

ABSTRACT

THE EFFECT OF DIGITAL MARKETING AND MARKETPLACES ON THE INCOME OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) (Survey of MSMEs in the Tasikmalaya Regency)

By:

Muthi Nurfadhillah

NPM 213403167

Guide I : Euis Rosidah

Guide II : Ulfa Luthfia Nanda

This study aims to analyze the influence of digital marketing and marketplace platforms on the income of Micro, Small, and Medium Enterprises (MSMEs) in Tasikmalaya Regency. The research is motivated by the rapid digital transformation that encourages MSME actors to utilize technology as a promotional and sales tool to increase business income. This research employed a quantitative approach with a survey method involving 100 MSME respondents. The data were analyzed using multiple linear regression. The results show that digital marketing and marketplace platforms simultaneously have a positive and significant effect on MSME income. Partially, digital marketing has a positive and significant effect on income, indicating that the use of digital media can expand market reach, enhance consumer interaction, and reduce promotional costs. Furthermore, marketplace platforms also have a positive and significant effect on MSME income by providing wider market access, facilitating transactions, and offering structured sales recording systems that support better financial management. These findings reinforce the strategic importance of digitalization in marketing and sales activities to improve business performance. Therefore, the implementation of digital marketing and the utilization of marketplace platforms are effective strategies for increasing MSME income in Tasikmalaya Regency in the current digital economy era.

Keywords: *digital marketing, marketplace, MSME income*