

An Evaluation of The Use of Tiktok Shop as A Marketing Information System for Hijab SMEs in Bandung

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Abstract

This study aimed to evaluate the use of TikTok Shop as a marketing information system for hijab MSMEs in Bandung City using the Information Systems Success Model developed by DeLone and McLean. The study employed a quantitative approach using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. Data were collected through questionnaires distributed to 100 hijab MSME actors selected using a purposive sampling technique. The results showed that all constructs met the validity and reliability criteria. In addition, System Quality and Information Quality had positive and significant effects on User Satisfaction, while User Satisfaction had a positive and significant effect on Marketing Performance. These findings indicate that TikTok Shop can function as a marketing information system that supports increased user satisfaction and marketing performance among hijab MSMEs. The development of TikTok Shop has encouraged its utilization not only as a social commerce platform but also as a marketing information system. However, evaluations of this utilization remain limited. Therefore, this study evaluated the use of TikTok Shop as a marketing information system for hijab MSMEs in Bandung City using the Information Systems Success Model. The study employed a quantitative approach with the SEM-PLS method involving 100 hijab MSME actors selected through purposive sampling. The results demonstrated that all constructs fulfilled the validity and reliability criteria. System Quality and Information Quality had positive and significant effects on User Satisfaction, with Information Quality exerting a stronger influence than System Quality.

INTRODUCTION

The development of information technology has encouraged the transformation of marketing activities from conventional methods toward digital marketing based on e-commerce and social commerce (Attar et al., 2022; Gobbilla & Kiran, 2025; Kumar et al., 2024; Ma & Gu, 2024; Nacar & Ozdemir, 2022; Purnomo, 2023; Sharma et al., 2023). The use of digital platforms is no longer limited to promotional and sales channels but has also become a means of managing information that supports marketing decision-making processes. In this context, a Marketing Information System plays an important role in collecting, processing, analyzing, and presenting information required by business actors to design more effective and data-driven marketing strategies (Kotler & Keller, 2021; Laudon & Laudon, 2020; Mahmoud, 2025).

One of the fastest-growing social commerce platforms in Indonesia is TikTok Shop. The platform integrates social media and e-commerce activities through various features, including product catalogs, live shopping, sales analytics, and transaction management within a single digital ecosystem. For Micro, Small, and Medium Enterprises (MSMEs), particularly those operating in the hijab sector, these features not only support promotional and sales activities but also provide information regarding product performance, promotional effectiveness, customer behavior, and sales trends that can serve as a basis for developing marketing strategies. Therefore, TikTok Shop has the potential to function as a Marketing Information System capable of improving information management effectiveness and supporting business decision-making (Ardiansah et al., 2024; Rizqiana et al., 2024).

Various previous studies have examined the use of TikTok Shop in the contexts of social commerce, purchase decisions, customer satisfaction, and MSME business performance improvement. Other studies have applied the DeLone and McLean Information Systems Success Model (Ardiansah et al., 2024; Burhanudin & Puspita, 2023; Maria & Janah, 2024; Rizqiana et al., 2024) to evaluate the success of various information systems (DeLone & McLean, 2003). Furthermore, several studies have demonstrated that TikTok Shop can support digital marketing strategies and improve promotional effectiveness and market reach for MSMEs, although its success is influenced by the optimization of available platform features. However, research specifically evaluating TikTok Shop as a Marketing Information System for hijab MSMEs using the Information Systems Success Model remains limited. Most previous studies have focused primarily on social commerce aspects, purchase decisions, and promotional activities, while research examining the relationships among System Quality, Information Quality, User Satisfaction, and Marketing Performance within the context of TikTok Shop utilization remains relatively scarce. Therefore, this study was conducted to provide empirical evidence regarding the factors influencing the success of TikTok Shop utilization as a Marketing Information System for hijab MSMEs in Bandung City.

This study addresses this research gap by providing empirical evidence regarding the factors affecting the success of TikTok Shop utilization as a Marketing Information System for hijab MSMEs in Bandung City. The research is relevant given the rapid growth of digital commerce in Indonesia, where MSMEs contribute significantly to economic development but often face limitations in accessing advanced information management systems. Bandung City, as one of the major centers of the hijab fashion industry, provides an appropriate context for investigating these phenomena. The urgency of this research is further supported by Rochmatullah et al. (2022), who found that cognitive capabilities, customer loyalty, feature completeness, and reduced fraud risks significantly influence social commerce adoption among Indonesian SMEs, highlighting the importance of systematically evaluating platform effectiveness.

This study employed the DeLone and McLean Information Systems Success Model as its theoretical foundation because it is one of the most widely applied frameworks for evaluating information system success. The research model was adapted from the Information Systems Success Model by (Ardiansah et al., 2024) incorporating four constructs considered most relevant to the research objectives: System Quality, Information Quality, User Satisfaction, and Marketing Performance as a representation of Net Benefits.

The selection of these constructs was aligned with the research focus, which was to evaluate the use of TikTok Shop as a Marketing Information System for hijab MSMEs in Bandung City.

Based on this background, this study aimed to evaluate the use of TikTok Shop as a Marketing Information System for hijab MSMEs in Bandung City using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. This research contributes by applying the Information Systems Success Model to evaluate TikTok Shop utilization within the context of hijab MSMEs in Bandung City, an area that remains limited in previous studies. The findings are expected to provide theoretical contributions through the application of the Information Systems Success Model in a social commerce context, as well as practical contributions for MSME actors in optimizing TikTok Shop as an information-based tool for marketing decision-making.

METHOD

This study employed a quantitative approach with an explanatory research design to analyze the relationships among System Quality, Information Quality, User Satisfaction, and Marketing Performance in the use of TikTok Shop as a Marketing Information System for hijab MSMEs in Bandung City. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. This method was selected because it enables simultaneous analysis of relationships among latent constructs and is suitable for predictive studies involving moderate sample sizes.

The research population consisted of 1,815 fashion-category MSMEs in Bandung City based on Open Data of Bandung City in 2025. This population was used because official data regarding the number of hijab MSMEs utilizing TikTok Shop in Bandung City were unavailable. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a minimum requirement of 95 respondents. The sampling technique applied was purposive sampling with the following criteria: (1) hijab MSME actors in Bandung City; (2) using TikTok Shop as a Marketing Information System; (3) having used TikTok Shop for at least six months; (4) being business owners or individuals directly involved in managing TikTok Shop accounts; and (5) being willing to participate as research respondents. During data collection, 101 responses were obtained. After data screening, one duplicate response was removed, resulting in 100 valid respondents included in the analysis.

The research instrument was a questionnaire developed based on the Information Systems Success Model proposed by DeLone and McLean (2003). The research model incorporated four constructs relevant to the research objectives: System Quality, Information Quality, User Satisfaction, and Marketing Performance. All measurement items were assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Prior to the main study, the instrument was tested through a pilot study involving 30 respondents to assess its validity and reliability (DeLone & McLean, 2003).

Data analysis was performed using SmartPLS 4 through the evaluation of the measurement model (outer model) and structural model (inner model). The outer model assessment included tests of convergent validity, discriminant validity, and construct reliability, while the inner model assessment involved evaluating the coefficient of

determination (R^2), effect size (f^2), and hypothesis testing using the bootstrapping technique. This study did not conduct Common Method Bias (CMB) testing using Harman's Single Factor Test or other approaches because the analysis focused on evaluating the measurement and structural models in accordance with the research objectives. Therefore, potential bias arising from the use of a single data source represents a methodological limitation of this study. The overall research stages are presented in Figure 1.

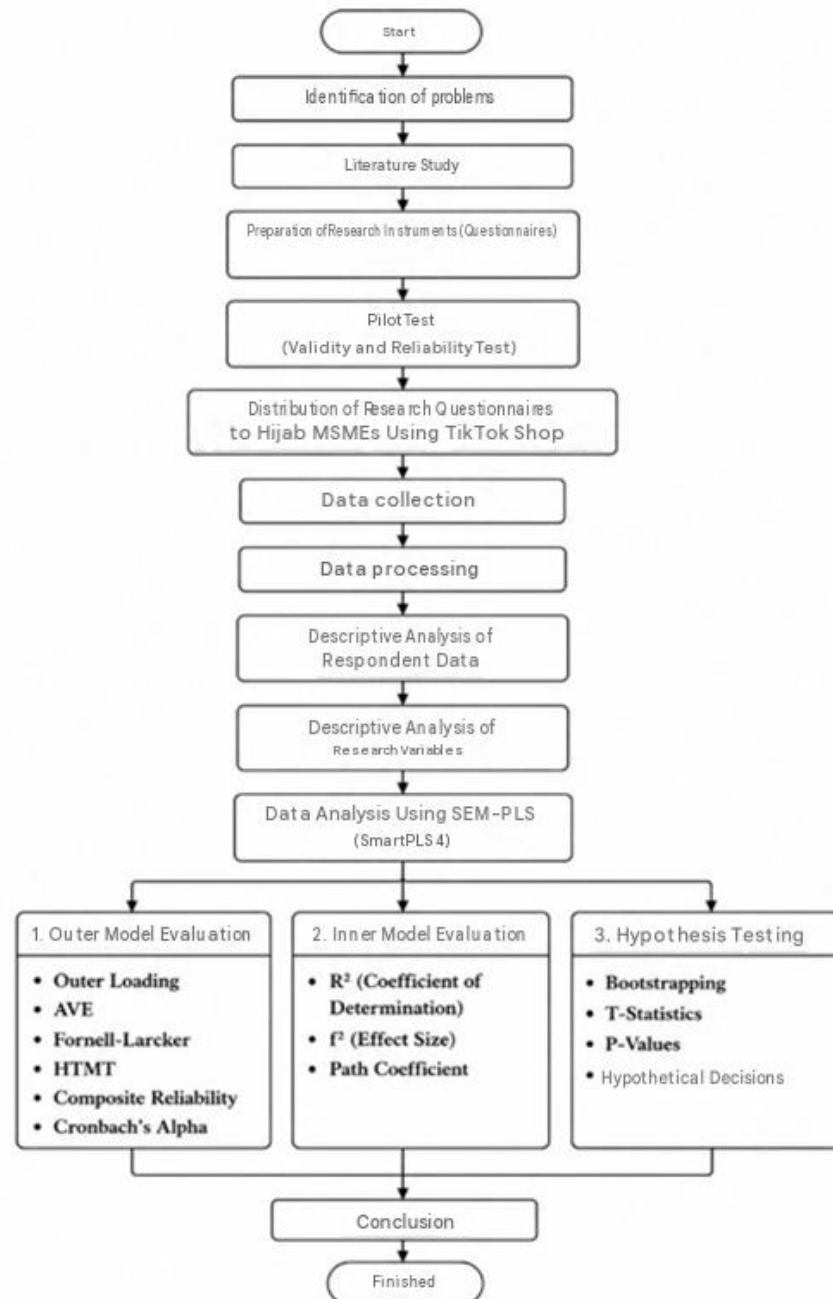


Figure 1. Research Stages

Based on Figure 1, the research begins with problem identification, literature study, preparation of research instruments, data collection through the distribution of questionnaires, data processing, analysis using the SEM-PLS method with the help of SmartPLS 4, to drawing conclusions and preparing research reports.

RESULTS AND DISCUSSION

This research involved 100 hijab MSME actors in the city of Bandung who used TikTok Shop as a Marketing Information System. Data were analyzed using the *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) method to evaluate the relationship between System Quality, Information Quality, User Satisfaction, and Marketing Performance. The results of the analysis show that the research model meets the criteria of validity and reliability, so it can be used to test the relationship between variables. Furthermore, the results of the research were presented starting from the characteristics of the respondents, the evaluation of the measurement model, the evaluation of the structural model, to the discussion of hypothesis testing.

Respondent Characteristics

The characteristics of the respondents are presented to provide an overview of the profile of hijab MSME actors who are respondents in this study. These characteristics include position in the business, length of business running, and length of time using TikTok Shop. The distribution of respondent characteristics is presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Categories	Quantity	Percentage(%)
Position in Business	Owner	28	28.0
	Managers	21	21.0
	Online Store Admin	49	49.0
	Others	2	2.0
Long Running Business	< 6 Months	2	2
	6 Months – 1 Year	15	15.0
	1 – 3 Years	38	38.0
	> 3 years	45	45.0
Long Time Using TikTok Shop	6 Months – 1 Year	22	22.0
	1 – 3 Years	54	54.0
	> 3 years	24	24.0

Based on Table 1, the majority of respondents are *Online Store Admins* as much as 49.0%, followed by Owners at 28.0%, Managers at 21.0%, and Other categories at 2.0%. This shows that most of the respondents are parties directly involved in the management of TikTok Shop operations so that they have adequate experience in evaluating the use of TikTok Shop as a Marketing Information System.

Based on the length of business, the majority of respondents have been running their business for more than three years (45.0%), followed by 1–3 years (38.0%), 6 months–1 year (15.0%), and less than six months (2.0%). Meanwhile, based on the length of time of use of TikTok Shop, most respondents have used the platform for 1–3 years (54.0%), followed by more than three years (24.0%) and 6 months–1 year (22.0%). These characteristics show that the majority of respondents have sufficient experience in running a business or utilizing TikTok Shop, so respondents are considered to have adequate experience to provide an assessment of System Quality, Information Quality, User Satisfaction, and Marketing Performance in the use of TikTok Shop as a Marketing Information System.

Evaluation of Measurement Models

Evaluation of the measurement model is carried out to ensure that each indicator is able to measure the research construct validly and reliably before testing the structural model. The tests include convergent validity, discriminant validity, and construct reliability. Convergent validity was evaluated based on *outer loading* values and *Average Variance Extracted* (AVE), while construct reliability was evaluated using *Cronbach's Alpha* and *Composite Reliability* values. Furthermore, discriminant validity was evaluated using *the Fornell-Larcker Criterion* and *the Heterotrait-Monotrait Ratio* (HTMT). (Hair et al., 2022)

Table 2. Construct Validity and Reliability Test Results

Construct	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
System Quality	KS1	0.832	0.651	0.739	0.848
	KS2	0.851			
	KS3	0.733			
Quality of Information	KI1	0.672	0.544	0.717	0.825
	KI2	0.856			
	KI3	0.717			
	KI4	0.691			
User Satisfaction	KP1	0.787	0.709	0.863	0.907
	KP2	0.858			
	KP3	0.877			
	KP4	0.843			
Marketing Performance	KPN1	0.821	0.727	0.875	0.914
	KPN2	0.867			
	KPN3	0.880			
	KPN4	0.841			

Based on Table 2, most indicators have an *outer loading* value above 0.70, thus meeting the criteria for convergent validity. The KI1 indicator obtained a value of 0.672 and KI4 of 0.691, slightly below the recommended value. However, both indicators are still maintained because the Information Quality construct has an AVE value of 0.544 and a *Composite Reliability* of 0.825, which has met the criteria of validity and reliability according to Hair et al. (2021). In addition, all constructs have an AVE value above 0.50, *Cronbach's Alpha* above 0.70, and *Composite Reliability* above 0.70, so that all constructs are declared valid and reliable for use in the next stage of analysis.

Table 3. Results of the Discriminant Validity Test (Fornell-Larcker Criterion)

Construct	TO	KS	CD	KPN
Information Quality (KI)	0.732			
System Quality (KS)	0.492	0.807		
User Satisfaction (KP)	0.649	0.532	0.842	
Marketing Performance (KPN)	0.462	0.532	0.716	0.853

Based on Table 3, the entire square root value of Average Variance Extracted (AVE) on the matrix diagonal is greater than the correlation value between constructs. These results show that each construct is able to distinguish itself from other constructs, so that the validity of the discrimination based on the Fornell-Larcker Criterion has been met.

Table 4. Results of the Heterotrait-Monotrait Ratio (HTMT) Test

Construct	TO	KS	CD	KPN
Information Quality (KI)	-			
System Quality (KS)	0.678	-		
User Satisfaction (KP)	0.813	0.702	-	
Marketing Performance (KPN)	0.560	0.617	0.825	-

Based on Table 4, the entire HTMT value is below the maximum limit of 0.90, thus indicating that each construct has good discriminant validity and is capable of measuring different concepts.

Structural Model Evaluation

Structural model evaluation is carried out to determine the model's ability to explain the relationship between variables and test the research hypothesis. The structural model test in this study includes the determination coefficient (*R-Square*), effect size (*Effect Size/f²*), and hypothesis testing using *the bootstrapping* technique.

Table 5. Result of Coefficient of Determination (R-Square)

Construct	R-Square	R-Square Adjusted
User Satisfaction	0.512	0.502
Marketing Performance	0.513	0.508

Based on Table 5, the User Satisfaction variable has an *R-Square* value of 0.512, which indicates that System Quality and Information Quality are able to explain 51.2% of the variation in User Satisfaction, while the remaining 48.8% is influenced by other factors outside the research model. Meanwhile, the Marketing Performance variable has an *R-Square* value of 0.513, which indicates that User Satisfaction is able to explain 51.3% of the variation in Marketing Performance, while the remaining 48.7% is influenced by other factors outside the model.

The *R-Square* values of both endogenous variables fall into the moderate category, thus indicating that the model has a fairly good ability to explain the relationships between variables. The variation that cannot be explained by the model is suspected to be influenced by other factors, such as *Service Quality*, *Trust*, digital literacy, digital marketing capabilities, and business strategies implemented by MSME actors. Therefore, further research is recommended to consider these variables so that the model's predictive ability can be improved.

Table 6. Result Effect Size (f²)

Relationships Between Variables	Effect Size (f ²)	Categories
System Quality – User Satisfaction	0.186	Medium
Information Quality – User Satisfaction	0.357	Large
User Satisfaction – Marketing Performance	1.054	Large

Based on Table 6, the effect of System Quality on User Satisfaction has an *f²* value of 0.186, so it is in the medium category. Furthermore, the effect of Information Quality on User Satisfaction has an *f²* value of 0.357, which is included in the large category. The influence of User Satisfaction on Marketing Performance obtained an *f²* value of 1.054, so it is included in the large category. These results show that the entire relationship between variables has a

meaningful contribution in the structural model, with the greatest influence shown by the relationship of User Satisfaction to Marketing Performance. This data also indicates that Information Quality contributes more to improving User Satisfaction than System Quality.

Table 7. Hypothesis Testing Results

Hypothesis	Relationships between Variables	Original Sample (β)	T Statistics	P Values	Verdict
H1	System Quality – User Satisfaction	0.346	4.464	0.000	Accepted
H2	Information Quality – User Satisfaction	0.479	7.349	0.000	Accepted
H3	User Satisfaction – Marketing Performance	0.716	10.383	0.000	Accepted

Based on Table 7, all research hypotheses have *Statistical T* values greater than 1.96 and *P Values* less than 0.05, so all research hypotheses are accepted. These results show that System Quality has a positive and significant effect on User Satisfaction, Information Quality has a positive and significant effect on User Satisfaction, and User Satisfaction has a positive and significant effect on Marketing Performance.

The results of hypothesis testing are further discussed to explain the relationship between variables based on the Information Systems Success Model developed by DeLone and McLean (2003) and compare them with the results of previous studies.

The Effect of System Quality on User Satisfaction

The test results showed that System Quality had a positive and significant effect on User Satisfaction, with a path coefficient value of 0.346, T Statistics of 4.464, and P Values of 0.000. These results show that the better the quality of the TikTok Shop system, such as ease of use, speed of access, and system reliability, the higher the level of user satisfaction in using TikTok Shop as a Marketing Information System.

These findings show that an easy-to-use and stable system is able to help hijab MSME actors carry out marketing activities more effectively and efficiently so as to improve the user experience. The results of this study are in line with DeLone and McLean's theory which states that system quality is one of the main factors that affect user satisfaction with an information system. In addition, the results of this study are also supported by the research of Muflih and Kadang et al. which shows that the quality of the system has a positive effect on TikTok Shop user satisfaction.(DeLone & McLean, 2003)(Kadang et al., 2023; Muflih & Rahman, 2024)

The Influence of Information Quality on User Satisfaction

The test results showed that Information Quality had a positive and significant effect on User Satisfaction, with a path coefficient value of 0.479, T Statistics of 7.349, and P Values of 0.000. The value of this coefficient is higher than the influence of System Quality on User Satisfaction, thus showing that information quality is a more dominant factor in increasing user satisfaction.

Hijab MSME actors are highly dependent on the information provided by TikTok Shop, such as sales performance information, promotional effectiveness, transaction development, and product trends that customers are interested in. This information becomes

the basis for evaluating marketing strategies and supporting business decision-making. Therefore, accurate, relevant, complete, and timely information provides greater benefits to users than the technical aspects of the system alone. The results of this study are supported by the research of Muflih and Muharsyah and Ekawati which states that the quality of information has a positive effect on the satisfaction of information system users.(Muflih & Rahman, 2024; Muharsyah & Ekawati, 2022)

The Influence of User Satisfaction on Marketing Performance

The test results showed that User Satisfaction had a positive and significant effect on Marketing Performance, with a path coefficient value of 0.716, T Statistics of 10.383, and P Values of 0.000. This value is the largest coefficient compared to the relationship between other variables, thus showing that user satisfaction is the most powerful factor in improving the marketing performance of hijab MSMEs.

These findings show that when MSME actors are satisfied with the quality of the system and the quality of information provided by TikTok Shop, they tend to make more optimal use of the platform's features. This utilization has an impact on increasing the effectiveness of promotions, expanding market reach, and increasing product sales. The results of this study are in line with DeLone and McLean's theory (2003) which explains that user satisfaction results in Net Benefits, which in this study is represented through Marketing Performance. This finding is also supported by the research of Ardiansah et al. (2024), Sudirjo et al. (2023), and Marlina et al. (2025), which shows that the optimal use of digital technology and social commerce can improve the marketing performance of MSMEs (Ardiansah et al., 2024; Frans Sudirjo et al., 2023; Marlina et al., 2025).

CONCLUSION

This study aimed to evaluate the use of TikTok Shop as a Marketing Information System for hijab MSMEs in Bandung City using the Information Systems Success Model. The results showed that System Quality and Information Quality had positive and significant effects on User Satisfaction, while User Satisfaction had a positive and significant effect on Marketing Performance. In addition, Information Quality exerted a stronger influence on User Satisfaction than System Quality.

The findings indicate that TikTok Shop can function as a Marketing Information System that supports marketing decision-making and improves the marketing performance of hijab MSMEs. Therefore, improving system quality and, particularly, information quality on TikTok Shop is an important aspect of enhancing user satisfaction and supporting the success of MSME marketing activities.

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