Proceeding – ICAMEB
International Conference on Accounting, Management, Entrepreneurship and Business (ICAMEB)

Synergy between Digital Marketing, E-Commerce, and Fintech in Accelerating MSME Revenue

1st Dewi Fatmasari
UIN Siber Syekh Nurjati Cirebon
Cirebon, Jawa Barat
dewifatmasari@uinssc.ac.id

2nd Dania Hasanah
UIN Siber Syekh Nurjati Cirebon
Cirebon, Jawa Barat
daniahasanah99@gmail.com

3rd Abdul Muis W.K.A
UIN Siber Syekh Nurjati Cirebon
Cirebon, Jawa Barat
amzie27@uinssc.ac.id

4th Dikdik Harjadi
Universitas Kuningan
Kuningan, Jawa Barat
dikdik.harjadi@uniku.ac.id

Abstract

This research explores how digital marketing, e-commerce, and financial technology (fintech) interact in boosting the revenue of Micro, Small, and Medium Enterprises (MSMEs). A quantitative method was applied involving 120 MSME respondents selected using Slovin's formula. Regression analysis was employed to examine the relationship among the variables. Findings reveal that digital marketing and fintech significantly enhance MSME revenue, while the influence of e-commerce appears weaker and in some cases negative. These results indicate that the optimization of MSME performance occurs when digital marketing initiatives and fintech adoption are aligned. The study also recommends that MSME actors strengthen digital literacy, utilize secure fintech platforms, and adapt e-commerce practices to the habits of local consumers. Future studies are encouraged to investigate long-term impacts and the contribution of digital ecosystem maturity.

Keywords: Digital Marketing, E-Commerce, Financial Technology, Revenue

INTRODUCTION

The rapid advancement of modern technology has reshaped many aspects of human activity, including how individuals complete daily tasks and manage business operations (Marpaung, 2018). As digital transformation accelerates, online services have become increasingly dominant, offering interactive promotional features capable of reaching broad audiences. This trend is particularly evident in the business sector, where digital tools play an important role in strengthening marketing strategies (Fatmasari & Faozi, 2023).

The emergence of the digital era, characterized by widespread access to information technology and the internet, requires business owners to continuously update marketing approaches in order to remain competitive (Fadly & Sutama, 2020). Social media platforms and internet-based channels provide convenient avenues for MSMEs to promote their products and access consumer markets more efficiently (Sukarnoto et al., 2021).

Digitalization has proven especially beneficial for Micro, Small, and Medium Enterprises (MSMEs). A notable example is the initiative by Mrs. Hj. Susi Widiyawati and the Kuningan Regency Dekranasda, which launched a digital outlet aimed at supporting more than 59,000 MSME players. The program offers marketing assistance and free digital training, enabling local businesses to connect with global markets through online branding and digital promotion (Kuningankab.go.id).

Digital marketing provides various advantages, including enhancing product visibility, facilitating direct communication between producers and consumers, improving response speed, and enabling businesses to gain valuable insights into customer behavior, purchase patterns, and loyalty trends (Ernawati, 2022). Consumers can easily search for products through social media, eliminating geographical and time limitations (Sulaksono & Zakaria, 2020). Many businesses today actively leverage Instagram, Facebook, WhatsApp, and e-commerce platforms such as Shopee, Tokopedia, and Lazada to increase market reach and revenue (City, 2022). Effective digital strategies—including e-commerce—have been shown to influence consumer lifestyles, create new market opportunities, and support broader economic participation (Ambarwati et al., 2023).

For MSMEs to sustain economic growth, improvements in efficiency, creativity, transaction security, and service quality are essential. Financial technology (fintech) supports this by offering digital payment solutions that simplify consumer transactions (Wahyuni & Diana, 2020). Fintech integrates technological innovation with financial services through digital applications such as Gopay, Dana, Ovo, Doku Wallet, LinkAja, and Shopeepay, enabling convenient, cashless payment options (Darmika, 2021).

Although numerous studies discuss MSME digitalization, there is limited research examining how digital marketing, e-commerce, and fintech operate together to influence business revenue. Most existing studies focus on one dimension at a time. Thus, a research gap remains regarding how these digital components function collectively to enhance MSME financial performance and resilience.

This study seeks to address this gap by investigating the combined influence of digital marketing, e-commerce, and financial technology on the income of MSMEs in Kuningan Regency.

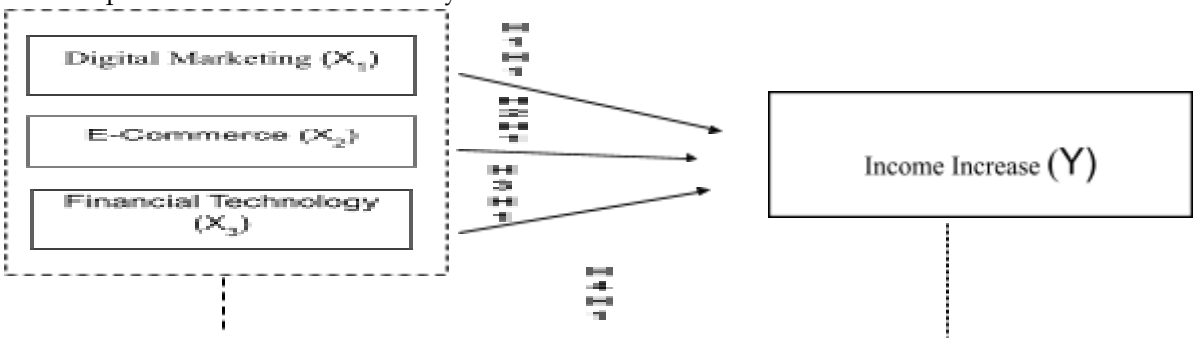
METHODS

This study employs a descriptive quantitative design. The population consists of 59,556 MSME units operating in Kuningan Regency, as recorded by the Department of Cooperatives, Industry, and Trade (Diskopdagperin). The sampling technique applied was non-probability sampling with a purposive approach. Using Slovin's formula, the appropriate sample size was determined to be 100 respondents. Three independent variables were examined—digital marketing (X1), e-commerce (X2), and financial technology (X3)—while MSME income (Y) served as the dependent variable. The conceptual model was developed to illustrate the estimated relationships among the variables.

Primary data were gathered directly from MSME actors in Kuningan Regency through structured questionnaires. Secondary data included relevant literature such as journal articles, books, official documents, and online sources. Data collection methods consisted of observations, questionnaires, and documentation. The research followed a quantitative analysis framework involving several statistical procedures: Instrument testing, including validity and reliability assessments; Classical assumption tests, such as normality, multicollinearity, and heteroscedasticity checks; Multiple linear regression to measure the influence of each independent variable; Hypothesis testing, using t-tests, F-tests, and the coefficient of determination (R^2).

Respondents were selected based on defined inclusion criteria: (1) MSMEs that have been operating for at least two years, and (2) business owners who use at least one digital platform in their operations. The total sample of 100 MSME actors was considered sufficient to represent the population and meet statistical requirements.

The conceptual framework in this study is as follows:



RESULT AND DISCUSSION

Validity Test

The validity test was conducted to determine whether each questionnaire item accurately measures the intended construct. An item is considered valid when the rcount value exceeds the rtable threshold. Based on the SPSS 26 output, all items related to digital marketing, e-commerce, financial technology, and income demonstrated rcount values higher than 0.197. Thus, every statement in the questionnaire met the validity criteria and could be used reliably in subsequent analyses.

Table 1. Digital Marketing Validity Test (X1)

***Digital Marketing* (X1)**

No	Description	Perdon Correlation (r_{count})	R_{table}	Validity Result
1	X_1.1	0,431	0,197	Valid
2	X_1.2	0,575	0,197	Valid
3	X_1.3	0,608	0,197	Valid
4	X_1.4	0,482	0,197	Valid
5	X_1.5	0,465	0,197	Valid
6	X_1.6	0,598	0,197	Valid
7	X_1.7	0,694	0,197	Valid
8	X_1.8	0,692	0,197	Valid
9	X_1.9	0,403	0,197	Valid
10	X_1.10	0,503	0,197	Valid

Source: SPSS 26 Data Processing Results (2025)

Table 2. E-Commerce Validity Test (X2)

***E-Commerce* (X2)**

No	Description	Perdon Corelation (r_{count})	R_{table}	Validity Result
1	X_2.1	0,449	0,197	Valid
2	X_2.2	0,529	0,197	Valid
3	X_2.3	0,629	0,197	Valid
4	X_2.4	0,595	0,197	Valid
5	X_2.5	0,636	0,197	Valid
6	X_2.6	0,610	0,197	Valid
7	X_2.7	0,667	0,197	Valid
8	X_2.8	0,690	0,197	Valid
9	X_2.9	0,658	0,197	Valid

Source: SPSS 26 Data Processing Results (2025)

Table 3. Financial Technology Validity Test (X3)

***Financial Technology* (X3)**

No	Description	Perdon Corelation (r_{count})	R_{table}	Validity Result
1	X_3.1	0,671	0,197	Valid
2	X_2.2	0,705	0,197	Valid
3	X_3.3	0,718	0,197	Valid
4	X_3.4	0,643	0,197	Valid
5	X_3.5	0,676	0,197	Valid
6	X_3.6	0,692	0,197	Valid
7	X_3.7	0,687	0,197	Valid
8	X_3.8	0,557	0,197	Valid

Source: SPSS 26 Data Processing Results (2025)

Table 4. Revenue Validity Test (Y)

Revenue

No	Description	Perdon Corelation (r_{count})	R_{table}	Validity Result
1	Y_1	0,607	0,197	Valid
2	Y_2	0,585	0,197	Valid
3	Y_3	0,525	0,197	Valid
4	Y_4	0,478	0,197	Valid
5	Y_5	0,578	0,197	Valid
6	Y_6	0,598	0,197	Valid
7	Y_7	0,645	0,197	Valid
8	Y_8	0,454	0,197	Valid
9	Y_9	0,561	0,197	Valid
10	Y_{10}	0,549	0,197	Valid

Source: SPSS 26 Data Processing Results (2025)

Reliability Test

Reliability was examined using Cronbach's Alpha, with a cut-off score of 0.60. The digital marketing variable produced an alpha of 0.741, the e-commerce variable reached 0.787, the financial technology variable recorded 0.822, and the income variable scored 0.726. All these values surpass the required threshold, indicating that the items within each variable are internally consistent and dependable for measurement.

Table 5. **Digital Marketing** Reliability Test **(X1)**

Reliability Statistics

Cronbach's Alpha	N of Items
.741	10

Source: SPSS 26 Data Processing Results (2025)

Table 6. E-Commerce Reliability Test (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.787	9

Source: SPSS 26 Data Processing Results (2025)

Table 7. Financial Technology Reliability Test (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.822	8

Source: SPSS 26 Data Processing Results (2025)

Table 8. Revenue Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.726	10

Source: SPSS 26 Data Processing Results (2025)

Normality Test

Normality was assessed using the One-Sample Kolmogorov-Smirnov test. The Asymp. Sig. value of 0.133 is greater than 0.05, confirming that the data follow a normal distribution. This allows the regression analysis to proceed under classical assumption compliance.

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.87570764
Most Extreme Differences	Absolute	.078
	Positive	.044
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.133[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS 26 Data Processing Results (2025)

Multicollinearity Test

The multicollinearity test was carried out to ensure that the independent variables do not exhibit problematic correlation. Tolerance values for all variables were above 0.10, and VIF values were below 10 (Digital Marketing = 2.077; E-Commerce = 2.194; Fintech = 3.012). These results indicate the absence of multicollinearity, meaning the variables operate independently within the regression model.

Table 10. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Digital Marketing	.481	2.077
	E-Commerce	.456	2.194
	Financial Technology	.332	3.012

a. Dependent Variable: Pendapatan

Source: SPSS 26 Data Processing Results (2025)

Heteroscedasticity Test

The Using the Glejser method, heteroscedasticity was evaluated. All significance values exceeded 0.05, indicating that the variance of residuals is consistent across observations. Therefore, the regression model is free from heteroscedasticity issues and considered statistically sound.. The heteroscedasticity test performed in this study is shown in the following table:

Table 11. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.558	2.401		1.065	.289
	Digital Marketing	-.101	.079	-.185	-1.281	.203
	E-Commerce	.107	.072	.221	1.489	.140
	Financial Technology	-.003	.090	-.006	-.033	.974

a. Dependent Variable: ABSOLUTE_RESIDUAL

Source: SPSS 26 Data Processing Results (2025)

Multiple Linear Regression Analysis

Linear Regression Test Results

This study uses three independent variables in one regression model, thus employing multiple linear regression. Multiple regression analysis in this study is used to measure the effect of digital marketing, e-commerce, and financial technology on increasing MSME income. The results of the multiple regression analysis with digital marketing as the independent variable (X1), e-commerce (X2), and financial technology (X3) and MSME income as the dependent variable (Y) are as follows:

Table 12. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23.654	2.547		9.285	.000
	DIGITAL MARKETING	.480	.085	.470	5.656	.000
	E-COMMERCE	-.534	.052	-.732	-10.204	.000
	FINANCIAL TECHNOLOGY	.575	.088	.595	6.531	.000

a. Dependent Variable: PENDAPATAN

Source: SPSS 26 Data Processing Results (2025)

Based on the results of multiple regression tests in the table, it can be seen that the constant value of a dependent variable when the independent variable is zero is 23.654 and the coefficient value of the digital marketing variable (X1) is 0.480 , the coefficient value of the e-commerce variable (X2) is – 534, and the coefficient value of the financial technology variable is 0.575 (X3). From these test results, the multiple linear regression equation obtained in this study can be formulated as follows:

$$\mathbf{Y = 23.654 + 0{,}480X1 - 534X2 + 0{,}575X3\ e}$$

The constant value shows that when all independent variables are held constant, MSME income stands at 23.654.

Digital marketing has a positive coefficient, suggesting that improvements in digital marketing practices contribute to increased revenue.

E-commerce carries a negative coefficient, indicating that in this context, greater use of e-commerce platforms tends to correlate with lower MSME income.

Financial technology positively influences income, implying that the use of fintech solutions supports financial growth among MSMEs.

Hypothesis Testing

t-test Results

Digital Marketing (X1): tcount = 5.656 > 1.985; sig = 0.000 → significant positive effect.

E-Commerce (X2): tcount = –10.204 < 1.985; sig = 0.000 → significant negative effect.

Fintech (X3): tcount = 6.531 > 1.985; sig = 0.000 → significant positive effect.

These results confirm that all three variables significantly influence MSME income, either positively or negatively.

Table 13. t-test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23.654	2.547		9.285	.000
	DIGITAL MARKETING	.480	.085	.470	5.656	.000
	E-COMMERCE	-.534	.052	-.732	-10.204	.000
	FINANCIAL TECHNOLOGY	.575	.088	.595	6.531	.000

a. Dependent Variable: PENDAPATAN

Source: SPSS 26 Data Processing Results (2025)

T_{tabel} = t (a/2:n-k-1)
a = 5% = t (0,05/2 : 100-3-1)
= 0,025 : 96
= 1,985

Based on the t-test results presented in the table above, it can be seen that the t-test regression coefficient calculation results are as follows:

For variable X1 (digital marketing), the t-value obtained is 5.656, which is greater than the t-table value of 1.985 (5.656 > 1.985) with a significance value of 0.000. Using a threshold of 0.05, this significance value is less than 5%, which means the hypothesis is accepted. Therefore, it can be concluded that the digital marketing variable (X1) has a positive and significant effect on increasing revenue (Y).

For variable X2 (e-commerce), the t-value is -10.204, which is smaller than the t-table value of 1.985 (-10.204 < 1.985) with a significance value of 0.000. Using a threshold of 0.05, this significance value is smaller than the 5% level, which means that the hypothesis is accepted. Therefore, it can be concluded that the e-commerce variable (X2) has a negative and significant effect on income growth (Y).

For variable X3 (financial technology), the t-value is 6.531, which is greater than the t-table value of 1.985 (6.531 > 1.985) with a significance value of 0.000. Using a threshold of 0.05, the significance value is less than the 5% level, which means that the hypothesis is accepted. Therefore, it can be concluded that the financial technology variable (X3) has a positive and significant effect on income growth (Y).

TheF-test Results

The F value of 67.807 exceeds the F table value of 3.09, with significance below 0.05. This demonstrates that digital marketing, e-commerce, and financial technology collectively have a significant simultaneous effect on income. The following are the results of the F test in this study:

Tabel 14. F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	832.779	3	277.593	67.807	.000[b]
	Residual	393.011	96	4.094		
	Total	1225.790	99			

a. Dependent Variable: PENDAPATAN

b. Predictors: (Constant), FINANCIAL TECHNOLOGY, E-COMMERCE, DIGITAL MARKETING

Source: SPSS 26 Data Processing Results (2025)

Therefore, it can be concluded that simultaneously, the variables of digital marketing, e-commerce, and financial technology have a positive and significant effect on increasing income.

R^2 Determination Coefficient Test

The R^2 value of 0.679 indicates that 67.9% of the variation in MSME income can be explained by the three independent variables. The remaining 32.1% is attributed to external factors not examined in this study, such as competition, consumer behavior shifts, or macroeconomic conditions.

Tabel 15. R^2 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.669	2.023

a. Predictors: (Constant), FINANCIAL TECHNOLOGY, E-COMMERCE, DIGITAL MARKETING

Source: SPSS 26 Data Processing Results (2025)

To calculate the coefficient of determination value, the following formula was used:

KD = r2 x 100%
= 824x 100%
= 0,679 x 100 % = 67,9%

Judging from the R Square value of 0.679 or 67.9%, the influence of variables (digital marketing, e-commerce, and financial technology) on revenue growth is 67.9%, with the remaining 32.1% explained by other factors not included in this study.

DISCUSSION

This discussion aims to compare several studies conducted by other researchers based on theories related to Digital Marketing, E-Commerce, and Financial Technology. The following is an explanation:Pengaruh Digital Marketing terhadap peningkatan pendapatan UMKM di Kabupaten Kuningan

Effect of Digital Marketing on MSME Income

The statistical findings reveal that digital marketing significantly enhances MSME revenue in Kuningan Regency. This outcome aligns with previous studies highlighting the importance of digital tools in strengthening brand recognition, enabling faster communication with consumers, and providing deeper insights into customer preferences. Digital platforms such as social media make it easier for businesses to reach wider audiences, driving higher sales. Hence, the hypothesis concerning the positive effect of digital marketing is supported.

Effect of E-Commerce on MSME Income

Contrary to common assumptions, the study found that e-commerce exerts a negative effect on MSME income. Interviews and observations suggest that many MSME owners have limited knowledge of how to operate e-commerce platforms effectively. Lack of training, concerns about data security, and preference for direct selling contribute to the underutilization of online marketplaces. As a result, MSMEs that rely heavily on e-commerce may not experience the expected increase in revenue. The negative influence observed supports the hypothesis proposed in the study.

Effect of Financial Technology on MSME Income

Fintech demonstrates a strong positive impact on income. The ability to perform secure, cashless transactions through digital wallets and online payment systems offers convenience for both sellers and buyers. Fintech also expands access to financial services, contributing to efficiency, inclusivity, and improved financial management. This supports the hypothesis that fintech positively influences MSME income.

CONCLUSION

Based on the results of the analysis, the influence of digital marketing (X1), e-commerce (X2), and financial technology (X3) on the income of MSMEs (Y) in Kuningan Regency can be summarized as follows:

Digital Marketing

Digital marketing demonstrates a significant and positive impact on MSME income. This conclusion is supported by the tcount value of 5.656, which exceeds the ttable value of 1.985, with a significance level of 0.000 < 0.05. These findings confirm that enhanced digital marketing practices contribute to higher revenue among MSME actors. Therefore, the hypothesis regarding the positive effect of digital marketing is accepted.

E-Commerce

E-commerce shows a significant but negative influence on MSME income. The tcount value of –10.204, which is below the ttable value of 1.985, and the significance level of 0.000 < 0.05 indicate that greater use of e-commerce platforms correlates with lower income. This suggests that limitations in e-commerce literacy, lack of platform optimization, or security concerns may hinder expected financial gains. Thus, the hypothesis regarding the negative effect of e-commerce is supported.

Financial Technology

Financial technology exerts a significant and positive effect on MSME income. With a tcount value of 6.531 surpassing the ttable value of 1.985 and a significance level of 0.000 < 0.05, it is evident that fintech services—such as digital payments and online financial tools—enhance operational efficiency and accessibility, ultimately increasing revenue. Hence, the related hypothesis is accepted.

Simultaneous Influence

When examined collectively, digital marketing, e-commerce, and financial technology exhibit a significant combined effect on MSME income. This is demonstrated by the Fcount value of 67.807, which is substantially higher than the Ftable value of 3.09, alongside a significance level below 0.05. These results indicate that the integration of

digital strategies across marketing, sales, and financial processes plays an important role in shaping MSME performance.

Finally, this study acknowledges its limitations, primarily the cross-sectional design and the focus on a single region. Future research is encouraged to include multiple geographic areas and adopt longitudinal methods to capture changes in digital adoption and income patterns over time.

DAFTAR PUSTAKA

Ambarwati, S., Achira, S. P., & Cahyaazwari, P. (2023). Pengaruh Penggunaan E-commerce terhadap Peningkatan Pendapatan Usaha Mikro Kecil Menengah (Penelitian di Kota Palembang): Pengaruh Penggunaan E-commerce terhadap Peningkatan Pendapatan Usaha Mikro Kecil Menengah (Penelitian di Kota Palembang). *Jurnal Ekonomi KIAT*, *34*(2).

Asse, R. A. A. (2018). Strategi Pemasaran Online (Studi Kasus Facebook Marketing Warunk Bakso Mas Cingkrank Di Makassar). *KAREBA: Jurnal Ilmu Komunikasi*, 219–231.

Bahar, H., & Lestari, E. (2022). ANALYSIS OF ASSET MANAGEMENT CAPABILITY ON BUSINESS PERFORMANCE AMONG SMES IN BATAM CITY DURING THE COVID-19 PANDEMIC. *Journal of Applied Business Administration*, *6*(2), 177–184.

City, I. D. (2022). Pengaruh Penggunaan E-Commerce, Financial Technology dan Media Sosial Terhadap Peningkatan Pendapatan UMKM Kota Dumai. *E-Jurnal Akuntansi*, *32*(2), 750–761.

Darmika, A. P. (2021). *Pengaruh Financial Technology terhadap Perkembangan UMKM di Kota Palopo*. UNIVERSITAS MUHAMMADIYAH PALOPO.

Ernawati, E., Mardikaningsih, R., Darmawan, D., & Sinambela, E. A. (2022). Pengembangan Keunggulan Kompetitif UMKM Melalui Strategi Orientasi Pasar Dan Inovasi Produk. *Jurnal Industri Kreatif dan Kewirausahaan*, *5*(2).

Fadly, H. D., & Sutama, S. (2020). Membangun pemasaran online dan digital branding ditengah pandemi covid-19. *Jurnal Ecoment Global*, *5*(2), 213–222.

Fatmasari, D., & Faozi, M. M. (2023). Factors Affecting on Purchasing Decision Online Food and Beverages through Gofood. *Cirebon International Journal of Economics and Business*, *1*(2), 89–102.

Fatmasari, D., & Kurnia, A. S. (2019). Use of E-Money and Debit Cards in Student Consumption Behavior. *E3S Web of Conferences*, *125*, 3013.

Fitri, A., & Ghazali, A. (2016). Pengembangan model peningkatan daya saing UMKM di Indonesia: Validasi kuantitatif model. *The Asian Journal of Technology Management*, *15*(1), 77.

Ghozali, I. (2018). *Aplikasi Analisis Multivariat SPSS*. Universitas Dipenogoro.

Hanifah, I. A., & Ibrani, E. Y. (2024). The Influence of Financial Literacy, Job Training and Interest in E-Commerce on MSME Performance with Technology Availability as an Intervening Variable. *Indonesian Journal of Economic & Management Sciences*, *2*(3), 471–496.

Marpaung, J. (2018). Pengaruh penggunaan gadget dalam kehidupan. *KOPASTA: Journal of the Counseling Guidance Study Program*, *5*(2).

Purwanto, P., & Fachrizi, A. R. (2021). Pengaruh Financial Technology Terhadap Kepuasan Keuangan Pada UMKM Di Kabupaten Pamekasan. *Ekombis Sains: Jurnal Ekonomi, Keuangan Dan Bisnis*, *6*(1), 21–28.

Rahmana, A. (2009). *Peranan teknologi informasi dalam peningkatan daya saing usaha kecil menengah*.

Sudaryono, S., Rahwanto, E., & Komala, R. (2020). E-Commerce Dorong Perekonomian Indonesia, Selama Pandemi Covid 19 Sebagai Entrepreneur Modern Dan Pengaruhnya Terhadap Bisnis Offline. *Jurnal Manajemen Dan Bisnis*, *2*(02), 110–124.

Sukarnoto, T., Nurjati, N., & Rani, V. (2021). Era Digitalisasi Media Pemasaran Online Pengembangan Usaha Mikro Kecil. *Etos: Jurnal Pengabdian Masyarakat*, *3*(1), 1–13.

Sulaksono, J., & Zakaria, N. (2020). *Peranan digital marketing bagi usaha mikro, kecil, dan menengah (UMKM) Desa Tales Kabupaten Kediri. Generation Journal, 4 (1), 41–47*.

Wahyuni, E. T., & Diana, N. (2020). E-commerce dan sistem informasi akuntansi sebagai faktor pendorong pengambilan keputusan mahasiswa akuntansi untuk berwirausaha. *e_Jurnal Ilmiah Riset Akuntansi*, *9*(03).

Yuningsih, Y. Y., & Raspati. (2022). Pengaruh literasi keuangan dan financial technology terhadap keberlangsungan usaha pelaku UMKM. *Jurnal Mirai Management*, *7*(2), 531–540.