

The Impact of Digital Marketing and Entrepreneurial Capabilities on Marketing Performance

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ABSTRACT

Keywords:

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Kata Kunci:

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Kinerja Pemasaran,
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The objective of this study is to assess the impact of digital marketing and entrepreneurial competence on the marketing performance of micro, small, and medium enterprises (MSMEs) in the Sumbawa district. An investigation was carried out involving 180 owners of Micro, Small, and Medium Enterprises (MSMEs), and the collected data was evaluated using Structural Equation Modeling-Partial Least Square (SEM-PLS). The research findings indicate that both digital marketing competency and entrepreneurial competency have a notable and beneficial impact on marketing performance. Additionally, it is observed that digital marketing competency specifically has a favorable and considerable influence on marketing performance. According to the findings of this study, it is crucial for MSMEs in Sumbawa Regency to give priority to enhancing their digital marketing and entrepreneurial abilities in order to enhance their marketing effectiveness. This research has significant ramifications for owners of micro, small, and medium enterprises (MSMEs), policymakers, and researchers, highlighting the necessity for additional investigation into this subject matter.

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SARI PATI

Tujuan dari penelitian ini adalah untuk menilai dampak pemasaran digital dan kompetensi kewirausahaan terhadap kinerja pemasaran usaha mikro, kecil, dan menengah (UMKM) di kabupaten Sumbawa. Investigasi dilakukan dengan melibatkan 180 pemilik Usaha Mikro, Kecil, dan Menengah (UMKM), dan data yang terkumpul dievaluasi menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS). Temuan penelitian menunjukkan bahwa pemasaran digital dan kompetensi kewirausahaan memiliki dampak penting dan bermanfaat terhadap kinerja pemasaran. Selain itu, terlihat bahwa pemasaran digital secara khusus memiliki pengaruh yang positif dan signifikan terhadap kinerja pemasaran. Berdasarkan temuan penelitian ini, penting bagi UMKM di Kabupaten Sumbawa untuk memberikan prioritas pada peningkatan pemasaran digital dan kemampuan kewirausahaan guna meningkatkan efektivitas pemasarannya. Penelitian ini memiliki dampak yang signifikan bagi pemilik usaha mikro, kecil, dan menengah (UMKM), pembuat kebijakan, dan peneliti, sehingga menyoroti perlunya penyelidikan tambahan terhadap permasalahan ini.

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INTRODUCTION

Marketing is a critical aspect for MSMEs in maintaining financial survival and competing in an increasingly competitive market, where technological developments and the prevalence of digital platforms allow digital marketing to become the main area in MSME marketing efforts (Wiwoho, 2018). Moreover, in the midst of the COVID-19 pandemic, the importance of digital marketing for MSMEs is increasing, because it helps in adding product value, expanding market reach, and ensuring business sustainability Chusumastuti et al., 2023). According to several effective digital marketing strategies, they include the use of social media, email marketing, and creating a Google business account (Haryanto & Dewi, 2020). Social media allows MSMEs to reach customers directly and interact with them, as well as introduce products and expand networks. Email marketing helps deliver promotions and special offers personally to customers. Meanwhile a Google business account ensures MSMEs are listed on leading search engines, increasing their visibility on the web (Prastiwi & Ningsih, 2021).

According to Supriatna et al. (2022), in addition to digital marketing tactics, an entrepreneurial mindset that is both adaptable and innovative will assist micro, small, and medium-sized enterprise (MSME) entrepreneurs in overcoming problems in an industry that is always evolving and in developing MSMEs that are more competitive. In the midst of dynamic economic conditions, Kencana & Giantari (2021) asserts that the significance of digital marketing and an entrepreneurial spirit in the development of micro, small, and medium-sized enterprises (MSMEs) is becoming increasingly significant. When these two factors are combined, it will ensure that small and medium-sized enterprises have the ability to tackle difficulties and generate new possibilities in a business world that is highly

competitive. According to Yeni & Inzani (2021), micro, small, and medium-sized enterprises (MSMEs) in Indonesia confront a number of important hurdles when it comes to adopting digital marketing techniques. Low levels of digitization, difficulty in accessing technology, and a lack of awareness of business survival methods are the primary challenges that micro, small, and medium-sized enterprises (MSMEs) confront. These challenges result in low levels of resilience and prosperity. According to Rahmat et al. (2022), the expansion of micro, small, and medium-sized enterprises (MSME) businesses has a number of important challenges, including limited market access and limited sales area coverage, as well as intense rivalry from both the local level and from other regions.

Based on findings from earlier studies, it has been determined that the most significant impediment that micro, small, and medium-sized enterprises (MSMEs) in Indonesia encounter is in terms of financing and marketing, which accounts for 34.72% of the overall hurdles that they face (Lestari, 2022). Especially by entering the digital arena and making use of social networking platforms, micro, small, and medium-sized enterprises (MSMEs) have been forced to rapidly adjust to changes in sales methods as a result of the development of the COVID-19 pandemic, which has become a powerful driver for forces. Marbun & Simanjuntak (2021) asserts that micro, small, and medium-sized enterprises (MSMEs) have the ability to enhance their digital marketing strategy by developing and maintaining a presence on social media that is directly related to the products or services that they provide. It is also essential to develop a suitable digital business plan, which involves the integration of a variety of technology tools in order to include the selection of sales and communication channels. This is done with the intention of expanding their reach and

increasing the number of sales of the items or services they offer (Desmar & Setyawan, 2023). According to Yuliawati et al. (2023), micro, small, and medium-sized enterprises (MSMEs) have the ability to overcome the lack of resources for digital marketing by seeking advice and assistance from specialists or government programs that give digital marketing and branding strategies. To achieve maximum profits, micro, small, and medium-sized enterprises (MSMEs) can also participate in digital-based promotional media and distribution media. The use of digital marketing by micro, small, and medium-sized enterprises (MSME) players has the potential to assist MSME players in marketing their products during the pandemic. However, MSME players are required to always learn and think openly about the ever-evolving technology, as well as to use appropriate media and appropriate communication methods that are adapted to a specific segment or market share Kencana & Giantari (2021). The role of digital marketing is really needed at this time and is an important part in overcoming greater losses for MSMEs, and digital marketing strategies that can be implemented by MSME players include creating a Google business account, promoting their products via social media, collaborating with KOLs or influencers (endorsements), and email marketing (Putriasih & Giantari, 2021).

The performance of MSMEs is significantly influenced by entrepreneurial ability, which has been confirmed in entrepreneurship research and is strongly correlated with business success (Putriasih & Giantari, 2021). The fervor exhibited by business participants is a crucial factor in ensuring the sustained advancement and competitive edge of MSMEs in relation to their counterparts. Research has examined the effect of entrepreneurial marketing on corporate success and has determined that factors such as customer intensity, innovation, risk taking, resource utilization, and value creation have a

notable impact on performance (Dhamayantie & Fauzan, 2017). Entrepreneurial competency refers to a combination of abilities, knowledge, and attitudes that empower entrepreneurs to recognize and capitalize on business prospects, efficiently manage resources, and provide value for consumers and stakeholders (Mubarak et al., 2020). Entrepreneurial proficiency is crucial for guaranteeing corporate success and has the potential to enhance the performance of micro, small, and medium enterprises (MSMEs). An accomplished entrepreneur possesses three crucial personal competencies, proactivity, resilience, and managerial expertise. These competencies enable them to take initiative, persevere in the face of challenges, and effectively manage their business by making prompt decisions. Remedial measures during a crisis (Purwadi, 2023). Small and medium firms dominate the field of entrepreneurial marketing, exerting control over their own development into investment ventures. Research has shown that entrepreneurial marketing has a substantial effect on corporate performance. Factors such as customer intensity, innovation, risk taking, resource utilization, and value creation have been demonstrated to have a major impact on business performance (Kusnadi & Utama, 2023).

However, micro, small, and medium-sized enterprises (MSMEs) in Sumbawa confront problems such as the need to strengthen their competitiveness and reach the global market (Wedhani et al., 2023). Sumbawa Regency is home to a large number of MSMEs, which play an essential role in the economy of the region. To address these problems, the government of the Sumbawa Regency has implemented trade diplomacy operations with the goal of increasing the number of micro, small, and medium-sized enterprises (MSME) exports. Additionally, the government has provided public speaking training to MSME players in Sumbawa in order to enhance their

marketing capacities and attract customers to their products (Rusdi et al., 2022). Mentoring activities have been provided to micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency in order to improve their competitiveness and boost their income (Putri et al., 2023). These activities focus on digital marketing and branding methods. Although micro, small, and medium-sized enterprises (MSMEs) in Sumbawa Regency continue to encounter obstacles, efforts are still being made to encourage their growth and development. Trade diplomacy operations have been carried out by the West Nusa Tenggara Provincial Government in order to boost the exports of micro, small, and medium-sized enterprises (MSME). Additionally, MSME actors have been provided with public speaking training and digital marketing support activities in order to enhance their marketing abilities and competitiveness (Wijaya & Suratman, 2022).

According to the findings of the research, there are a number of different ways that micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency might increase their competency in digital marketing. Wedhani et al. (2023) Wedhani and (Rusdi et al. (2022) conducted a study that demonstrates that micro, small, and medium-sized enterprises (MSMEs) have the potential to enhance their competitiveness by incorporating information and communication technology (ICT) to assist their commercial activities and by continuing to brand their products through digital marketing. According to the findings of other studies, entrepreneurial competence has a favorable and significant impact on the performance of businesses that are micro, small, and medium-sized enterprises (MSMEs). The research also reveals that leadership competence and innovation competence have the most impact on the formation of entrepreneurial competence in MSMEs (Putri et al., 2023). By implementing information technology, developing leadership

and innovation competencies, adopting entrepreneurial knowledge, market orientation, and digitalization, as well as being proactive and innovative in their marketing strategies, micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency can improve their entrepreneurial competencies related to digital marketing.

METHODS

The present study employs a quantitative research approach utilizing a cross-sectional survey methodology, wherein data is gathered at a single instance in time (Sugiyono, 2018). The survey design is appropriate for this research as it enables the collection of data on a broad scale and offers a comprehensive understanding of the attitudes, opinions, and behavior of MSMEs in relation to digital marketing and entrepreneurial competencies. The target demographic for this study comprises of Micro, Small, and Medium Enterprises (MSMEs) that employ digital marketing strategies in their business operations. Next, the population is stratified based on industry classification, and random samples are extracted from each stratum. The utilized industrial classification is the Standard Indonesian Business Field Classification (KBLI) code, which serves as a standardized system for categorizing economic activity in Indonesia. The sample size will be established using the formula for determining sample size for proportions. In this calculation, 'n' represents the sample size, 'Z' represents the standard normal distribution value, 'p' represents the proportion of MSMEs with high digital marketing and entrepreneurial competency, and 'd' represents the desired margin of error.

$$n = (Z^2 * p * (1-p)) / d^2$$

Given a margin of error of 5%, a confidence level of 95%, and a proportion of 50% for MSMEs with excellent digital marketing and

entrepreneurial competency, the estimated sample size is around 180 MSMEs. In this particular investigation, the method of data analysis that was utilised was known as Structural Equation Modelling-Partial Least Square (SEM-PLS), Ghozali (2018) suggests that Partial Least Squares (PLS) is an alternate method that allows for a shift from a covariance-based structural equation modelling (SEM) approach to a variance-based SEM approach. Covariance-based structural equation modelling (SEM) typically examines causal relationships or theoretical constructs, whereas Partial Least Squares (PLS) is primarily utilised as a predictive modelling approach.

RESULTS AND DISCUSSION

Research Results

According to the findings, the loading factor

value above 0.7 and the AVE value exceeded 0.5. This indicates that the indicators used in the model were deemed appropriate, as depicted in Figure 1 and Table 1.

The completion of the convergent validity test described earlier, the subsequent step is to conduct the discriminant validity test, which is detailed in table 2.

According to the information presented in table 2, the Fornell-Larcker Criterion value above 0.5, indicating that the data can be considered legitimate.

The evaluation of dependability scores in this analysis entails employing the Cronbach's alpha test, which is the prevailing method for this objective. The internal consistency

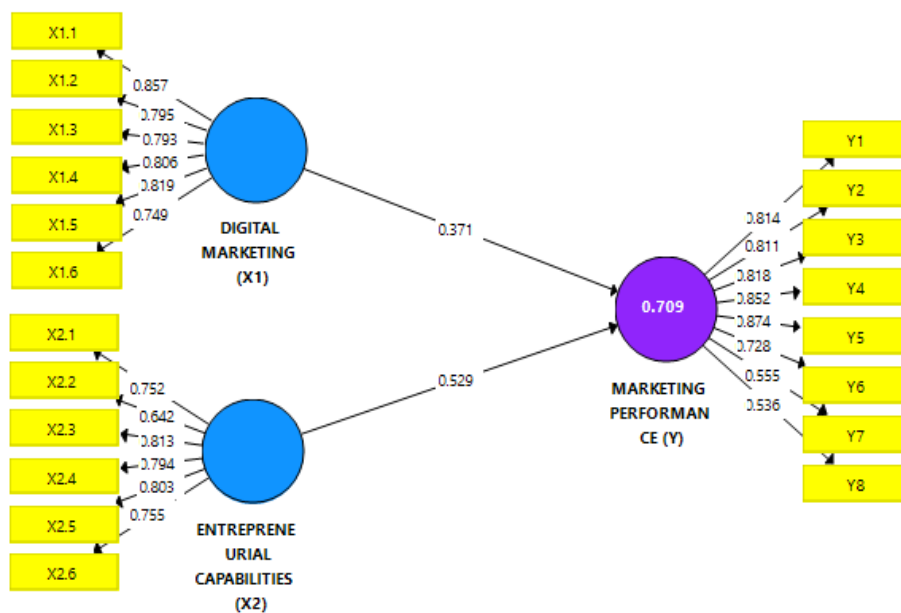


Figure 1. Validity and Reliability Test Results

Table 1. AVE Test Results

Indicator	(AVE)	Standard	Information
Digital Marketing (X1)	0,646	>0,5	Valid
Enterpreneurial Capabilities (X2)	0,580	>0,5	Valid
Marketing Performance (Y)	0,576	>0,5	Valid

Source: Data processed, 2024

Table 2. Fornell-Larcker Criterion Test Results

	Digital Marketing (X1)	Entrepreneurial Capabilities (X2)	Marketing Performance (Y)
Digital marketing (X1)	0,804		
Entrepreneurial capabilities (X2)	0,741	0,762	
Marketing performance (Y)	0,763	0,804	0,759

Source: Data processed, 2024

Table 3. Model Testing Results

Indicator	Cronbach's Alpha	Composite Reliability	Information
Digital Marketing (X1)	0,890	0,916	Reliable
Enterpreneurial Capabilities (X2)	0,857	0,892	Reliable
Marketing Performance (Y)	0,890	0,914	Reliable

Source: Data processed, 2024

of the reliability coefficients for the items in the questionnaire was assessed using the Cronbach’s alpha test in this study. Although there is dispute regarding the reliability test results, it is widely acknowledged that raising alpha values would lead to stronger correlations between variables. An alpha value that surpasses 0.70 is commonly regarded as a dependable and satisfactory scale, according to Ghozali (2018), on the other hand, an alpha value that is less than 0.7 suggests a low degree of reliability. Refer to the table 3 provided for additional information.

Table 3 analysis results indicate that both the Cronbach’s alpha and composite reliability values exceed 0.7, all variables have successfully met the requirements of the reliability test.

Table 4. R-Square Test Results

	R-Square
Marketing Performance (Y)	0,709

Source: Data processed, 2024

The R-Square value, also known as the coefficient of determination, is a statistical

measure that explains how much variation in a dependent variable is being explained by the independent variable(s) in a regression model. The dependent variable is Marketing Performance (Y), the R-Square value presented is 0.709 or 70.9%. This suggests that 70.9% of the variation in the Marketing Performance can be explained by the independent variable(s) used in the model. The remaining 29.1% of the variation can be attributed to other factors not included in the model.

Table 5. Bootstrapping Test Results

Effect	Path Coefficients	T-Statistics	P-Value
X1 -> Y	0,371	5,143	0,000
X2 -> Y	0,529	8,230	0,000

Source: Data processed, 2024

According to the Bootstrapping data presented in table 5, the research findings that may be elucidated in this study are as follows:

1. The results of the investigation that has been carried out indicate that the value of the path coefficient is 0.371, the value of the T-statistic is 5.143, and the value of the P-value is that it is 0.000. It is possible to

explain, on the basis of these findings, that digital marketing has a good and significant effect on marketing performance. This leads to the conclusion that the first hypothesis in this research can be accepted.

2. The results of the investigation that has been carried out indicate that the value of the path coefficient is 0.529, the value of the T-statistic is 8.230, and the value of the P-value is 0.000. On the basis of these findings, it is possible to explain that entrepreneurial capabilities has a positive and significant effect on marketing performance. This leads to the conclusion that the second hypothesis in this research can be accepted.

Research Discussion

Given the previously acquired analysis results, the research can now proceed to discuss the following:

1. According to the findings of the investigation, the first hypothesis of the study can be accepted. This hypothesis states that the use of digital marketing has a positive and significant impact on the marketing performance of micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency. Therefore, the marketing performance of micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency will witness an increase if they successfully apply digital marketing and improve the quality of their products. This marketing performance is comprised of a variety of elements, including the amount of sales, the number of customers, the level of consumer loyalty, and the level of involvement with the brand. The revenues, the number of clients, and the brand recognition of these micro, small, and medium-sized enterprises (MSMEs) will all increase when the digital marketing plan is applied effectively and the quality is improved. The findings of this study are consistent with those of research conducted by Putri et al. (2023) and Rusdi et al. (2022), which indicate that the efficiency of digital marketing can be evaluated based on the degree to which micro, small, and medium-sized enterprises (MSMEs) make effective use of a variety of digital platforms and online marketing strategies in order to promote their goods or services to prospective clients. To put it another way, the positive influence that digital marketing has on the marketing success of micro, small, and medium-sized enterprises (MSMEs) in the region is proportional to the degree to which it is utilized optimally.
2. According to the study, the research supports the second hypothesis, which states that entrepreneurial qualities have a favorable and significant impact on marketing performance in MSMEs in Sumbawa Regency. This statement elucidates that there is a positive correlation between the level of entrepreneurial capabilities exhibited by MSMEs in Sumbawa Regency and their marketing performance. In other words, when the entrepreneurial capabilities of these MSMEs improve, their marketing performance also increases. By developing these entrepreneurial abilities in managing MSMEs in Sumbawa Regency, it is anticipated that the marketing performance will improve. Marketing performance encompasses metrics such as sales growth, customer acquisition, customer retention, and brand involvement. Enhancing entrepreneurial aptitudes additionally yields supplementary advantages for MSMEs, including augmenting long-term business resilience, diminishing reliance on a single revenue stream, and rendering MSMEs more adaptable and receptive to evolving market circumstances. The findings of this study align with the

research conducted by Chusumastuti et al. (2023) and (Desmar & Setyawan, 2023), which elucidate that micro, small, and medium enterprises (MSMEs) possessing robust entrepreneurial skills and capabilities are more adept at adjusting to market fluctuations, generating innovative offerings, effectively managing risks, and exhibiting a heightened level of ingenuity in their marketing approaches.

MANAGERIAL IMPLICATION

Management implications are the outcomes or repercussions of research that directly apply to management or operational procedures in an organization or industry. These implications can be either positive or negative. These findings have a number of managerial implications for micro, small, and medium-sized enterprises (MSMEs) in the Sumbawa Regency:

1. The findings of this study demonstrate that digital marketing exerts a favorable and substantial impact on the marketing effectiveness of micro, small, and medium enterprises (MSMEs). Hence, it is imperative for MSME owners and managers to allocate time, effort, and resources towards the enhancement of their digital marketing strategy. To achieve optimal consumer engagement and sales, it is essential to employ appropriate tools and strategies such as SEO, email marketing, content marketing, and social media. This study also emphasizes the significance of entrepreneurial competencies in impacting the marketing effectiveness of micro, small, and medium enterprises (MSMEs). Hence, it is imperative for MSME owners and managers to exert effort in enhancing and expanding their own as well as their teams' entrepreneurial competencies and aptitudes. This entails enhancing innovation, taking proactive measures, embracing risk tolerance, making successful decisions, and excelling in relationship management.

2. Integrating digital marketing with entrepreneurial skills can provide the best outcomes in terms of marketing effectiveness. Therefore, managers and owners of micro, small, and medium enterprises (MSMEs) should adeptly merge these two elements into a cohesive and all-encompassing business strategy. Furthermore, the maintenance of a consistent approach and the assessment of the strategy are crucial for making essential adaptations in order to address shifts in the market and business landscape. In order to enhance advancements in digital marketing and entrepreneurial skills, organizations may be required to allocate resources towards training and development programs for MSME owners and their workers. Training can be provided in the form of workshops, online courses, or on-the-job training to facilitate comprehension and application of novel concepts and techniques. To surmount obstacles such as limited technology, knowledge, and resources, MSMEs may need to pursue collaboration with local governments and other business partners. This support can aid micro, small, and medium enterprises (MSMEs) in adopting digital marketing strategies and enhancing their entrepreneurial skills, therefore facilitating enhanced marketing effectiveness and business expansion.

CONCLUSION

According to the findings of the data analysis that was performed during this research, the following are some of the conclusions that may be drawn:

1. The study confirms the acceptance of the first hypothesis in this research, which asserts that digital marketing has a beneficial and substantial impact on marketing performance in MSMEs located in Sumbawa Regency. Consequently, the more effectively digital marketing is

- implemented in Sumbawa Regency MSMEs, the higher the marketing performance of these MSMEs will be.
- The analytical results also confirm the acceptance of the second hypothesis in this study, which states that entrepreneurial aptitude or competency has a beneficial and substantial impact on the marketing performance of MSMEs in Sumbawa Regency. This elucidates that micro, small, and medium enterprises (MSMEs) that possess robust entrepreneurial competencies are more likely to achieve success in recognizing market possibilities, modifying their products or services to meet client demands, and formulating efficient marketing strategies. ▴

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