

**ANALISIS PENGARUH *DIGITAL MARKETING*,  
*E-COMMERCE*, DAN INOVASI TERHADAP KINERJA UMKM  
DI KOTA BATAM**

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, *e-commerce* dan inovasi terhadap kinerja UMKM di Kota Batam. Metodologi yang digunakan adalah metode kuantitatif dan menggunakan pendekatan deskriptif. Data diperoleh dengan menyebarkan kuesioner secara *online* melalui *googleform* dengan pengukuran skala *likert* kepada 107 pelaku UMKM di Kota Batam secara *simple random sampling*. Data tersebut diolah dengan SmartPLS 3.0. Metode analisis yang dilakukan ada dua yaitu analisis deskriptif dan inferensial. Analisis inferensial terdiri dari uji outer model dan inner model. Uji outer model terdiri dari uji validitas dan reliabilitas. Uji inner terdiri dari uji multikolinearitas, R-square dan uji bootstrapping. Berdasarkan hasil data analisis menggunakan SmartPLS, *digital marketing* berpengaruh signifikan terhadap kinerja UMKM, *e-commerce* berpengaruh signifikan terhadap kinerja UMKM, dan inovasi berpengaruh signifikan terhadap kinerja UMKM.

**Kata Kunci : *Digital Marketing*, *E-Commerce*, Inovasi, dan Kinerja UMKM.**

***ANALYZE THE INFLUENCE OF DIGITAL MARKETING, E-COMMERCE,  
AND INNOVATION AFFECT ON THE PERFORMANCE OF MSMEs IN  
BATAM CITY***

**ABSTRACT**

*The aim of this study was to analyze the influence of digital marketing, e-commerce and innovation affect on the performance of MSMEs in Batam City. Methodology used in this study was quantitative method and used descriptive approach. Data were obtained by distributing online questionnaires via googleform with Likert scale to 107 MSMEs in Batam City using simple random sampling. The data were analyzed using SmartPLS 3.0. There were two methods of analysis which were descriptive and inferential analysis. Inferential analysis consists of outer model and inner model. The outer model consists of validity and reliability tests. The inner test consists of multicollinearity test, R-square and bootstrap test. Based on the results of data analysis using SmartPLS, digital marketing has a significant effect on the performance of MSMEs, e-commerce has a significant effect on the performance of MSMEs, and innovation has a significant effect on the performance of MSMEs.*

***Key words : Digital Marketing, E-Commerce, Inovasi, dan MSME's performance.***