

THE MEDIATING EFFECT OF QRIS ON THE RELATION BETWEEN DIGITAL MARKETING AND PRODUCT INNOVATION ON BUSINESS PERFORMANCE

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Abstract: *Batik MSMEs (Micro, Small, and Medium Enterprises) in Yogyakarta, rooted in Indonesia's cultural heritage, face growing challenges to remain competitive in the digital era. This study explores how QRIS (Quick Response Code Indonesian Standard) mediates the relationship between digital marketing and product innovation on business performance. It aims to provide actionable insights to help Batik MSMEs embrace innovation and improve their competitiveness. This study used quantitative approach with explanatory research design, which data were collected through questionnaires from Batik MSMEs in Yogyakarta. The findings reveal both digital marketing and product innovation significantly and positively affect QRIS usage and business performance. Furthermore, QRIS mediates the relationship between these variables and enhances their impact on business outcomes. These results highlight the importance of QRIS adoption in optimizing the synergy between digital marketing and product innovation to improve business performance. This study offers valuable insights for Batik MSMEs, encouraging the integration of digital tools to foster sustainability and growth in the creative economy sector.*

Keywords: *Batik MSMEs; Business Performance; Digital Marketing; Product Innovation; QRIS*

Introduction

Economic growth and stability is a foundation and priority for many countries, one of which is Indonesia. One of the largest contributors to the domestic economy is Micro, Small and Medium Enterprises (MSMEs). The development of MSMEs in Indonesia has been very rapid in the last decade. Data records that MSMEs in Indonesia continue to grow, where the latest report from Databoks (2024) recorded that it reached the number of 65.46 million. One of the cities in Indonesia with the most Micro, Small and Medium Enterprises (MSMEs) is the city of Yogyakarta.

The growth of MSMEs in The Special Region of Yogyakarta has been increasing steadily. Since 2019 to mid-2023, there has been a phenomenal surge in MSME growth in Jogja, with the number reaching 342,586 spread across all regencies. Such an impressive achievement, considering the fact that 10 percent of the DIY population now chooses to pursue a career in this sector (Krijogja, 2023).

Many of MSMEs in Yogyakarta are in the field of art, considering that the city has heritage written all over it. One of which is batik craft, a cultural heritage and an art form involving painting and writing designs on fabric. There are 128 Batik MSMEs in the Special Region of Yogyakarta, with the highest concentration in Yogyakarta City, where there are 120 batik craft entrepreneurs.

However, the growth of Yogyakarta is accompanied by the influx of national and international tourists, which could threaten the existence of its traditional batik if not protected and developed in the right way, even potentially leading to a decline in the performance of Batik MSMEs (Tanjung et al., 2019).

Nowadays, MSMEs should keep up with the globalization since the world has changed in many aspects, one of which is how to develop a business by utilizing technology. The large number of MSMEs who haven't been digitalizing their business, has resulted in them experiencing a

decrease in business performance, where it is characterized by a significant and continuous negative number.

One of many strategies that can be utilized by MSMEs is digital marketing. However, digital marketing is also not always associated with improving business performance, where findings from research conducted by Al Ashed et al, (2021) found that digital marketing only helps in relationships with customers, where digital business is considered to have no direct influence on business performance.

Furthermore, to enhance MSME's performance, non-cash payment technologies should be utilized (Hairani et al., 2024). This aligns with Bank Indonesia's latest breakthrough, called QRIS, which is a national QR code standard designed to streamline QR code payments across Indonesia. In collaboration with the Indonesian Payment System Association, this digital payment system using QR Code scanning system and able to be used by the Payment System Service Provider. This system has made it easier and opened a one-door path for various digital wallets, even banking, to summarize and make payments to one place, also stored in the same place.

QRIS also greatly affects in some aspects, such as consumer behavior, business strategies, or even digital marketing strategies. According to Chaffey and Chadwick (2016) digital marketing refers to the use of the internet and associated digital technologies, alongside traditional communication methods, to accomplish marketing goals.. As the innovation is also based on technology, it intertwined realms of QRIS as digital payment and digital marketing as something to be expected.

The availability of QRIS counted as a new created service that could be a booster value and made the business performs even better, since it facilitates customers to have more choice to do a payment in such an effective and efficient way, which could improve the satisfaction of the customers and leading to the raise of business performance.

Not only that, but another factor that influences MSME performance is also a product innovation. As said by Dühring & Zerfass (2021) The rapid pace of innovation, coupled with advancements in marketing, will enhance the performance of MSMEs in achieving a competitive edge. Kalil et al (2020) in their research in the city of Semarang found that product innovation has an effect on business performance. This statement is in the agreement with the research results from Noerchoidah et al (2022). However, research from Haryono & Marniyati (2017) stated that product innovation does not have a direct effect on business performance.

The results of previous studies regarding the factors that influence business performance still have inconsistent results. Therefore, this study will place the QRIS variable as a mediating variable between digital marketing variables and product innovation with business performance variables.

As per the explanation in preceding paragraph, the factors influencing MSME performance include improving digital marketing, QRIS, and product innovation. Therefore, I have chosen to focus on the topic "The Mediating Effect of QRIS on the Relation Between Digital Marketing and Product Innovation on Business Performance" to conduct a deeper analysis of the relevance and impact of digital marketing and product innovation, and how these factors influence overall business performance through the use of QRIS. Thus, related to the discussion above, the problem can be formulated as follows:

- (a) How digital marketing affects the use of QRIS in batik MSMEs?
- (b) How product innovation affects the use of QRIS in batik MSMEs?
- (c) How QRIS affects the business performance in batik MSMEs?
- (d) How digital marketing affects business performance in batik MSMEs?
- (e) How product innovation affects business performance in batik MSMEs?

(f) How QRIS mediates the effect of digital marketing towards business performance in batik MSMEs?

(g) How QRIS mediates the effect of product innovation towards business performance in batik MSMEs?

Theoretical Framework

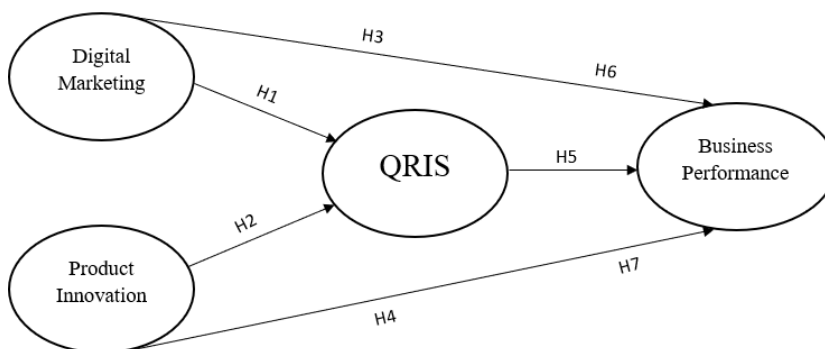
According to Kotler & Keller (2016) Marketing is a critical activity that every company, whether dealing in goods or services, must undertake to ensure the sustainability of its business. On the other hand, according to (A, 2011) marketing means individual activities aimed at fulfilling desires and needs through exchange.

According to Lena (2009), product innovation must be able to create sustainable competitive advantages in rapid environmental changes and towards the global market. The success of product innovation requires a match between the process and the supporting environment. In addition, the success of the innovation implemented not only had to be carried out incidentally, but also must be continuous throughout the time. To face competitive competition, MSMEs are required to find new solutions or strategy in order to keep surviving, especially in terms of product development, which innovation strategies need to be developed and implemented.

Meanwhile, as in electronic payments variable according to Trihasta & Julia Fajaryanti (2014) are where we can receive, store, and process our money in one digital form. As one of the types of electronic payment, Quick Response Code Indonesian Standard or is the integration of different types of QR codes from various Payment System Service Providers (PJSP) that use QR Code. It was designed by Bank Indonesia (BI) along with an installment framework, which aims to ensure that exchange interactions with QR Codes can be simpler, faster and safer.

Thus, business performance pertains to how effectively a company achieves its goals, encompassing financial metrics like revenue growth and profitability, along with value-based indicators such as satisfaction of customers and operational efficiency. And according to Nuvriasari (2012) it is a result of activities within a company, influenced by both internal and external factors, in achieving established goals over a specific period.

Research Hypothesis



Based on the background and problem formulation above, the hypothesis used in this study are as follows:

H1. Digital marketing has an influence on the use of QRIS.

H2. Product innovation has an influence on the use of QRIS.

H3. Digital marketing has an influence on Business Performance.

H4. Product innovation has an influence on Business Performance.

H5. QRIS has an influence on Business Performance.

H6. Digital Marketing has an influence on Business Performance through QRIS.

H7. Product Innovation has an influence on Business Performance through QRIS.

Research Method

The type of research used in this study is explanatory research with a quantitative approach using both primary and secondary data. For primary data, research indicators will be used for forming questions, which the respondents answer based on how the condition of their MSMEs. While the secondary data is from previous research journals and sources related to the research. The research population includes Batik MSMEs in Yogyakarta, who qualified from the screening are 86 out of 128 MSMEs with purposive sampling.

The study will use questionnaire as the tool, with respondents' answers measured using a Likert scale. To analyze the data, researchers use SPSS software with a few measurement model, namely Validity and Reliability test, Correlation Coefficient, Determination Coefficient, Multiple Linear Regression Analysis, T-test, and Sobel Test.

Research Result

The research data has been obtained through questionnaire and the analysis is provided below. The following table shows the results of the validity and reliability tests conducted on the Batik MSMEs in Yogyakarta:

Validity Test

Variables	Questions Item	r Count	r Table (0.213)	Validity
Digital Marketing	1	0.605	0.213	Valid
	2	0.729	0.213	Valid
	3	0.691	0.213	Valid
	4	0.576	0.213	Valid
Product Innovation	1	0.683	0.213	Valid
	2	0.703	0.213	Valid
	3	0.706	0.213	Valid
	4	0.602	0.213	Valid
QRIS Usage	1	0.605	0.213	Valid
	2	0.729	0.213	Valid
	3	0.691	0.213	Valid
	4	0.576	0.213	Valid
Business Performance	1	0.621	0.213	Valid
	2	0.731	0.213	Valid
	3	0.789	0.213	Valid
	4	0.495	0.213	Valid
	5	0.693	0.213	Valid

Source: *Processed Primary Data (2024)*

Based on the table above, we can conclude that each variables named Digital Marketing (X1), Product Innovation (X2). QRIS Usage (Z), and Business Performance (Y) are valid because $r \text{ count} > r \text{ table}$.

Realibility Test

Variables	Cronbach Alpha	Alpha	Result
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Digital Marketing	0,773	0,7	Reliable
Product Innovation	0,798	0,7	Reliable
The Use of QRIS	0,748	0,7	Reliable
Business Performance	0,795	0,7	Reliable

Source: Processed Primary Data (2024)

According to the table above, all variables are reliable because Cronbach's Alpha of each is > 0,60.

Regression Analysis

Simple Regression Test Results of Digital Marketing (X1) on QRIS Use (Z)

	B	Std. Error
(Constant)	2.499	.982
Digital Marketing (X1)	.485	.032

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = a + bX_1$$

$$Y = 2,499 + 0,485 X_1$$

The regression equation above shows the relationship between the digital marketing and with the use of QRIS. Constant value (a) being 2.499 and the regression coefficient value (b) being .485. This shows that the digital marketing variable contributes positively to the use of QRIS.

Simple Regression Test Results of Product Innovation (X2) on QRIS Use (Z)

	B	Std. Error
(Constant)	2.298	.986
Product Innovation (X2)	.860	.056

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = a + bX_1$$

$$Y = 2,298 + 0,860 X_1$$

The regression equation above shows the relationship between the product innovation and with the use of QRIS. Constant value (a) being 2.298 and the regression coefficient value (b) being .860. This shows that the product innovation variable contributes positively to the use of QRIS.

Multiple Regression Test Results of Digital Marketing (X1), Product Innovation (X2), on QRIS Use (Z)

	B	Std. Error
(Constant)	1.445	.926
Digital Marketing (X1)	.254	.061
Product Innovation (X2)	.466	.109

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = 1.445 + 0.2543 X_1 + 0.466 X_2$$

The regression equation above shows the relationship between the digital marketing variable (X1) is 0.254, product innovation (X2) is 0.466 and its constant value is 1.445. From the two variables, there is a difference where the product innovation variable has a greater effect on QRIS usage than other variables.

Simple Regression Test Results of Digital Marketing (X1) on Business Performance (Y)

	B	Std. Error
(Constant)	.321	.803
Digital Marketing (X1)	.699	.026

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = a + bX1$$

$$Y = 0.321 + 0.699 X1$$

The regression equation above shows the relationship between the digital marketing and business performance. Constant value (a) being .321 and the regression coefficient value (b) being .699. This shows that the digital marketing variable contributes positively to the business performance.

Simple Regression Test Results of QRIS Usage (Z) on Business Performance (Y)

	B	Std. Error
(Constant)	1.333	1.073
QRIS (Z)	1.174	0.062

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = a + bX1$$

$$Y = 1.333 + 1.174 X1$$

The regression equation above shows the relationship between QRIS usage and business performance. Constant value (a) being 1.333 and the regression coefficient value (b) being 1.174. This shows that the QRIS variable contributes positively to the business performance.

Multiple Regression Test Results of Digital Marketing (X1), Product Innovation (X2), on QRIS Use (Z)

	B	Std. Error
(Constant)	-1.191	0.666
Digital Marketing (X1)	0.387	0.048
Product Innovation (X2)	00.308	0.085
QRIS Usage (Z)	.326	0.078

Based on the data analysis using SPSS, an equation is formulated as follows:

$$Y = 1.191 + 0.387 X1 + 0.308 X2 + 0.326X3$$

The regression equation above shows that the multiple regression coefficient for the digital marketing variable (X1) is 0.387, PI (X2) is 0.308, QRIS usage (Z) is 0.326 and its constant value is 1.191. From the three variables, there is a difference where the digital marketing variable has a greater effect on business performance than the other two variables.

Determination Coefficient (R²) and Correlation Coefficient (Y)

Determination Coefficient Test between Digital Marketing (X1) on QRIS Usage (Z)

R	R Square
.856 ^a	.732

a. Predictors: (Constant), x1_digitalMarketing

b. Dependent Variable: Z_QRIS

Based on the table above, it can be seen that the R² value is 0.856, which means that the influence of the digital marketing on QRIS Usage is 73,2%, while 26,8% of digital marketing is influenced by other variables not examined in this study. The correlation value (R) is at 0.856, which means that the relationship between the digital marketing and QRIS usage is strong.

Determination Coefficient Test between Product Innovation (X2) on QRIS Usage (Z)

R	R Square
.858 ^a	.736

a. Predictors: (Constant), x2_productInnovation

b. Dependent Variable: Z_QRIS

Based on the table above, it can be seen that the R² value is 0.858, which means that the influence of the product innovation on QRIS Usage is 73,6%, while 26,4% of digital marketing is influenced by other variables not examined in this study. The correlation value (R) is at 0.858, which means that the relationship between the product innovation and QRIS usage is strong.

Determination Coefficient Test between Digital Marketing (X1), Product Innovation (X2) and QRIS Usage (Z)

R	R Square
.884 ^a	.781

a. Predictors: (Constant), x2, x1

b. Dependent Variable: Z

Based on the table above, it can be seen that the results of the determination coefficient of digital marketing (X1), product innovation (X2) with the use of QRIS (Z) were 0.884. This means that 78.1% of the percentage in QRIS usage can be influenced by the percentage in digital marketing (X2), product innovation (X2). While the remaining 21.9% is influenced by factors other than the variables in this study.

Determination Coefficient Test between Digital Marketing (X1) and Business Performance (Y)

R	R Square
.946 ^a	.894

a. Predictors: (Constant), x1_digitalMarketing

b. Dependent Variable: y_Busines_performance

Based on the table above, it can be seen that the R² value is 0.894, which means that the influence of the digital marketing on business performance is 89,4%, while 10,6% of digital marketing is influenced by other variables not examined in this study. The correlation value (R) is at 0.946, which means that the relationship between the digital marketing and business performance is strong.

Determination Coefficient Test between Product Innovation (X2) and Business Performance (Y)

R	R Square
0.912 ^a	0.831

a. Predictors: (Constant), x2_productinnovation

b. Dependent Variable: y_Busines_performance

Based on the table above, it can be seen that the R² value is 0.912, which means that the influence of the product innovation on business performance is 83,1%, while 16,9% of product innovation is influenced by other variables not examined in this study. The correlation value (R) is at 0.912, which means that the relationship between the product innovation and business performance is strong.

Determination Coefficient Test between QRIS Use (Z) and Business Performance (Y)

R	R Square
0.901 ^a	0.812

a. Predictors: (Constant), Z_QRIS

b. Dependent Variable: y_Business_performance

Based on the table above, it can be seen that the R² value is 0.901, which means that the influence of QRIS usage on business performance is 81,2%, while 19,8% of QRIS use is influenced by other variables not examined in this study. The correlation value (R) is at 0.901, which means that the relationship between the QRIS use and business performance is strong.

Determination Coefficient Test between Digital Marketing (X1), Product Innovation (X2), Use of QRIS (Z) and Business Performance (Y)

R	R Square
0.967 ^a	0.936

a. Predictors: (Constant), z, x1, x2

b. Dependent Variable: y

Based on the table above, it can be seen that the results of the coefficient of determination of the digital marketing variable (X1), product innovation (X2), use of QRIS (Z) with business performance (Y) were 0.967 (R²). This means that 93.6% of the percentage in business performance can be influenced by the percentage in digital marketing (X1), product innovation (X2), use of QRIS (Z). While the remaining 6.4% obtained from the calculation is influenced by factors other than the variables in this study.

T Test between on Digital Marketing (X1)

F	Sig.
147.794	.000 ^b

From the F count of 147.794 with a significant level (0.000) <0.05. Thus it can be concluded that there is a positive and significant influence of digital marketing (X1), product innovation (X2) together on the use of QRIS (Z). The F test is used to test whether or not there is a joint influence of the digital marketing variables (X1), product innovation (X2) together on the Use of QRIS (Z).

F Test between Digital Marketing (X1), Product Innovation (X2), and QRIS Usage (Z)

F	Sig.
147.794	.000 ^b

From the F count of 147.794 with a significant level (0.000) <0.05. Thus it can be concluded that there is a positive and significant influence of digital marketing (X1), product innovation (X2) together on the use of QRIS (Z). The F test is used to test whether or not there is a joint influence of the digital marketing variables (X1), product innovation (X2) together on the Use of QRIS (Z).

T Test of Digital Marketing (X1) on QRIS Usage (Z)

t	Sig.
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(Constant)	2.546	.013
Digital Marketing (X1)	15.152	.000

Since the t-calculated value (15.152) > t-table (1.663), Ho is rejected and Ha is accepted. Therefore, it can be concluded that Hypothesis 1, "There is an effect between digital marketing and QRIS usage," is accepted.

T Test of Product Innovation (X2) on QRIS Usage (Z)

	t	Sig.
(Constant)	2.331	.022
Product Innovation (X2)	15.290	.000

Since the t-calculated value (15.290) > t table (1.663), then Ho is rejected and Ha is accepted. It can be concluded that hypothesis 2 "there is an effect between product innovation and QRIS usage" is accepted.

T Test of Digital Marketing (X1) on Business Performance (Y)

	t	Sig.
(Constant)	.400	.690
Digital Marketing (X1)	26.666	.000

Since the t-calculated value (15.290) > t table (1.663), then Ho is rejected and Ha is accepted. It can be concluded that hypothesis 2 "It is suspected that there is an influence between product innovation and QRIS usage" is accepted.

T Test of Product Innovation (X2) on Business Performance (Y)

	t	Sig.
(Constant)	0.840	0.404
Product Innovation (X2)	20.326	0.000

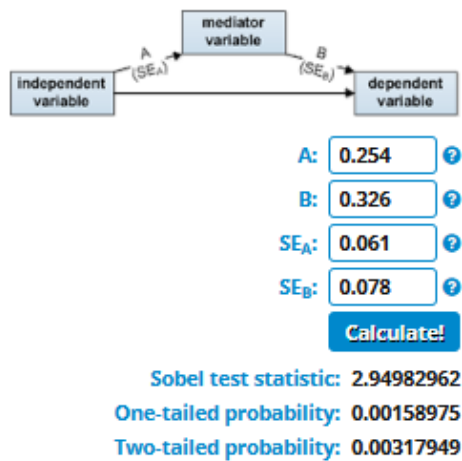
Since the t-calculated value (15.290) > t table (1.663), then Ho is rejected and Ha is accepted. It can be concluded that hypothesis 4 "It is suspected that there is an influence between product innovation and business performance" is accepted.

T Test of QRIS (Z) on Business Performance (Y)

	t	Sig.
(Constant)	1.243	0.217
QRIS (Z)	19.027	0.000

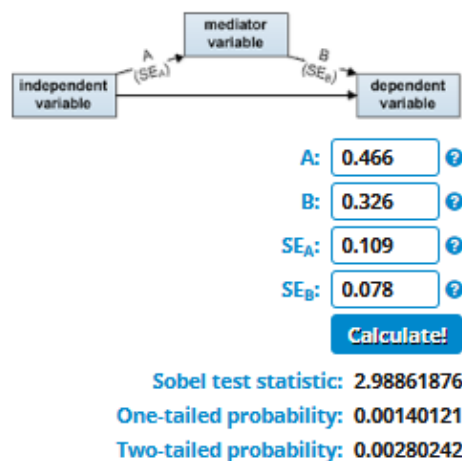
Since the t-calculated value (57.597) > t table (1.984), then Ho is rejected and Ha is accepted. It can be concluded that hypothesis 5 "It is suspected that there is an influence between the use of QRIS on business performance" is accepted.

Sobel Test Result of Digital Marketing (X1) on Business Performance (Y) through the use of QRIS (Z)



From the results of the sobel test calculation using the Daniel Soper calculator, the result was 2.949, because the Z value obtained was $2.949 < 1.96$, it proves that the use of QRIS mediates the relationship between digital marketing and business performance. Therefore, hypothesis 6, which states that digital marketing has a significant positive effect on business performance through the use of QRIS, is proven and accepted.

Sobel Test Result of Product Innovation (X2) on Business Performance (Y) through the use of QRIS (Z)



The outcome of sobel test calculation using the Daniel Soper calculator has 2.988 as a result, because the Z value obtained was $2.988 < 1.96$, it proves that the use of QRIS mediates the relationship between product innovation and business performance. Therefore, hypothesis 7 explains that product innovation has a significant positive effect on business performance through the use of QRIS is proven and accepted.

Conclusion

According to the research that has been held by the author regarding The Mediating Effect Of QRIS On The Relation Between Digital Marketing And Product Innovation On Business Performance (Study on Batik Business in Yogyakarta), the conclusions that can be drawn are as follows:

1. The results of the hypothesis are that there is a significant and positive influence between digital marketing on the use of QRIS in Yogyakarta Batik MSMEs.

2. The results of the hypothesis are that there is a significant and positive influence between Product Innovation on the use of QRIS in Yogyakarta Batik MSMEs.
3. The results of the hypothesis are that there is a significant and positive influence between digital marketing on business performance in Yogyakarta Batik MSMEs.
4. The results of the hypothesis are that there is a significant and positive influence between Product Innovation on business performance at Yogyakarta Batik MSMEs.
5. The results of the hypothesis are that there is a significant and positive influence between the use of QRIS on business performance at Yogyakarta Batik MSMEs.
6. The results of the hypothesis are that the use of QRIS is able to mediate the relationship between digital marketing and business performance at Yogyakarta Batik MSMEs.
7. The results of the hypothesis are that the use of QRIS is able to mediate the relationship between Product Innovation and business performance at Yogyakarta Batik MSMEs.

Suggestion

From the detailed analysis of the mediating role of QRIS in the relationship between Digital Marketing, Product Innovation, and Business Performance in Yogyakarta's Batik MSMEs, several suggestions from author most likely would enhance MSMEs' performance and sustainability. Furthermore, suggestions for future research are appreciated for deeper understanding of this study.

1. Digital Marketing has successfully shown a good performance. However, regarding the seventh indicator called "By using digital marketing, I can reduce promotional costs", got the lowest score. Thus, we are suggesting the MSMEs to reallocate their budget for promotional costs, to other thing, preferably a customer service which has the biggest score (DM6)
2. Product Innovation has successfully shown a good performance. However, regarding the second indicator called "My batik products have their own characteristics", got the lowest score. Thus, we are suggesting the MSMEs to brainstorm new ideas about innovation in the characteristics of their products to make the customers easily recognized the MSME from its goods.
3. The Use of QRIS has successfully shown a good performance. However, regarding the third indicator called "The majority of our customers use QRIS", got the lowest score. Thus, we are suggesting for the SMEs to increase their knowledge about digital payment and share it with the customers, we also hope that our study can be useful for the MSMEs' understanding.
4. Business Performance has successfully shown a good performance. However, regarding the second indicator called "My business capital increases every year", got the lowest score. Thus, we are suggesting the MSMEs to utilize more on their digital marketing to gain more revenue which could be used for their yearly capital.

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