Boosting Sales and Trust: An Empirical Study on Facebook Shop

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Abstract. Social media metrics have emerged as vital tools for small businesses operating within the Facebook Shop market, aiding in the enhancement of sales performance and consumer trust. This study endeavors to investigate the impact of Facebook metrics on SME sales performance and consumer trust. Employing a robust quantitative methodology, data were collected from 92 SME proprietors or managers through surveys, and advanced statistical techniques such as regression analysis, confirmatory factor analysis (CFA), Average Variance Extracted (AVE) and a structural equation model using SPSS software were applied for analysis. The findings, derived from regression analyses conducted for each SME and subsequently compared, indicate that the number of likes on sellers' Facebook pages does not independently influence sales volume or consumer trust. However, the number of followers emerges as a significant factor, exerting a notable impact on both sales volume and the establishment of consumer trust. Consequently, this study emphasizes the imperative of utilizing Facebook metrics to optimize sales performance and cultivate consumer trust within the Facebook online marketplace for small businesses. Moreover, the study can inform strategic decision-making and offers actionable recommendations for SME owners and managers.

Keywords: Sales and Trust, Small Businesses, Facebook Shop, Social Media

1 Introduction

In today's digital era, social media platforms, especially Facebook, play a vital role for small and medium-sized enterprises (SMEs) in evaluating their marketing strategies' efficacy and transforming the dynamics of business-consumer relationships through direct access to Facebook metrics[1]. The influence of these metrics on sales performance and their capacity to instill consumer trust has emerged as a focal point in improving online purchasing decisions[2]. The rise of Facebook metrics has reshaped small businesses' customer engagement strategies, providing invaluable insights into consumer behavior and preferences, and equipping startups with a powerful tool to fine-tune their marketing efforts[3]. Consequently, they play an indispensable role in the formulation

and implementation of targeted, data-driven marketing strategies, enabling entrepreneurs to navigate the competitive digital marketplace with precision and agility.

The impact of Facebook indicators on sellers' sales performance is crucial, aiding in the optimization of marketing campaigns and converting consumer interest into sales[4]. Additionally, these indicators play a pivotal role in building trust for SMEs, fostering credibility, transparency, and authenticity in customer interactions. Through transparency and real-time data, these metrics contribute to establishing consumer trust, influencing online purchasing decisions[5]. Consistent positive engagement metrics demonstrate SMEs' reliability, cultivating an environment for sustained patronage and advocacy. Considering these factors, it becomes evident that the role of Facebook indicators metrics transcends mere statistical analysis and assumes multifaceted significance for small enterprises. Beyond serving as a quantitative yardstick for evaluating marketing performance, these metrics act as a beacon for SMEs to navigate the intricate web of consumer behavior and preferences, while simultaneously reinforcing trust and credibility in the digital marketplace[6]. As such, this research aims to investigate the significant influence of Facebook metrics on sales performance and consumer trust[7]. By illuminating the underlying mechanisms of these indicators, this investigation seeks to offer valuable insights and practical implications for micro-enterprises seeking to optimize their marketing endeavors in the digital sphere.

2   Literature Review

The digital era has reshaped consumer behavior, highlighting the significance of various online metrics in business success[2]. One such metric, the Number of Likes, reflects the level of SMEs sales performance and confident from users on social media platforms. Research suggests that a higher number of likes can positively influence sales performance and consumer trust on Facebook Shop[3]. Similarly, sellers' sales performance, another crucial metric, gauges the effectiveness of a business's strategies in generating confidence and reliability.

Studies have shown that small businesses with strong sales performance often reach and attract customer's trust. A study by Smith found that SMEs that operating in online shopping and social media marketing witnessed a significant improvement in sales performance and making consumers more confident compared to those that relied solely on traditional marketing channels[4]. Studies have shown that businesses with higher likes are more likely to attract potential customers trust and sales growth compared to those with lower likes[5]. Furthermore, consumer trust represents confidence in conducting purchases and interactions with sellers on Facebook Shop pages. Building trust is essential for sellers to establish credibility and foster long-term relationships with their customers[6]. For instance, a study has found that trust is built through social media indicators such as the number of likes on a Facebook page[7]. Startups that prioritize building trust on their Facebook pages are likely to cultivate loyal customers and drive repeat business. Similarly, other researchers demonstrated that entrepreneurs leveraging social media platforms for marketing purposes witnessed increased sales

performance and enhanced trust[8]. Based on these findings, the following hypothesis is proposed:

Hypothesis 1a: Higher Number of Likes positively impacts SME's sales performance.

Hypothesis 1b: Greater Number of Likes positively impacts on Consumer Trust

In the realm of digital commerce, particularly on social media platforms like Facebook, the number of followers serves as a pivotal metric reflecting the reach and influence of SMEs' online businesses. Building and maintaining a larger follower base can be particularly crucial for SMEs, especially those operating in competitive markets with limited resources for marketing and advertising. Numerous studies have highlighted the importance of the number of followers in driving consumer trust and enhancing seller sales volume[9]. A substantial following indicates a broad audience base that can lead to increased sales performance and contribute to improved trust[10].

Small-scale Businesses often prioritize increasing their number of followers as it expands their potential customer pool and amplifies consumer confidence, thereby fostering growth in performance and engagement on their Facebook Shop. Several empirical studies have investigated the relationship between the number of followers and sales performance with customer trust, predominantly in the context of large corporations. A study by Mansour found a positive association between the number of followers and an organization's sales performance along with consumer trust[10]. Similarly, research by Erdem demonstrated that a higher number of followers leads to increased sales revenue on online marketplaces and also instills trust in online businesses[11]. Thus, the following hypothesis is posited:

Hypothesis 2a: Higher Number of Followers positively influences SME's sales performance.

Hypothesis 2b: Greater Number of Followers positively influences Consumer Trust.

The proliferation of social media platforms, including Facebook, has revolutionized business interactions with both sellers and consumers. Facebook, a globally popular platform, features Facebook Shops, allowing businesses to establish online stores directly on their pages[12]. However, for consumers to make purchasing decisions, they need to have confidence in and trustworthiness of these Facebook shop pages. Trust plays a crucial role in reducing customers' vulnerability in e-commerce, as highlighted in the literature. Establishing trust reduces customers' perceived risks and encourages them to proceed with purchases[13].

The sales performance of SMEs within Facebook Shops significantly influences consumer trust, as highlighted by previous research demonstrating the impact of seller sales performance on online business trust[14]. Existing literature offers insights into how SMEs' sales performance affects consumer trust on Facebook Shop through various mechanisms. Firstly, positive sales experiences enhance trust and encourage repeat purchases[15]. Secondly, trust leads to increased customer loyalty and repeat purchases. Thirdly, trust reduces perceived transaction risks, promoting purchases from Facebook shops. Lastly, prioritizing sales performance enables SMEs to leverage trust as a strategic asset, fostering business growth and competitiveness within Facebook Shops. Therefore, we suggest the following hypothesis:

Hypothesis 3: SME's sales performance positively affects Consumer Trust.
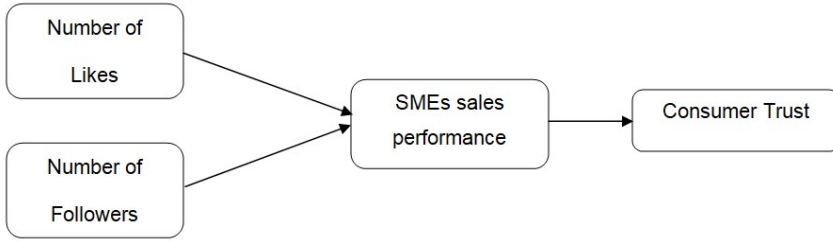
As show in figure 1.

Fig. 1. Conceptual Model

3 Research Method

This section analyzed qualitative data thematically and quantitative data using statistical tools such as SPSS. The results were conducted through three steps: Firstly, a Multiple Regression Model, confirmatory factor analysis, Average Variance Extracted (AVE) and a structural model were applied using SPSS software. Secondly, the SME model Result method utilized regression analysis techniques. Lastly, SMEs' comparison Result with Hypothesis testing was conducted by comparing each SME's findings to draw conclusions and make decisions. The collected data will undergo analysis using a combination of quantitative and qualitative techniques. Quantitative data from surveys was analyzed using statistical analysis, including descriptive statistics. Qualitative data from interviews, focus group discussions, and observation were subjected to thematic analysis to identify patterns, themes, and insights.

The questionnaire comprised two sections: the initial part contained items related to variables, while the subsequent section focused on gathering demographic information. An online survey was conducted using a reliable and validated questionnaire disseminated through the social media platform Facebook, particularly targeting SME associations and relevant organizations' Facebook groups. The questionnaire utilized a 5-point Likert scale, with responses ranging from 1 for strong agreement to 5 for strong disagreement. As show in table 1.

Table 1. Measurement Items

Construct	Items	References
Number Of Likes	I perceive that the number of likes on my Facebook Shop page accurately reflects the level of our sales performance and consumer trust. I believe that increasing the number of Likes on my Facebook online store page can positively impact my business's performance and credibility I actively monitor and analyze the trends and patterns in the number of Likes on my Facebook online store page to evaluate our sales performance on our Facebook online store.	[15]

Number Of Followers	I have confidence that the number of followers on my Facebook Shop page accurately reflects the level of sales growth and trust. I believe that increasing the number of followers on my Facebook online store would positively impact my business's performance and customer confidence. Having a higher number of followers on my Facebook online store helps in building credibility and trust among potential customers.	[16]
SME Sales Performance	We observe an increase in sales directly attributed to our Facebook marketing efforts. We receive higher of likes and followers from customers regarding their purchasing experience on our Facebook shop page. Our Facebook promotions and offers drive sales effectively.	[17]
Consumer Trust	Customers feel confident in making purchases through our Facebook shop page. Our Facebook shop page provides transparent information about products, services and pricing. Customers perceive our Facebook shop page as a safe and reliable platform for online shopping.	[18]

Furthermore, the survey consisted of 92 SME respondents, with 52.17% being females and 47.83% males, ensuring diverse perspectives. The age distribution varied, with 19.56% in the 18-24 age group, 34.8% in the 25-34 group, and 43.47% in the 35-44 group, providing comprehensive insights into different age cohorts' engagement. A majority, accounting for 54.4%, held university-level education, influencing their perception of online platforms like Facebook. Retail SMEs dominated the sample at 48.91%, while service-oriented businesses represented 34.78%, shedding light on Facebook shop adoption dynamics. Operational experience varied, with 35.87% having 1-2 years and 64.13% having 3-5 years, encompassing perspectives from both new and established enterprises. As show in table 2.

Table 2. Demographic information

Demographic Factors	Measures	Frequency	Percentage (%)
Gender	Male	44	47,83
	Female	48	52,17
Age	(18-24)	18	19,56
	(25-34)	32	34,8
	(35-44)	40	43,47
	(45-54)	2	2,17
	(55 and above)	-	-
Education Level	High school or below	12	13
	College/University	50	54,4

	Postgraduate	30	32.60
Type of SME	Retail	45	48,91
	Service	32	34,78
	Manufacturing	10	10,87
	Other	5	5,44
Years in Operation	1-2 years	33	35,87
	3-5 years	59	64,13

Moreover, sample scale criteria were utilized to formulate a scale for classifying the level of Likes and Followers based on the indicators derived from previous studies for each SME's Facebook page categories. Each category comprised three specific items for evaluation, including the number of Likes, number of Followers, SME sales performance, and consumer trust on Facebook Shop. These provided sample scales offer a standardized method for SMEs to quantitatively assess their Facebook likes and followers[5]. By employing these scales, startups could gauge the extent of their likes and followers and monitor changes over time, enabling performance monitoring and attracting more customers to make purchases[6].

Previous studies have demonstrated that terms like "likes" and "followers" on social media platforms such as Facebook were often categorized into different scales. A low scale indicated a relatively small following, with likes or followers numbering less than 100. Moving up, a moderate scale suggested a somewhat larger audience, with likes or followers ranging from 100 to less than 1,000. Progressing further, a good scale signified a significant increase in likes or followers, ranging from 1,000 to less than 10,000, reflecting growing engagement. A strong scale denoted substantial popularity, with likes or followers numbering from 10,000 to less than 100,000, indicating a robust presence. Finally, an exceptional scale represented an extraordinarily large following, with likes or followers totaling 100,000 or more, signifying exceptional reach and influence.

3.1   Hypothesis Testing

The number of likes and number of Followers serve as independent variable with a direct impact on SME's sales performance and Consumer trust, highlighting the significance of social proof in online business. A detailed analysis of the hypotheses is provided as follows: H1a. The Number of Likes (NOL) has a positive impact on SME sales performance (SSP) H1b. The Number of Likes (NOL) has a positive impact on Consumer Trust (CT) H2a. The number of Followers (NOF) has a positive influence on SME sales performance (SSP) H2b. The number of Followers (NOF) has a positive influence on Consumer Trust (CT) H3. SME sales performance (SSP) positively affects Consumer Trust (CT).

This study employed Cronbach's reliability coefficient to evaluate the consistency of our sample data, aiming for a minimum value of 0.70[9]. With a Cronbach's Alpha of 0.827 for the Number of Likes, and 0.844 for the Number of Followers, both independent variables demonstrated high reliability. The mediator variable, SME sales performance, achieved a Cronbach's Alpha of 0.834, while the dependent variable, Consumer Trust, scored 0.850, indicating robust reliability across all measured dimensions. As show in table 3.

Table 3. Reliability and Validity variable test

Constructs	Reliability	Validity	
	Cronbach's α	KMO	Bartlett's Test Sig.
Number of Likes	0.827	0.772	0.000
Number of Followers	0.844	0.807	0.000
SME sales performance	0.834	0.790	0.000
Consumer Trust	0.850	0.812	0.000

3.2   SME Model Testing

The following Table 4 presents data on Facebook metrics, including the number of Likes and Followers, across different SME categories. The analysis revealed that the residual significance value of each SME category's research model exceeded 100 Likes and Followers, except for SME2, where its Likes indicator dropped below 100. However, SME2 exhibited a normal distribution based on the P-Plot normality test results. Furthermore, all datasets passed the Heteroskedasticity test successfully. The total indicators reflect the combined engagement metrics (Likes and Followers) for each SME.

Table 4. SME Information Analysis

Indicators	Food	Furniture decoration	High tech products	Fashion clothing & accessories	Other
Label	SME1	SME2	SME3	SME4	SME5
Number of Likes	500	600	8,000	192,000	1200
Number of Followers	5000	3000	12,000	547,000	800
Total	5500	3600	20,000	739,000	2000

The Table 5 offers descriptive statistics information, outlining research variables for each SME. SME4 stands out with impressive performance, exhibiting high values in CT, NOL, NOF, and SSP, indicating remarkable performance and high level of trust compared to other SMEs. SME3 showcased comparatively strong performance as well associated with CT and SSP. Conversely, SME1, SME2, and SME5 display lower values across metrics compared to SME3 and SME4, suggesting potentially lower trust and sales performance on Facebook.

Table 5. Descriptive Statistics Information

Variable		SME1	SME2	SME3	SME4	SME5
CT	Mean	2422.000	936.667	8950.000	341500.000	150.967
	SD	2047.022	180.723	1988.545	161934.161	111.819
NOF	Mean	2422.000	936.667	8950.000	341500.000	150.967
	SD	2047.022	180.723	1988.545	161934.161	111.819
NOL	Mean	2422.000	936.667	8950.000	341500.000	150.967
	SD	2047.022	180.723	1988.545	161934.161	111.819

SSP	Mean	2422.000	936.667	8950.000	341500.000	150.967
	SD	2047.022	180.723	1988.545	161934.161	111.819

4   Results and Analysis

4.1   First Step: Multiple Regression Model

Researcher used a powerful tool amalgamating regression analysis, confirmatory factor analysis, and a structural model[7]. For the first step of this study, the model of multiple regression analysis was employed to predict the strength and direction of the impact on Consumer Trust. This prediction was based on the number of Likes, Followers, and SME sales performance on the Facebook Shop page[8]. Drawing from the model specification and hypotheses outlined in the preceding section, a multiple regression model was constructed for this study as follows:

$$\ln(CT + 1) = \beta 0 + \beta 1 \ln(NOL \times \ln(SSP + 1) +$$
$$\beta 2 \ln(NOF \times \ln(SSP + 1) + \beta 3 \ln(SSP + 1) + \varepsilon \tag{1}$$

The provided logarithm equation aimed to model the relationship between Consumer Trust (CT), Number of Likes (NOL), Number of Followers (NOF), and SME sales Performance (SSP). Taking the logarithm of CT provides a more nuanced understanding of its relationship with the predictor variables. The expressions $\ln(NOL \times \ln(SSP + 1))$ and $\ln(NOF \times \ln(SSP + 1))$ capture interactions between the Number of Likes, Number of Followers, and the logarithm of SME Sales Performance in influencing CT. Additionally, the term $\beta 3 \ln(SSP + 1)$ indicates the direct impact of SSP on CT after accounting for interactions with NOL and NOF. Lastly, the symbol ε represents the error term in the equation, capturing the discrepancy between the actual and predicted values of CT by the model.

The results of the regression analysis is presented in the following table 6, wherein the regression model as a whole was statistically significant ($p < 0.05$), indicating that the independent variable predictors (NOL, NOF, and SSP) in the model had a significant relationship with the dependent variable (CT). The residuals were also statistically significant, suggesting that there was still some unexplained variability in the dependent variable that was not accounted for by the predictors in the model. Thus, the regression model provided a statistically significant explanation of the variability in the dependent variable (CT). The predictors included in the model (NOL, NOF, and SSP) collectively explained a significant amount of variability in Consumer Trust.

Table 6. Regression Analysis

Model	Sum of squares	df	Means square	Sig.
Regression	5.381	5	1.076	.000
Residual	1.286	24	0.054	.000

In this study, Confirmatory Factor Analysis was employed to partition the reduction in item proportions. The reliability of the data was assessed through a reliability test[5].

Confirmatory Factor Analysis (CFA) is a statistical method used to confirm or test the hypothesized factor structure of a set of observed variables[6]. It is a subset of structural equation modeling (SEM) and is particularly useful, so this analysis is used to be a model to observe variables relate to latent factors. As show in table 7.

Table 7. Confirmatory Study

Constructs	Items	α	Means	SD	Skew	Kurtosis	F. L.
Number of Likes	NOL1						0.90
	NOL2	.82	3.54	0.62	0.86	-0.35	0.88
	NOL3						0.91
Number of Followers	NOF1						0.81
	NOF2	.84	3.25	0.50	0.14	-2.12	0.89
	NOF3						0.78
SMEs Sales Performance	SSP1						0.89
	SSP2	.83	3.27	0.50	0.14	-2.12	0.72
	SSP3						0.82
Consumer Trust	CT1						0.92
	CT2	.85	2.94	0.50	0.28	-2.12	0.59
	CT3						0.87

In this research study, we also use the Average Variance Extracted (AVE) which is a technique used in Confirmatory Factor Analysis (CFA) to assess the convergent validity of latent constructs[7]. It is a measure of how well the indicators of a latent construct represent that construct. AVE is calculated for each latent variable in the model and should be compared to a predefined threshold, often 0.5, to determine if the convergent validity is adequate[8]. As show in table 8.

Table 8. Average Variance Extracted (AVE)

Constructs	NOL	NOF	SSP	CT
NOL	0.600			
NOF	0.640	0.589		
SSP	0.542	0.625	0.406	
CT	0.550	0.688	0.389	0. 301

A structural model was employed and constructed using AMOS to examine the relationships. A well-fitting model was deemed acceptable if the CMIN/df value and goodness-of-fit indices (such as GFI, TLI, and CFI) exceeded 0.90[9]. Structural equation modeling (SEM) has become a crucial tool across disciplines for validating research findings[10]. To assess model fit, researchers must consider indicators like RMSEA, Chi-square, AGFI, GFI, TLI, and CFI. Previous studies suggest that the chi-square value for model goodness should range from 2.0 to 5.0, depending on the sample size. Furthermore, a well-fitting model was acknowledged if the AMOS-derived standardized root mean square residual (RMR) was < 0.05, and the RMSEA fell between 0.05 and 0.08. Based on the GFI and AGFI indices, values exceeding 0.90 and 0.80, respectively, are considered acceptable[11]. Various studies have shown that the NFI, IFI, and CFI indices can surpass 0.85. As depicted in the table above, the indices in the

study demonstrated satisfactory goodness of fit for both measurement and structural models, with all chi-square values, RMSEA, IFI, TLI, CFI, AGFI, and GFI falling within acceptable ranges[12]. As show in table 9.

Table 9. Structural Model Fit indices

Fit indices	x^2/df	GFI	TLI	CFI	IFI	RMR	RMSEA
Recommended	$2<x^2/df<5$	0.90	0.90	0.90	0.90	0.08	0.08
Measured	4	0.90	0.93	0.97	0.98	0.062	0.050

Note: GFI (Goodness of Fit Index), TLI (Tucker and Lewis Index), CFI (Confirmatory Fit Index), IFI (Incremental Fit Index).

4.2   Second Step: SME Model Result

During this phase, the results of the regression analysis conducted on distinct SME categories will be outlined. This analysis highlights the complex interaction among different factors influencing trust in SMEs' Facebook shops, emphasizing the significance of taking a comprehensive approach to online business management on Facebook. Additionally, the results of the regression analysis for each SME were juxtaposed with each other to derive conclusions and decisions.

— Result of SME1

Table 10 summarizes the results of the model for SME1. Through regression analysis, key insights into the determinants of Consumer Trust (CT) were revealed. The constant coefficient indicated a significant positive influence on CT, emphasizing the inherent trustworthiness of the Facebook shop. However, the coefficients for the natural logarithm of the Number of Followers (NOF) and the natural logarithm of SME Sales Performance (SSP) showed a statistically significant negative impact on CT. Conversely, the coefficients for the natural logarithm of the Number of Likes (NOL), natural logarithm of SSP, and SSP alone were not statistically significant.

Table 10. SME1 Model Result

Model	Unstandardized β	Coefficients Std. Error	t	Sig.
(Constant)	3.852	0.245	15.754	.000
ln(NOL x ln(SSP + 1)	-0.045	0.109	-0.418	0.680
ln(NOF x ln(SSP + 1)	-0.788	0.090	-8.763	.000
ln(SSP + 1)	-0.182	0.112	-1.623	0.117

— Result of SME2

Table 11 provides SME2 model result; the analysis of the model results for SME2 reveals important insights into the factors influencing Consumer Trust (CT). The regression analysis suggests that for SME2, the interaction between NOF and SSP significantly influences Consumer Trust (CT). While the natural logarithm of SME's Sales

Performance (SSP) with the Number of Likes (NOL) does not significantly impact trust, the interaction between the natural logarithm of the Number of Followers (NOF) and SME sales Performance (SSP) has a notable negative effect on trust.

Table 11. SME2 Model Result

Model	Unstandardizedβ	CoefficientsStd. Error	t	Sig.
(Constant)	3.892	0.244	15.918	.000
ln(NOL x ln(SSP + 1)	-0.050	0.110	-0.457	0.651
ln(NOF x ln(SSP + 1)	-0.811	0.092	-8.778	.000
ln(SSP + 1)	-0.166	0.111	-1.491	0.148

— Result of SME3

Table 12 showcases the results for the SME3 model. The interaction between the Number of Followers (NOF) and SME Sales Performance (SSP) emerges as a crucial factor influencing trust. Specifically, a significant negative effect implies that increasing the number of followers (NOF), particularly alongside improving sales performance, could enhance trust in the Facebook Shop for SME3. However, the analysis also indicates that the Number of Likes (NOL) and SME Sales Performance (SSP) alone do not significantly impact Consumer Trust (CT) on SME3's Facebook Shop.

Table 12. SME3 Model Result

Model	Unstandardized β	Coefficients Std. Error	t	Sig.
(Constant)	3.747	0.283	13.223	.000
ln(NOL x ln(SSP + 1)	-0.043	0.109	-0.399	0.693
ln(NOF x ln(SSP + 1)	-0.800	0.090	-8.901	.000
ln(SSP + 1)	-0.186	0.113	-1.644	0.113

— Result of SME4

Table 13 presents the model results for SME4. The regression analysis conducted on SME4 unveiled several key findings regarding the factors impacting Consumer Trust (CT). The regression model indicates that, for SME4, the interaction between the natural logarithm of the Number of Followers (NOF) and the natural logarithm of SMEs Sales Performance (SSP) significantly affects Consumer Trust (CT). However, other variables such as the Number of Likes (NOL) and SME Sales Performance (SSP) alone do not exhibit a significant impact.

Table 13. SME4 Model Result

Model	Unstandardized β	Coefficients Std. Error	t	Sig.
(Constant)	3.838	0.257	14.921	.000
ln(NOL x ln(SSP + 1)	-0.044	0.110	-0.395	0.696

ln(NOF x ln(SSP + 1))	-0.789	0.091	-8.645	.000
ln(SSP + 1)	-0.174	0.113	-1.540	0.136

— Result of SME5

Table 14 presents the model results for SME5. The regression findings for SME5 offer insights into the correlation among the Number of Likes (NOL), Number of Followers (NOF), SME Sales Performance (SSP), and Consumer Trust (CT). The regression analysis indicates that, for SME5, the interaction between NOL and SSP, as well as SSP alone, does not have a significant effect on CT.

Table 14. SME5 Model Result

Model	Unstandard-izedβ	Coefficients Std. Error	t	Sig.
(Constant)	4.006	0.350	11.461	.000
ln(NOL x ln(SSP + 1))	-0.036	0.109	-0.329	0.745
ln(NOF x ln(SSP + 1))	-0.787	0.092	-8.568	.000
ln(SSP + 1)	-0.179	0.115	-1.555	0.133

4.3   Third Step: SME Comparison Result

The table 15 and 16 below showcases noteworthy findings from comparing results across all SMEs (SME1 to SME5) and hypotheses results. Upon examination, it's apparent that variables consistently produce similar outcomes for all SMEs. Specifically, the number of likes shows statistically insignificant results across all SMEs, suggesting no significant impact on sales performance and consumer trust. Conversely, the number of followers demonstrates a statistically significant influence on both sales performance and consumer trust. Thus, the hypotheses (H1a) and (H1b) are not supported. Furthermore, the number of followers displays significant results across all SME categories, with a negative yet significant effect on both sales performance and consumer trust, thereby supporting hypotheses (H2a) and (H2b). However, SME sales performance consistently shows a negative and insignificant impact on consumer trust across all variables, thus failing to support the hypothesis (H3).SME showing "Supported" in the table exhibit statistically significant performance across all metrics, indicating strong trust and higher sales performance on the Facebook Shop page. Conversely, non-SME with "Not Supported" in the table do not demonstrate statistically significant performance across all metrics, suggesting potential challenges in trust-building or sales performance on Facebook Shop. Notably, these results provide valuable insights, particularly highlighting SME4 and SME3 as clear leaders across all metrics, with notably high values for consumer trust.

Table 15. SME Comparison Result

SMEs	CT (Siginificant)	NOL (Siginificant)	NOF (Siginificant)	SSP (Siginificant)

SME1	Supported	Not Supported	Supported	Not Supported
SME2	Not Supported	Not Supported	Supported	Not Supported
SME3	Supported	Supported	Supported	Supported
SME4	Supported	Supported	Supported	Supported
SME5	Not Supported	Not Supported	Not Supported	Not Supported

4.4   Hypothesis Testing Result

Table 16. Hypotheses Result

N o	Hyposthesis Relationship	Structural path			t-value	SRW	Decision
1	H1a- NOL has a positive impact on SSP	NOL	----->	SSP	-0.810	-0.080	Not supported
2	H1b- NOL has positive impact on CT	NOL	----->	CT	0.078	0.009	Not supported
3	H2a- NOF has a positive influence on SSP	NOF	----->	SSP	1.522	0.289	Supported
4	H2b- NOF has a positive influence on CT	NOF	----->	CT	2.100	0.333	Supported
5	H3- SSP positively affects CT	SSP	----->	CT	0.208	0.026	Not Supported

5   Conclusions

The findings underscore the importance of leveraging social media metrics and implementing targeted strategies to enhance sales performance and consumer trust on the Facebook Shop platform. By prioritizing engagement, quality, and performance, SMEs can optimize their online presence and foster consumer trust, ultimately driving business success in the digital marketplace[13]. The analysis reveals distinct patterns among the small businesses operating within the Facebook marketplace, shedding light on strategies to enhance trust and performance[14]. SME1, with a focus on increasing followers and improving sales performance, stands to bolster trust in its Facebook shop page. SME2 would benefit from strategies to enhance customer satisfaction and product quality, mitigating the negative impact of follower interaction on trust. For SME3, cultivating a larger and more engaged follower base alongside improving sales performance is crucial for enhancing trust. SME4's high number of likes and followers suggests a strong social media presence, while SME5, along with SME1 and SME2, can improve their strategies to boost engagement and reach. Given that the interaction between the Number of Followers and SME Sales Performance has a significant negative

effect on Consumer Trust for SME5, it is crucial to focus on strategies to improve this interaction. This would involve enhancing engagement with existing followers and leveraging sales performance to attract more followers[15]. Furthermore, the comparison underscores the significance of an effective online presence, customer engagement strategies, and sales performance in fostering trust and success for SMEs on the Facebook platform[16].

Sellers using Facebook shop page can use these insights to refine their digital marketing strategies and enhance their competitiveness in the online marketplace. Based on the analysis, startups with significant findings should leverage their strengths to further enhance their online presence and customer engagement strategies[17]. Conversely, small businesses with non-significant findings should focus on identifying areas for improvement and implementing targeted strategies to boost their performance on the Facebook platform[18]. By recognizing the influence of likes and followers on Facebook shop pages, small businesses are empowered to strategically leverage their Facebook shop to drive business growth and foster consumer trust in their online shops.

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