

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis kondisi *Digital Capability*, *Digital Literacy*, *Digital Transformation*, dan Kinerja UMKM, serta mengetahui besarnya pengaruh ketiga variabel tersebut terhadap Kinerja UMKM, baik secara parsial maupun simultan pada UMKM kuliner di Kota Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Data penelitian diperoleh melalui penyebaran kuesioner kepada 100 responden pada UMKM kuliner di Kota Bandung. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data yang diperoleh ditransformasikan menggunakan *Method of Successive Interval* dan dianalisis dengan regresi linear berganda, korelasi berganda, uji hipotesis simultan, uji hipotesis parsial, dan koefisien determinasi menggunakan SPSS versi 24. Hasil analisis deskriptif menunjukkan bahwa *Digital Capability* memperoleh nilai rata-rata sebesar 3,11, *Digital Literacy* sebesar 3,12, *Digital Transformation* sebesar 3,08, dan Kinerja UMKM sebesar 3,08, yang seluruhnya berada dalam kategori kurang baik. Hasil penelitian secara simultan menunjukkan bahwa *Digital Capability*, *Digital Literacy*, dan *Digital Transformation* berpengaruh positif dan signifikan terhadap Kinerja UMKM dengan tingkat hubungan yang kuat sebesar 0,711 dan kontribusi sebesar 50,5%, sedangkan sisanya sebesar 49,5% dipengaruhi oleh faktor lain yang tidak diteliti. Secara parsial, *Digital Capability* berpengaruh positif dan signifikan dengan kontribusi sebesar 21,22%, *Digital Literacy* berpengaruh positif dan signifikan dengan kontribusi sebesar 23,07%, serta *Digital Transformation* berpengaruh positif dan signifikan dengan kontribusi sebesar 6,22%. *Digital Literacy* merupakan variabel yang memberikan kontribusi paling besar terhadap Kinerja UMKM pada UMKM kuliner di Kota Bandung.

Kata Kunci: *Digital Capability*, *Digital Literacy*, *Digital Transformation*, Kinerja UMKM.

ABSTRACT

This study aims to identify and analyze the conditions of Digital Capability, Digital Literacy, Digital Transformation, and MSME Performance, as well as to determine the effects of these three variables on MSME Performance, both partially and simultaneously, among culinary MSMEs in Bandung City. This study employed descriptive and verification methods with a quantitative approach. The research data were collected by distributing questionnaires to 100 respondents from culinary MSMEs in Bandung City. The sampling technique used was non-probability sampling with a purposive sampling method. The collected data were transformed using the Method of Successive Interval and analyzed using multiple linear regression, multiple correlation analysis, simultaneous hypothesis testing, partial hypothesis testing, and coefficient of determination analysis with SPSS version 24. The descriptive analysis results showed that Digital Capability obtained an average score of 3.11, Digital Literacy 3.12, Digital Transformation 3.08, and MSME Performance 3.08, all of which were categorized as poor. The simultaneous test results indicated that Digital Capability, Digital Literacy, and Digital Transformation had a positive and significant effect on MSME Performance, with a strong correlation coefficient of 0.711 and a contribution of 50.5%, while the remaining 49.5% was influenced by other factors not examined in this study. Partially, Digital Capability had a positive and significant effect with a contribution of 21.22%, Digital Literacy had a positive and significant effect with a contribution of 23.07%, and Digital Transformation had a positive and significant effect with a contribution of 6.22%. Digital Literacy was found to be the variable that contributed the most to MSME Performance among culinary MSMEs in Bandung City.

Keywords: Digital Capability, Digital Literacy, Digital Transformation, MSME Performance.