (X3) -> BUSINESS GROWTH (Y)	0.225	0.224	0.099	2.265	0.024	Significant
KLK (X4) -> BUSINESS GROWTH (Y)	0.258	0.256	0.092	2.79	0.005	Significant

Source : Data from SmartPLS 4.1.0.2 (2024)

Based on Table 1.7:

- H1: Social Media has a significant effect on Business Growth

- (coefficient 0.401, T-statistic 4.263, p-value 0.000).
- b. H2: Search Engine Optimization does not have a significant effect on Business Growth (coefficient 0.103, T-statistic 1.020, p-value 0.308).
  - c. H3: Content Strategy has a significant effect on Business Growth (coefficient 0.225, T-statistic 2.265, p-value 0.024).
  - d. H4: Quality of Financial Reports has a significant effect on Business Growth (coefficient 0.258, T-statistic 2.790, p-value 0.005).
  - e. H5: Simultaneously, Social Media, SEO, Content Strategy, and Quality of Financial Reports have a significant effect on Business Growth (F-value 110.785 > F-table 2.701).

## Discussion

### 1. Effect of Social Media on Business Growth

H1 is accepted (coefficient 0.401, T-statistic 4.263, p-value 0.000), indicating that Social Media has a positive and significant effect on Business Growth. This finding is consistent with research by Dorthy et al. (2024), which shows a positive relationship between social media and business growth, as well as the AIDA Model theory (Apriandi et al., 2023). Herdiyani et al. (2022) also supports this, emphasizing the role of social media in marketing, while Al Aufa et al. (2024) show that digital marketing strategies enhance the visibility and sales of SMEs.

### 2. Effect of Search Engine Optimization on Business Growth

H2 is rejected (coefficient 0.103, T-statistic 1.020, p-value 0.308), indicating that SEO does not have a significant effect on Business

Growth. This contrasts with Dorthy et al. (2024), which found a significant impact of SEO, as well as studies by Hoo et al. (2023) and Hamza Salim Khraim (2015) showing varied results. While SEO focuses on search engine rankings, many studies, such as Ayu Ningtyas (2019), suggest that social media is more effective in improving business reach and sales.

### 3. Effect of Content Strategy on Business Growth

H3 is accepted (coefficient 0.225, T-statistic 2.265, p-value 0.024), indicating that content strategy has a significant effect on Business Growth. Research by Hilalina et al. (2022) and Dorthy et al. (2024) confirms that a good content strategy, such as engaging visuals and captions on social media, can boost purchase interest and business growth. Studies by Chandra & Sari (2021) and Haryani & Fauzar (2021) also support this finding, showing that effective content strategies on Instagram can enhance customer interaction and product visibility.

### 4. Effect of Quality of Financial Reports on Business Growth

H4 is accepted (coefficient 0.258, T-statistic 2.790, p-value 0.005), indicating that the quality of financial reports has a significant effect on Business Growth. Research by Darmayanti & Manaf (2021) and Adillah et al. (2023) underscores the importance of accounting knowledge for decision-making and business growth. Arisandri et al. (2023) show that factors such as education and business scale influence the quality of financial reports in SMEs. Mahfuz & Hanum (2023) state that employee performance has a greater

impact on the quality of financial reports than accounting information systems. The quality of financial reports influences business growth through increased investor confidence, decision-making, access to financing, reputation, and regulatory compliance.

#### **5. Effect of Social Media, Search Engine Optimization, Content Strategy, and Quality of Financial Reports on Business Growth**

The simultaneous test results show that  $F\text{-value } 110.785 > F\text{-table } 2.701$ , indicating that Social Media, Search Engine Optimization, Content Strategy, and Quality of Financial Reports have a significant effect on Business Growth. This research is consistent with Dorthy et al. (2024) and Arisandri et al. (2023), which show that the combination of these variables complements each other and is crucial for improving efficiency, accuracy, transparency, and accountability in micro-business growth.

## **V. CONCLUSION**

Here are the conclusions of this study:

1. Social Media: It has a significant impact on business growth with a coefficient of 0.401, t-statistic of 4.263, and p-value of 0.000. Microenterprises in Lamongan Regency are advised to be active on social media, with training on social media strategies as a skill enhancement step.
2. SEO: It does not have a significant effect on business growth (coefficient 0.103, t-statistic 1.020, p-value 0.308). However, SEO remains important for long-term strategy, focusing on overcoming

cost and resource constraints and keeping up with the latest trends.

3. Content Strategy: It has a significant effect with a coefficient of 0.225, t-statistic of 2.265, and p-value of 0.024. Quality content is essential for improving product interaction and visibility. Training on content creation and market analysis is recommended.
4. Quality of Financial Reports: It has a significant impact on business growth (coefficient 0.258, t-statistic 2.790, p-value 0.005). Microenterprises need to improve their financial reporting practices through basic accounting training and the use of accounting software.
5. Simultaneous Effects: Social Media, SEO, Content Strategy, and Quality of Financial Reports simultaneously affect business growth, although SEO is not significant. Social media is more effective than SEO in increasing reach, interaction, and sales.
6. Recommendations: The Cooperative and Microenterprise Office of Lamongan Regency should provide ongoing and technical support, including access to resources, financial assistance, and mentoring programs, to support the adoption of digital technology and modern marketing strategies.

### **Suggestion**

With these results the researcher realizes several important points that can be used as future reference:

#### **For Future Researchers:**

1. It is recommended that future research expands the scope of the study and increases the sample size to reduce bias and enhance the validity of the research.
2. Continue to consider SEO as part of the marketing strategy, even though it was not significant in this study. Previous research indicates that

SEO does have an impact on business growth.

3. Researchers should be aware that this study is not without limitations. Therefore, future researchers are advised to specify or add variables related to digital marketing or moderate variables related to digital accounting, to better understand how digital marketing and accounting can enhance business growth.

#### **For Business Practitioners/Organizations:**

1. Increase Social Media Usage: Microenterprises should be more active on social media to maximize business growth.
2. Develop Engaging Content: Create attractive content to boost visibility and interaction with customers.
3. Enhance Financial Report Quality: Improve the quality of financial reports to support growth and build investor confidence.
4. Leverage Support and Guidance: Utilize mentorship and support from relevant institutions to maximize business potential.

#### **For Universities:**

1. This study can provide new insights into digital marketing that will be useful for business growth and the development of financial reporting quality.
2. It can serve as a basis for future research to refine findings and contribute to the body of knowledge.

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