

ABSTRAK

Perkembangan teknologi digital telah mendorong perubahan dalam aktivitas bisnis dan menuntut Usaha Mikro, Kecil, dan Menengah (UMKM) untuk mampu beradaptasi melalui pemanfaatan teknologi, peningkatan kemampuan digital, serta pengembangan inovasi. UMKM kategori kuliner di Kota Bandung memiliki potensi yang besar, namun masih menghadapi tantangan dalam meningkatkan *Business performance*, terutama dalam optimalisasi pemanfaatan teknologi *Artificial intelligence*, kemampuan *Digital literacy*, dan penerapan *Digital innovation*. Penelitian ini bertujuan untuk mengetahui pengaruh *Artificial intelligence adoption*, *Digital literacy*, dan *Digital innovation* terhadap *Business performance* pada UMKM kategori kuliner di Kota Bandung.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 pelaku UMKM kategori kuliner di Kota Bandung, kemudian dianalisis menggunakan analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Artificial intelligence adoption* berpengaruh positif dan signifikan terhadap *Business performance* dengan nilai t hitung sebesar 11,690 dan kontribusi sebesar 50,3%. *Digital literacy* berpengaruh positif dan signifikan terhadap *Business performance* dengan nilai t hitung sebesar 5,250 dan kontribusi sebesar 16,9%. Selanjutnya, *Digital innovation* berpengaruh positif dan signifikan terhadap *Business performance* dengan nilai t hitung sebesar 4,768 dan kontribusi sebesar 12,6%. Secara simultan, *Artificial intelligence adoption*, *Digital literacy*, dan *Digital innovation* mampu menjelaskan perubahan *Business performance* sebesar 79,8%, sedangkan 20,2% dipengaruhi oleh faktor lain di luar penelitian. Hasil penelitian ini menunjukkan bahwa penguatan kemampuan adopsi teknologi *Artificial intelligence*, peningkatan literasi digital, dan pengembangan inovasi digital menjadi faktor penting dalam meningkatkan kinerja bisnis UMKM kategori kuliner di Kota Bandung.

Kata kunci: *Artificial intelligence adoption*, *Digital literacy*, *Digital innovation*, *Business performance*, UMKM Kuliner

ABSTRACT

The development of digital technology has driven changes in business activities and requires Micro, Small, and Medium Enterprises (MSMEs) to adapt through the utilization of technology, improvement of digital capabilities, and development of innovation. Culinary MSMEs in Bandung City have significant potential; however, they still face challenges in improving Business performance, particularly in optimizing the utilization of Artificial intelligence technology, enhancing Digital literacy capabilities, and implementing Digital innovation. This study aims to determine the effect of Artificial intelligence adoption, Digital literacy, and Digital innovation on Business performance among culinary MSMEs in Bandung City.

This study employs a quantitative method with a descriptive and verification approach. Data collection was conducted through the distribution of questionnaires to 100 culinary MSME owners in Bandung City, and the data were analyzed using multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results indicate that Artificial intelligence adoption has a positive and significant effect on Business performance with a t-value of 11.690 and a contribution of 50.3%. Digital literacy has a positive and significant effect on Business performance with a t-value of 5.250 and a contribution of 16.9%. Furthermore, Digital innovation has a positive and significant effect on Business performance with a t-value of 4.768 and a contribution of 12.6%. Simultaneously, Artificial intelligence adoption, Digital literacy, and Digital innovation are able to explain 79.8% of the variation in Business performance, while the remaining 20.2% is influenced by other factors outside the scope of this study. The results of this study indicate that strengthening Artificial intelligence adoption capabilities, improving digital literacy, and developing digital innovation are important factors in enhancing the business performance of culinary MSMEs in Bandung City.

Keywords: *Artificial intelligence adoption, Digital literacy, Digital innovation, Business performance, Culinary MSMEs.*