

ABSTRACT

The Influence of Digital Marketing Strategy and Product Innovation on Improving the Quality of SMEs Mushroom Cultivation Management in Tulang Bawang Regency

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Developments in the business domain are experiencing rapid progress, which in turn drives the emergence of increasingly intense competition among entrepreneurs. This situation demands entrepreneurs to constantly have a deep understanding of the current market conditions and the demands desired by consumers. In the context of this fierce business competition, entrepreneurship must be able to use this understanding as a foundation to gain the necessary advantages in competition.

The research method used is Descriptive Research Method. Descriptive research is a type of research that describes what companies do based on existing facts to then be processed into data. This research is also quantitative research using survey methods. The survey method is carried out using questionnaires as the main instrument for collecting data.

The research results based on the hypothesis reveal that there is a positive influence of digital marketing on the quality of SMEs mushroom cultivation management in Tulang Bawang Regency, and that the influence of product innovation on the improvement of the quality of SMEs mushroom cultivation management in Tulang Bawang Regency has a significant impact. The results of the hypothesis indicate that the simultaneous influence of digital marketing and product innovation on the quality of SMEs mushroom cultivation management in Tulang Bawang Regency has a significant impact on improving the quality of current SME management.

The implications of the findings that digital marketing and product innovation simultaneously have a significant impact on the quality of SME management indicate that a holistic approach that integrates these two aspects is the key to success in improving SME performance in the mushroom cultivation industry. This emphasizes the need for an integrated strategy that combines effective digital marketing with sustainable product innovation to achieve comprehensive improvement in SME management quality.

Keywords: Digital Marketing Influence, Product Innovation, SME Management Quality