

ABSTRACT

This study aims to determine the influence of Digital Platform Utilization and Service Model Innovation on Digital Business Development at Mastato Ramen MSME. The problem addressed in this study is the suboptimal development of Digital business, which is indicated by the limited utilization of Digital Platforms and the lack of continuous service model innovation. This research employed descriptive and verificative methods with a quantitative approach. Data were collected through questionnaires distributed to customers of Mastato Ramen MSME. The data analysis techniques used included descriptive analysis, multiple linear regression analysis, multiple correlation analysis, coefficient of determination, F-test, and t-test. The results indicate that Digital Platform Utilization is categorized as good, Service Model Innovation is categorized as good, and Digital Business Development is also categorized as good. The multiple linear regression analysis produced the equation: $Y = 22.242 + 0.242X_1 + 0.061X_2$. Simultaneous testing shows that Digital Platform Utilization and Service Model Innovation jointly influence Digital Business Development, with a coefficient of determination (R^2) of 28.9%, while the remaining 71.1% is influenced by other factors outside the scope of this study. Partially, Digital Platform Utilization has a positive and significant effect on Digital Business Development, with a contribution of 27.77%. Meanwhile, Service Model Innovation does not have a significant effect on Digital Business Development, with a contribution of 1.17%. Therefore, Digital Platform Utilization is identified as the most dominant variable influencing Digital Business Development at Mastato Ramen MSME.

Keywords: *Digital Platform Utilization, Service Model Innovation, Digital Business Development, MSMEs, Mastato Ramen.*