

Digital Promotion, Service Quality, and Sustainable Performance: An Empirical Study of an Indonesian Pet Shop SME

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Abstract: This study aims to analyze the effect of digital promotion and service quality on sustainable performance in Small and Medium Enterprises (SMEs) at Sinar Jaya Petshop in Indonesia. The study uses a quantitative approach with a survey design, as well as purposive sampling technique on 70 respondents who are store customers. Data were collected through a questionnaire using a Likert scale and analyzed using multiple linear regression. The results of the study indicate that digital promotion and service quality, both partially and simultaneously, have a positive and significant effect on sustainable performance. This shows that improving digital promotion strategies and service quality can drive an increase in sustainable business performance. However, the coefficient of determination (R^2) value of 0.140 indicates that the model's ability to explain variations in sustainable performance is still limited, so there are other factors outside the model that also influence it. Therefore, business actors are advised not to focus solely on digital promotion and service quality, but also to consider other factors such as innovation, price, and customer loyalty to optimally improve sustainable performance.

Keywords: Digital Promotion, Indonesian Petshop, Service Quality, Sustainable Performance

A. Introduction

The increasingly rapid development of information and communication technology has driven significant transformation in various business sectors, including Small and Medium Enterprises (SMEs). Digitalization not only changes the pattern of interaction between business actors and consumers, but also affects marketing strategies, service quality, and the sustainability of business performance (TAN, 2025). In this context, digital promotion becomes one of the important instruments that allows SMEs to reach a wider market effectively and efficiently. The use of social media, marketplaces, and other digital platforms provides great opportunities for business actors to increase product visibility and build closer relationships with customers. On the other hand, service quality remains a fundamental factor that determines consumer satisfaction and loyalty. In the digital era, customer expectations of service are not only limited to speed and accuracy, but also include responsiveness, ease of access to information, as

well as the overall customer experience (Ramadi, fachriza, Abadi, Oscar, & Wahyu, 2025). Therefore, the integration between digital promotion and service quality becomes the key in creating sustainable competitive advantage for SMEs.

Sustainable performance is a concept that not only focuses on achieving economic profits but also includes social aspects and the long-term sustainability of the business. SMEs that are able to manage digital promotion strategies effectively and maintain consistent service quality tend to have stronger resilience in facing market dynamics and increasingly intense business competition (Chooset & Sukhabot, 2025).

In the context of a pet shop business, such as Sinar Jaya Petshop, the challenges faced are not only related to providing high-quality products but also to building customer trust through excellent service and marketing strategies that adapt to digital developments. The increasing public interest in pets has contributed to the growth of the pet shop business in Indonesia, leading to more intense competition among business actors. This condition requires entrepreneurs to be more innovative in utilizing digital technology and improving service quality in order to retain customers and enhance business performance sustainably. However, there are still gaps in the understanding and implementation of optimal digital promotion strategies among small and medium enterprises (SMEs), particularly in the pet shop sector. In addition, not all business actors are able to integrate service quality with digital marketing strategies synergistically to support sustainable performance. Therefore, this study becomes important to empirically examine the effect of digital promotion and service quality on sustainable performance in SMEs, specifically at Sinar Jaya Petshop.

Studies on digital promotion, service quality, and business performance have developed rapidly in the literature of marketing management and entrepreneurship. Digital promotion, which includes the use of social media, search engines, and other digital platforms, has been proven to play a significant role in enhancing business visibility and competitiveness. On the other hand, service quality has long been recognized as a key determinant in shaping customer satisfaction and loyalty. However, most previous studies still examine these two variables partially in explaining business performance.

The first research gap (Rehman & Alam, 2026) It is based on the tendency of previous studies to focus more on short-term performance, such as increased sales and customer satisfaction, without comprehensively considering the dimensions of sustainable performance. In fact, from a modern perspective, sustainable performance includes a balance between economic, social, and business continuity aspects in the long term. This indicates that research is still needed that integrates digital promotion and service quality within the framework of sustainable performance.

The second gap is the limited empirical studies that simultaneously examine the relationship between digital promotion and service quality on sustainable

performance within a complete conceptual model. Research (Menaouer, Mohammed, & Nada, 2025) more focused on the influence of digital promotion on purchasing decisions, while the research (Liu, 2024) highlighting service quality in relation to customer satisfaction without directly linking it to digital strategy. In fact, in modern business practice, these two aspects are integrated and contribute simultaneously to the success of the business.

The third gap is related to the research context. Previous studies (Au, Hoang, & Ho, 2023) focused on the general retail, banking, or large service industries, while research on the Small and Medium Enterprises (SMEs) sector, particularly in pet shop businesses, is still relatively limited. In fact, this sector has unique characteristics in the form of customers' emotional attachment to pets, which affects perceptions of service quality and the effectiveness of digital promotions. Therefore, a more contextual study is needed to understand these dynamics.

Based on these gaps, the novelty of this study lies in several aspects. First, this research integrates digital promotion and service quality into a single analytical model to examine their effect on the sustainable performance of SMEs, thereby offering a more holistic approach compared to previous studies. Second, this study employs the concept of sustainable performance as the dependent variable, which encompasses economic, relational, and business continuity dimensions, thus broadening the perspective of performance measurement that has traditionally been limited to financial aspects.

Third, this research focuses on the pet shop sector as an empirical object of study, specifically at Sinar Jaya Petshop in Indonesia, which has rarely been explored in academic literature. Therefore, this study not only provides theoretical contributions to the development of marketing management and entrepreneurship but also offers practical contributions for SME practitioners in designing integrated digital promotion strategies and improving service quality to achieve sustainable business performance.

B. Methods

This research uses a quantitative approach with a survey design to analyze the influence of digital promotion and service quality on sustainable performance in SMEs Toko Sinar Jaya Petshop in Indonesia. A quantitative approach was chosen because it is able to provide objective measurements and allows for testing the relationships between variables statistically (Creswell, 2024). This type of research is causal associative, which aims to identify the cause-and-effect relationship between independent and dependent variables.

The independent variables in this study are digital promotion and service quality, while the dependent variable is sustainable performance. Digital promotion is defined

as marketing activities that utilize digital platforms such as social media, marketplaces, and websites to reach consumers widely and interactively (Chaffey & Ellis-Chadwick, 2019). Service quality is measured based on the SERVQUAL dimensions which include tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, sustainable performance refers to a business's ability to maintain economic performance while also maintaining long-term relationships with customers and business continuity (Elkington, 1997).

The population in this study is all customers who have ever made transactions at Toko Sinar Jaya Petshop. The sampling technique used is purposive sampling, which is a technique for determining samples with certain criteria, such as customers who have made purchases more than once and have experience with the services and digital promotions conducted by the business (Hair, Black, Babin, & Anderson, 2014). The sample size is determined by considering the adequacy of statistical analysis, so that a representative number of respondents is obtained.

Data collection techniques are carried out through the distribution of questionnaires using a five-point Likert scale, ranging from strongly disagree to strongly agree. The use of the Likert scale is considered effective in measuring respondents' perceptions, attitudes, and opinions toward the research variables (Sekaran & Bougie, 2016). The research instrument was developed based on indicators that have been derived from relevant literature.

Before data analysis is conducted, the research instrument is tested for its validity and reliability. The validity test is used to ensure that each question item is capable of measuring the intended construct, while the reliability test is used to examine the internal consistency of the instrument using Cronbach's Alpha coefficient (Ghozali, 2018).

The data analysis technique used is multiple linear regression analysis to test the simultaneous and partial effects of digital promotion and service quality on sustainable performance. In addition, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were carried out to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) criteria (Gujarati & Porter, 2009). The entire data analysis process was carried out with the help of statistical software such as SPSS. With this research method, it is expected to obtain empirical results that can comprehensively explain the relationship between digital promotion, service quality, and sustainable performance, as well as provide practical contributions to the development of SME business strategies, particularly in the pet shop sector.

C. Results and Discussion

1. Results

Normality Test

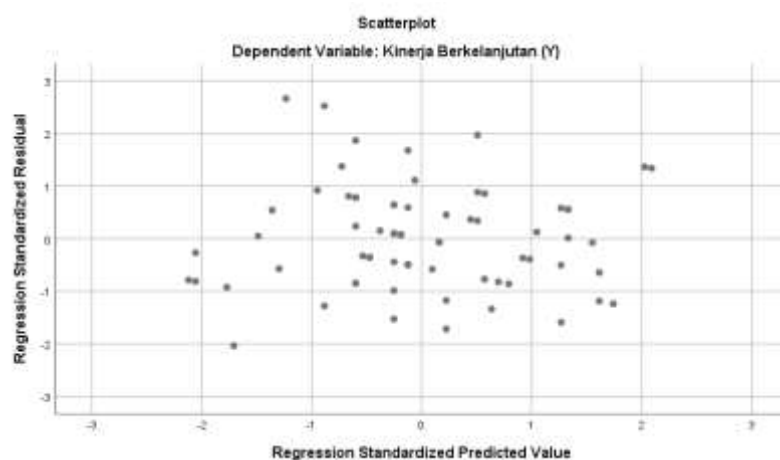
Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		70
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81369282
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.035
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed with SPSS, 2026

Based on Table 1, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test method show that the Asymp. Sig. (2-tailed) value is 0.200. This value is greater than the significance level used, which is 0.05 ($0.200 > 0.05$). This indicates that the residual data in this study are normally distributed. Therefore, it can be concluded that the regression model has met the normality assumption, making it suitable for further analysis.

Heteroscedasticity Test



Source: Data Processed with SPSS, 2026

Figure 1. Heteroskedasticity Test Results

Based on the image 1 above, it can be analyzed that there is no clear pattern, because the points are scattered above and below zero on the Y-axis, so it can be said that in this proportion model there is no heteroskedasticity, which means that the variance of respondents' answers does not affect the consistency of each established variable. Therefore, the assumption is met.

Multicollinearity Test

Table 2. Results of Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Promotion (X1)	.972	1.029
	Service Quality (X2)	.972	1.029

a. Dependent Variable: Sustainable Performance (Y)

Source: Data Processed with SPSS, 2026

Based on Table 2, the results of the multicollinearity test show that the Digital Promotion (X1) and Service Quality (X2) variables have a tolerance value of 0.972 and a VIF value of 1.029. The tolerance value of these two variables is greater than 0.10 ($0.972 > 0.10$) and the VIF value is less than 10 ($1.029 < 10$). This indicates that there is no high correlation between the independent variables in the regression model.

Multiple Linear Regression Test

Table 3. Results of Multiple Linear Regression Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	10.188	2.976	
	Digital Promotion (X1)	.302	.142	.244
	Service Quality (X2)	.255	.119	.246

a. Dependent Variable: Sustainable Performance (Y)

Source: Data Processed with SPSS, 2026

Based on Table 3, the regression equation is obtained as follows:

$$Y = 10,188 + 0,302X1 + 0,255X2$$

From that equation, it can be explained that:

Digital Promotion (X1) The regression coefficient for the digital promotion variable (X1) is 0.302. This result indicates that if the digital promotion variable increases by one-unit, sustainable performance will increase by 0.302. This shows that digital promotion has a positive influence on sustainable performance.

Service Quality (X2) The regression coefficient for the service quality variable (X2) is

0.255. This result indicates that if the service quality variable increases by one-unit, sustainable performance will increase by 0.255. This shows that service quality has a positive influence on sustainable performance.

Partial Test Results (t-Test)

Table 4. Partial Test Results (t-Test)

Coefficients ^a		
Model	t	Sig.
1 (Constant)	3.423	.001
Digital Promotion (X1)	2.125	.037
Service Quality (X2)	2.140	.036

a. Dependent Variable: Sustainable Performance (Y)

Source: Data Processed with SPSS, 2026

The t-test is basically used to determine the partial significant effect between the digital promotion variable and service quality on sustainable performance. To test the effect of each independent variable used in the study partially, a t-test is used with a significance level of 5%, where if the significance value < 0.05 and the calculated t > the t table, then the variable has a significant effect, and vice versa.

From the test results in Table 4, it can be seen that:

The partial test between the digital promotion variable and sustainable performance obtained a calculated t-value of 2.125 with a significance value of 0.037. This value indicates that the calculated t is greater than the table t (1.995) and the significance value is less than 0.05. Thus, it can be concluded that the digital promotion variable has a significant effect on sustainable performance. The partial test between the service quality variable and sustainable performance obtained a calculated t-value of 2.140 with a significance value of 0.036. This value indicates that the calculated t is greater than the table t (1.995) and the significance value is less than 0.05. Thus, it can be concluded that the service quality variable has a significant effect on sustainable performance.

Simultaneous Test (F Test)

Table 5. Results of Simultaneous Test (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.026	2	18.513	5.465	.006 ^b
Residual	226.974	67	3.388		
Total	264.000	69			

a. Dependent Variable: Sustainable Performance (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X2), Promosi Digital (X1)

Source: Data Processed with SPSS, 2026

Based on the test results in Table 5, the calculated F value is 5.465 with a significance

value of 0.006. This value indicates that the significance is less than 0.05 ($0.006 < 0.05$). Therefore, it can be concluded that digital promotion (X1) and service quality (X2) variables simultaneously have a significant effect on sustainable performance (Y).

R2 Test (Coefficient of Determination)

Table 6. Test Results of R2 (Coefficient of Determination)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374 ^a	.140	.115	1.841

a. Predictors: (Constant), Service Quality (X2), Digital Promotion (X1)
 b. Dependent Variable: Sustainable Performance (Y)

Source: Data Processed with SPSS, 2026

Based on Table 6, an R Square value of 0.140 was obtained. This indicates that the model's ability to explain the variation in sustainable performance is relatively low, as only 14% of the variation in sustainable performance can be explained by digital promotion and service quality variables. Meanwhile, the remaining 86% of the variation is influenced by factors outside this research model.

The low value of the coefficient of determination indicates that the model has very limited explanatory power, even though statistically the independent variables are proven to have a significant effect both partially and simultaneously. This condition shows that the model has not yet been able to comprehensively capture all the factors that affect sustainable performance.

Furthermore, this situation can lead to omitted variable bias, which occurs when relevant variables are not included in the model, potentially affecting the accuracy of regression coefficient estimates and the validity of research conclusions. Therefore, future research is recommended to develop a more comprehensive model by including other variables that theoretically have an influence on sustainable performance, such as price, business location, product quality, brand image, and customer loyalty. The addition of these variables is expected to enhance the explanatory power of the model and provide a deeper understanding of the determinants of sustainable performance.

Discussion

The discussion of the results of this study shows that the regression model used has met all classical assumptions, so the analysis results can be interpreted validly and reliably. The normality test results show a significance value of 0.200 (> 0.05), which indicates that the residual data are normally distributed. This is in line with the opinion (Kosasih, Hidayat, Hutahayan, & Sunarti, 2024) which states that the assumption of normality is important to ensure the accuracy of estimates in regression analysis. In addition, the absence of heteroscedasticity symptoms indicates that the

error variance is constant, which means the model has met the homoscedasticity assumption as explained by (Syamsurizal, Lestar, Masrizal, Candra, & Riandika, 2026).

The multicollinearity test results indicate that the tolerance value is 0.972 (> 0.10) and the VIF is 1.029 (< 10), which means that there is no strong linear relationship among the independent variables. This condition reinforces that each independent variable can explain the dependent variable independently without any distortion in the relationship (Provans, Marcon, Schmidt, Rodrigues, & Sehnem, 2024). With all classical assumptions being fulfilled, the multiple linear regression model can be used to test the effect of digital promotion and service quality on sustainable performance.

Empirically, the research results show that digital promotion has a positive and significant effect on sustainable performance with a coefficient of 0.302 and a significance value of 0.037 (< 0.05). These findings are consistent with modern marketing theory proposed by (Aditya & Rusfian, 2024) which states that digital marketing plays an important role in increasing market reach and interaction with customers. In addition, research by (Munandar, Cahyadi, & Andrianto, 2025) also emphasizes that digital marketing strategies can enhance business visibility and organizational performance through the effective use of digital technology. On the other hand, service quality is also proven to have a positive and significant effect on sustainable performance with a coefficient of 0.255 and a significance value of 0.036 (< 0.05). These results are in line with the SERVQUAL model developed by (Azzahra, 2025) which states that good service quality will increase customer satisfaction and loyalty. Customer satisfaction and loyalty are important factors in creating business sustainability, because satisfied customers tend to make repeat purchases and give positive recommendations.

The results of the partial test (t-test) indicate that both digital promotion and service quality have a significant individual effect on sustainable performance. Meanwhile, the results of the simultaneous test (F-test) show that both variables together have a significant effect on sustainable performance (Sig. 0.006 < 0.05). These findings support the concept of competitive advantage proposed by (Kamal, Nizar, & Prasetyo, 2024) that the combination of marketing strategy and service quality is a key factor in improving organizational performance.

Nevertheless, the determination coefficient (R^2) value of 0.140 indicates that the model's ability to explain variations in sustainable performance is still considered low. This means that only 14% of the variation in sustainable performance can be explained by digital promotion and service quality, while the remaining 86% is influenced by other factors outside the model. This shows that sustainable performance is a complex and multidimensional construct. According to (Prabawanti & Kang, 2025), Organizational performance is not only influenced by marketing and service factors, but also by financial aspects, internal business processes, as well as organizational

learning and growth.

The low R^2 value also indicates the possibility of Omitted Variable Bias in the research model, namely the exclusion of important relevant variables which reduces the explanatory power of the model. Previous research (Udayana, et al., 2023) shows that variables such as product innovation, price, brand image, and customer loyalty have a significant contribution to business performance. Therefore, further research is recommended to develop a more comprehensive model by including these additional variables.

Overall, the results of this study reinforce the literature stating that digital promotion and service quality are important factors in improving sustainable performance. However, the low explanatory power of the model indicates that a more holistic approach is needed to understand the determinants of sustainable performance more deeply.

D. Conclusions

Based on the research results, it can be concluded that the regression model has met the classical assumptions (normality, no heteroskedasticity, and no multicollinearity), making it feasible to use. Empirically, digital promotion and service quality have been proven to have a positive and significant effect both partially and simultaneously on sustainable performance. However, the coefficient of determination (R^2) value of 0.140 indicates that the model's ability to explain variations in sustainable performance is still low, suggesting that there are other factors outside the model that also have an influence. The implication is that business actors need to optimize digital promotion and improve service quality to encourage business sustainability, although these two factors alone are not sufficient to fully explain performance. The weakness of this study lies in the limited variables and the low explanatory power of the model, which indicates the possibility of Omitted Variable Bias. Therefore, future research is recommended to develop a more comprehensive model by adding other variables such as innovation, price, product quality, and customer loyalty, as well as using more complex analytical methods to obtain a deeper understanding of sustainable performance.

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