

Role of Social media platform, Human resource management, Customer satisfaction on Efficiency of SMEs in Beijing, China

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ABSTRACT

The research investigated the role of social media platform, human resource management, customer satisfaction on efficiency of SMEs in Beijing, China. The conceptual framework was developed from the literature review, survey, and other contemporary research in human resource management and social media marketing. Accordingly, the researchers consider the importance of social media platform, human resource management, customer satisfaction, and efficiency of SMEs in Beijing, China. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 340 people who are entrepreneurs of SMEs in Beijing. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual efficiency for SMEs cosmetics in Beijing, China studied through all operational links in efficiency. Findings are applications of social media platform, human resource management, customer satisfaction on efficiency are mostly-level.

INTRODUCTION

At present, there is not rich research on human resource management in the SME business, and the research on the perspective of efficiency is rare. This paper, on the basis of consulting rich information and fully investigate the SME business on operational efficiency and human resource management optimization strategy, to a certain extent, complement and enrich the study of human resource management, for the SME business human resource management optimization has a certain theoretical guiding role. Meanwhile, this study could provide some references for future research on human resource management, social media platform, and customer satisfaction in the civil SME business field.

This study with efficiency survey as a diagnostic tool, can find SMEs business problems existing in human resource management, social media platform, and customer satisfaction put forward targeted response strategy, to improve the quality of SME business human resource management, enhance the cohesion and stability of enterprise efficiency, reduces the staff turnover of the enterprise. While promoting the improvement of the efficiency level of the SMEs business in Beijing, it provides some human resource management optimization ideas for the development of the SME business in other regions, injects vitality into the development of enterprises, and then promotes the sustainable and high-quality development of the SMEs business. At the same time, this study can enrich the human resource management, social media platform, and customer satisfaction practices in the development of SMEs business, and help for the high-quality development of SMs business.

METHODOLOGY

The study of the rolet of Social media platform, Human resource management, Customer satisfaction on Efficiency of SMEs in Beijing, China, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This

research is quantitative in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is entrepreneurs of small and medium enterprise (SMEs) business in Beijing China, the total number of entrepreneurs is 2,280 people in Beijing, China. The survey sample was 340 people from entrepreneurs of SMEs Businesses in Beijing. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The researchers conducted a simple random sampling calculation using the Taro Yamane formula, and based on the calculation results, the number of samples was 340. The confidence level is 95%. The tolerance of the sample is at the level of 0.05. Social media platform, customer satisfaction, Human resource management, and efficiency of SME entrepreneurs in Beijing the mean (\bar{X}) and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each performance level and the performance level of the sample group of respondents by assigning numbers instead of weights. The researcher used a 5-level estimation scale by choosing the Likert method and at each level, there was a range value derived from the following calculation formula.

RESULTS

The personal characteristics of entrepreneurs of SMEs business in Beijing, China

Opinion level results on the effect of human resource management, customer satisfaction, social media platform, and efficiency for SMEs business in Beijing, China

Table 1 Personal characteristics of entrepreneurs for SMEs in Beijing China

Characteristics of employees	number (n=340)	Percentage
1. Gender		
- Male	165	48.53
- Female	175	51.47
2. Age		
- 18 - 25 Year	76	22.35
- 26 – 35 year	96	28.24
- 36 – 45 year	88	25.88
- More than 46 year	80	23.53
3. Marital status		
- single	98	28.82
- married	133	39.12
- divorced	109	32.06
4. Degree of education		
- lower than bachelor's degree		
- Bachelor's degree	106	31.18
- graduate	109	32.06
	125	36.76
5. Working time		
- 1-3 years	115	33.82

- 4-6 years	126	37.06
- More than 7 years	99	29.12
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6. Monthly income	-	
- 1000-3000 Yuan	119	35.00
- 3001-5000 Yuan	116	34.12
- 5001-8000 Yuan	105	30.88

From the table 4.1 the perspective of gender, female are significantly higher than male, accounting for 51.47 percent, and male 48.53 percentage.

Regarding the age of entrepreneurs, the highest proportion was 26-35 years old, accounting for 28.24%, followed by entrepreneurs aged 36-45 years and entrepreneurs aged 18-25 years, accounting for 25.88% and 22.35%, respectively, and entrepreneurs over 46 years old. Representing 23.53% said that entrepreneurs of SMEs who responded to the survey were generally middle age.

Regarding marital status, 39.12% were single, 28.82% were divorced, and 32.06% were related to the age distribution. The company had many young entrepreneurs.

From the perspective of educational background, small and medium enterprises entrepreneurs generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 31.18, 32.06, and 36.76% respectively.

From the perspective of working years, in SMEs entrepreneur is generally in the range of 1-3 years, 4-6 years of employment, accounting for 33.82 and 37.06 respectively, and the entrepreneurs who have worked for more than 7 years also account for a certain proportion, 29.12%.

In terms of monthly income, 34.12% of entrepreneurs have a monthly income of 3000-5000 Yuan, 30.88% of employees have a monthly income of 5000-8000 Yuan, and only 35.00% of employees have a monthly income of 1000-3000 Yuan, indicating that the average income per month of small and medium enterprises cosmetics business entrepreneur has basically reached the middle-income level.

To study the effect of human resource management and UGC User-generated content on business success in the Digital Era for SMEs cosmetics in Yunnan, China

1. Social media platform

Table 2 the level of opinion about the social media platform

Social media platform	Mean	S.D.	Level	Rank
1. The company uses social media to sell products	3.783	.623	most	6
2. The company uses social media in sales promotion	3.910	.611	most	5

3. The use of social media is created to create awareness in the organization's brand.	3.776	.576	most	7
4. The use of social media to create awareness in every product	3.923	.599	most	4
5. The company uses social media in all types of products of the organization.	4.222	.638	mostly	2
6. The company has criteria for choosing social media as appropriate for the target group.	4.371	.651	mostly	1
7. The company has criteria for choosing social media as appropriate for the product.	4.109	.644	most	3
Total	4.013	.620	most	

From Table 2, the mean and standard deviation of the opinion level of the social media platform variable is at the most level, with the mean value at the most level being 4.013. Comprehensive from all aspects, the average of the mostly side is "the company has criteria for choosing social media as appropriate for the target group", a mostly-level average of 4.371, followed by "The company uses social media in all types of products of the organization", a mostly-level of an average of 4.222, the last is " The use of social media is created to create awareness in the organization's brand", the average is 3.776, in the most level.

2. Human resource management

Table 3 the level of opinion about the Human resource management

Human resource management	Mean	S.D.	Level	Rank
1. The company has appropriate criteria for selecting employees.	3.701	.621	most	10
2. The company has used the recruitment process appropriately for the selection of employees.	3.878	.689	most	7
3. The company has a policy to work according to the expertise of employees.	3.774	.596	most	8
4. The company has trained employees until they can work well.	4.446	.647	mostly	1
5. Employees have good knowledge of using social media platforms.	3.751	.662	most	9
6. The company pays salaries systematically and officially.	3.998	.674	most	6
7. There is a transparent operating system and good governance.	4.188	.639	most	3
8. All employees work according to the job description.	4.102	.691	most	5
9. Employees have complete welfare money paid to employees.	4.112	.580	most	4
10. The company has a policy to take care of employees after retirement.	4.225	.587	mostly	2

Total	4.018	.639	most
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From Table 3, the mean and standard deviation of the opinion level of the human resource management variable is at the most level, with the mean value at the most level being 4.018. Comprehensive from all aspects, the average of the most side is "The company has trained employees until they can work well", a mostly-level average of 4.446, followed by "The company has the policy to take care of employees after retirement", a mostly-level of an average of 4.225, the last is "The company has appropriate criteria for selecting employees", the average is 3.701, in the most level.

3. Customer satisfaction

Table 4 the level of opinion about customer satisfaction

Customer satisfaction	Mean	S.D.	Level	Rank
1. Customers are satisfied with their purchases with no returns.	4.222	.712	mostly	1
2. The company has never received complaints about products and services.	4.112	.646	most	3
3. The customer is satisfied with the purchase conditions.	4.105	.678	most	4
4. The customer receives the product exactly as ordered.	3.768	.691	mostly	6
5. The customer receives all the products according to the order.	3.992	.632	most	5
6. Customers receive products on time.	3.734	.681	most	7
7. Customers will always receive the same quality products.	3.703	.699	most	9
8. Customers never receive expired or spoiled products.	3.718	.701	most	8
9. The customer has never received a product damaged or lost during delivery.	4.201	.664	mostly	2
Total	3.951	.678	most	

From Table 4, both the mean value and the standard deviation regarding the opinion level affecting the customer satisfaction are at the most overall level, with the mean value at the most level being 3.951. From the various aspects of the variables involved, we found that the mostly average is "Customers are satisfied with their purchases with no returns" (4.222), at the mostly-level, followed by "The customer has never received a product damaged or lost during delivery" (4.201), at a mostly-level, the lowest is "Customers will always receive the same quality products", the average of 3.703, in the most level.

4. Efficiency

Table 5 the level of opinion about the efficiency

Efficiency	Mean	S.D.	Level	Rank
1. The company has control over the use of corporate resources.	4.190	.665	most	3
2. The company has an appropriate control over the use of company funds.	3.874	.704	most	6
3. The company uses the labor of the personnel with worthiness.	3.934	.681	most	5
4. The company has reduced the amount of waste in the work system.	4.111	.671	most	4
5. The company seeks new ways to operate efficiently.	3.802	.699	most	7
6. The company works quickly and reduces time for various activities.	4.391	.742	mostly	2
7. The company has always reduced operating costs.	4.406	.720	mostly	1
Total	4.101	.697	most	

From Table 5, the mean and standard deviation of the opinion level of the efficiency variable is at the most level, with the mean value at the most level being 4.101. Comprehensive from all aspects, the average of the mostly side is "The company has always reduced operating costs", a mostly-level average of 4.406, followed by "The company works quickly and reduces time for various activities", with mostly-level of an average of 4.391, the last is "The company seeks new ways to operate efficiently" the average is 3.802, in the most level

CONCLUSION

The mean and standard deviation of opinion levels regarding factors affecting efficiency are at a most overall level, with a most-level mean at 3.947. From each variable, we found that the mostly average was precise human resource management (4.018), at the most level, followed by social media platform (4.013), at the most level, the last is customer satisfaction (3.994), in the most level. The efficiency of SMEs in this business is the most successful entrepreneurs. Business that gives good returns must be a person with expertise in running a business for a long time. There is good human resource management, social media platforms are used. Another important issue for small and medium enterprises businesses are customer retention and customer satisfaction. In addition, SMEs businesses should create partnerships between the same businesses to help each other and create Cooperation between SME businesses

Therefore, in order to consider the important issues of this SMEs business, the policy proposal for this business should be to build relationships between the business and its customers and raw material suppliers in order to create efficiency in business operations.

Reduce risks in human resource management In addition, there should be support from government agencies in terms of business investment budgets. Providing knowledge to entrepreneurs and employees at various levels to have knowledge and expertise in doing good business

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