

ONLINE TRANSACTION SERVICES, VALUE CREATION, AND MARKETABILITY AMONG SMALL AND MEDIUM ENTERPRISES (SMES)

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ABSTRACT

The crisis triggered by the Covid-19 pandemic has become the best time for small and medium-sized businesses to boost the quality of their products or services and to build different strategies to sell goods or services based on their business interests. Covid-19 should not be a barrier to sales growth for small and medium-sized enterprises, as SME players can promote their business through digital marketing. The use of the Internet, mobile devices, social media, search engines, and other platforms to attract customers is digital marketing. Online Transaction Services is an information system that enables and handles transaction-oriented applications, usually for processing transactions for data entry and retrieval. So, with the aid of the internet, online transactions are completed. Value creation is a fundamental term in marketing, described as a contribution to value-creating between service provider and customer. This is accomplished by creating an integrated value co-creation scale, which incorporates all facets of value creation, including direct-indirect interaction of customers and active-passive participation, in a single model. Value creation is a process that add value to a products or services. Marketability is not only selling goods or services, but it also means that we should provide information, promote your goods or services, and give feedback via webpage or online. We must understand that the online transaction helps small and medium enterprises (SMEs) marketability by obtaining user friendly, well designed, and easy access system. The descriptive-correlational study was used in this analysis. This study used a research design that focused on the consumer behavior of small and medium-sized businesses (SMEs) and the efficacy of online transaction services as a value creation and marketing tool The study aims to determine the continuous improvement of on-line transaction services in City of Santa Rosa, Laguna. To check if the online transactions add value creation and marketability of small and medium enterprises (SMEs) products and services.

Keywords: Online Transaction Service, Small and Medium Enterprises (SMEs), Value Creation, Marketability, Descriptive-Correlational Study, Quantitative Research.