

## **ABSTRACK**

*This study aims to bridge the inconsistent research on the role of social media marketing in business performance by proposing a conceptual model deduced from the perspective of the Resource Advantage Theory of Competition. The research was conducted on 200 managers and owners of coffee shop businesses in Semarang City. This study employs a quantitative research design, with data analyzed using AMOS software through a structural equation modeling approach. The key findings of this study emerge from hypothesis testing between variables. The serial path hypothesis confirms that customer orientation and destination competitiveness can mediate the influence of social media marketing on business performance, which is viewed as a comparative business resource for competing in heterogeneous markets. The originality of this study lies in the development of hypotheses and perspectives derived from the Resource Advantage Theory of Competition, reflected in the variables of social media marketing, value positioning advantage, customer orientation, destination competitiveness, and business performance*

*Keyword: social media marketing, value positioning advantage, customer orientation, destination competitiveness, business performance and resource advantage theory of competition*

