

ABSTRACT

This study aimed to analyze the influence of Digital Technology and Quality Management on Business Sustainability through Business Performance in Micro Batik Enterprises in Semarang City. A mixed-methods approach was employed by combining quantitative and qualitative methods. Quantitative data were obtained through questionnaires distributed to micro batik entrepreneurs, while qualitative data were collected through open-ended interviews with several key informants. The quantitative data analysis technique used in this study is Structural Equation Modeling (SEM) with SmartPLS 3.3.9 software. For qualitative data analysis techniques using narrative description representation.

The findings with mix methods approach indicated that Digital Technology and Quality Management had a positive and significant effect on Business Performance. Furthermore, Business Performance positively influenced Business Sustainability. These results suggested that the utilization of Digital Technology and the implementation of effective Quality Management could enhance Business Performance, which in turn contributed to Business Sustainability. The managerial implications of this study emphasized the importance of investing in digital transformation and operational quality improvement to maintain competitiveness and sustainability of micro enterprises in an increasingly dynamic market environment.

Keywords: Digital Technology, Quality Management, Business Performance, Business Sustainability, Micro Batik Enterprises, Mixed Methods.



SEMARANG
FEB UNDIP