

ABSTRAK

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Judul : Pengaruh Digital Marketing Dan Kapabilitas Pemasaran
Terhadap Kinerja Pemasaran di UMKM Kecamatan Sukaraja
Kabupaten Sukabumi Melalui Keunggulan Bersaing

Perkembangan teknologi digital telah mendorong pelaku Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya sektor kuliner, untuk memanfaatkan digital marketing dan kapabilitas pemasaran guna meningkatkan keunggulan bersaing dan kinerja pemasaran. Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing dan kapabilitas pemasaran terhadap kinerja pemasaran UMKM kuliner di Kecamatan Sukaraja, Kabupaten Sukabumi, dengan keunggulan bersaing sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner berskala Likert kepada 200 responden pelaku UMKM kuliner yang dipilih menggunakan teknik purposive sampling. Data yang diperoleh selanjutnya dianalisis menggunakan Structural

Equation Modeling–Partial Least Squares (SEM-PLS) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa digital marketing berpengaruh positif dan signifikan terhadap kinerja pemasaran maupun keunggulan bersaing. Sementara itu, kapabilitas pemasaran hanya berpengaruh positif dan signifikan terhadap keunggulan bersaing, namun tidak berpengaruh signifikan secara langsung terhadap kinerja pemasaran. Selain itu, hasil pengujian mediasi menunjukkan bahwa keunggulan bersaing belum mampu memediasi secara signifikan pengaruh digital marketing maupun kapabilitas pemasaran terhadap kinerja pemasaran UMKM. Temuan ini mengindikasikan bahwa peningkatan kinerja pemasaran UMKM kuliner lebih banyak didorong secara langsung oleh penerapan digital marketing dibandingkan melalui keunggulan bersaing sebagai variabel mediasi. Oleh karena itu, pelaku UMKM kuliner disarankan mengoptimalkan digital marketing serta terus mengembangkan kapabilitas pemasaran guna memperkuat daya saing di tengah persaingan pasar yang semakin kompetitif.

Kata kunci: digital marketing, kapabilitas pemasaran, keunggulan bersaing, kinerja pemasaran, UMKM

ABSTRACT

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Title : The Influence of Digital Marketing and Marketing Capability on Marketing Performance in MSMEs in Sukaraja District, Sukabumi Regency through Competitive Advantage

The rapid development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, to utilize digital marketing and marketing capability in order to enhance competitive advantage and marketing performance. This study aims to analyze the influence of digital marketing and marketing capability on the marketing performance of culinary MSMEs in Sukaraja District, Sukabumi Regency, with competitive advantage as a mediating variable. This study employed a quantitative approach using a survey method through the distribution of Likert-scale questionnaires to 200 respondents of culinary MSME actors selected using a purposive sampling technique. The data obtained were then analyzed using Structural Equation Modeling–Partial Least

Squares (SEM-PLS) with the assistance of SmartPLS software. The results show that digital marketing has a positive and significant effect on both marketing performance and competitive advantage. Meanwhile, marketing capability only has a positive and significant effect on competitive advantage, but does not have a significant direct effect on marketing performance. Furthermore, the mediation test results indicate that competitive advantage has not been able to significantly mediate the influence of digital marketing and marketing capability on the marketing performance of MSMEs. These findings suggest that the improvement of culinary MSMEs' marketing performance is more directly driven by the implementation of digital marketing than through competitive advantage as a mediating variable. Therefore, culinary MSME actors are advised to optimize digital marketing and continue to develop their marketing capability in order to strengthen their competitiveness amid an increasingly competitive market.

Keywords: *digital marketing, marketing capability, competitive advantage, marketing performance, MSME*