

ABSTRAK

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Pengaruh Media Sosial Dan *E-Commerce* Terhadap Kinerja Umkm Dengan Inovasi Sebagai Mediasi, Ditinjau Dari Sudut Pandang Islam (Studi Empirik Pelaku UMKM Di DKI Jakarta Pusat)

120 + xv halaman, 18 tabel, 3 gambar, dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh media sosial dan e-commerce terhadap kinerja UMKM dengan inovasi sebagai variabel mediasi, serta meninjau hasilnya dari sudut pandang Islam. Sampel penelitian ini adalah 120 pelaku UMKM di Jakarta Pusat yang dipilih menggunakan purposive sampling. Data dikumpulkan melalui survei dengan instrumen kuesioner. Analisis data menggunakan metode Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) media sosial tidak berpengaruh signifikan terhadap kinerja UMKM; (2) e-commerce berpengaruh positif dan signifikan terhadap kinerja UMKM; (3) inovasi berpengaruh positif dan signifikan terhadap kinerja UMKM; (4) media sosial berpengaruh positif dan signifikan terhadap inovasi; (5) e-commerce berpengaruh positif dan signifikan terhadap inovasi; (6) inovasi mampu memediasi secara penuh (full mediation) pengaruh media sosial terhadap kinerja UMKM; dan (7) inovasi mampu memediasi secara parsial (partial mediation) pengaruh e-commerce terhadap kinerja UMKM. Dari sudut pandang Islam, inovasi dan pemanfaatan teknologi digital termasuk ikhtiar untuk meningkatkan produktivitas, namun harus dilakukan sesuai prinsip syariah yaitu menghindari gharar, maisir, dan praktik yang merugikan pihak lain.

Kata Kunci : Kualitas Produk, Social Media Marketing, Persepsi Harga, Pelayanan Digital, Islam

ABSTRACT

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The Influence of Social Media and E-Commerce on MSME Performance with Innovation as a Mediating Variable: An Islamic Perspective (Empirical Study on MSME Actors in Central Jakarta)

120 + xv pages, 18 tables, figures, 4 appendices

Abstract Description

This study aims to determine the effect of social media and e-commerce on MSME performance with innovation as a mediating variable, as well as to review the results from an Islamic perspective. The sample of this research consisted of 120 MSME actors in Central Jakarta selected using purposive sampling. Data were collected through surveys with a questionnaire instrument. Data analysis used the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that (1) social media had no significant effect on MSME performance; (2) e-commerce had a positive and significant effect on MSME performance; (3) innovation had a positive and significant effect on MSME performance; (4) social media had a positive and significant effect on innovation; (5) e-commerce had a positive and significant effect on innovation; (6) innovation was able to fully mediate the effect of social media on MSME performance; and (7) innovation was able to partially mediate the effect of e-commerce on MSME performance. From an Islamic perspective, innovation and the use of digital technology are considered efforts to improve productivity, but they must be implemented in accordance with sharia principles, avoiding gharar, maisir, and practices that harm others

Keywords: Social Media, E-Commerce, Innovation, MSME Performance, Islam