Abstract

Enhancement in marketing of Micro, Small and Medium Enterprises (MSMEs) have constraints especially limitations on publication of information to prospective buyers, for example, business location, type of product and the selling price. The solution to these problems is the manufacturing of mobile marketing system by following the existing business processes. But the application has not been implemented and tested on the level of effectiveness thus has not been known for application success rate. In this research will do the implementation of existing technologies and then measure the growth rate of the marketing potential of MSMEs. The testing conducted with the involvement of the community (the prospective buyer of the product MSMEs) in the ease of accessing information. System effectiveness was tested using pre- and post-test. The result of this research is the application of the system of location based services for mobile marketing MSME products that provide detailed information on the products offered and IRM concept to measure the performance of the device on resource management. The testing of the results show that the system of knowledge of the potential buyers of the products of MSMEs increased to 91.2490% after using this system.
Effectiveness of Mobile Marketing System to Improve the Potential of MSMEs using Location-based Service System

References


Index Terms

Computer Science

Information Sciences

Keywords

Software Testing, MSMEs, Location Based Services System, Pre- and Post- Test, T-Test.