

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Literasi Digital, Strategi Bisnis *Online to Offline* (O2O), dan *Employee Creativity* terhadap *Business sustainability* pada UMKM yang bermitra dengan *marketplace* Parto.id di Kota Jambi, dengan *Employee Creativity* sebagai variabel mediasi. Pendekatan kuantitatif digunakan dengan teknik *purposive sampling* pada 88 responden. Analisis data dilakukan menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui *SmartPLS 4.0* untuk menguji validitas *outer model* dan hubungan antar variabel pada *inner model*. Hasil penelitian menunjukkan bahwa Literasi Digital tidak berpengaruh langsung terhadap *Business sustainability*, namun memiliki pengaruh signifikan melalui mediasi *Employee Creativity*. Sementara itu, Strategi Bisnis O2O berpengaruh positif dan signifikan baik secara langsung maupun melalui mediasi *Employee Creativity*. Temuan ini menekankan pentingnya peningkatan literasi digital dan kreativitas karyawan sebagai kunci keberhasilan strategi O2O untuk meningkatkan keberlanjutan bisnis UMKM di era digital.

Kata Kunci : Literasi Digital, Strategi Bisnis *Online to Offline* (O2O), *Business sustainability*, *Employee Creativity*, UMKM, *Marketplace*, Parto.id.

ABSTRACT

This study aims to analyze the influence of Digital Literacy, Online to Offline (O2O) Business Strategy, and Employee Creativity on Business sustainability in MSMEs partnering with the Parto.id marketplace in Jambi City, with Employee Creativity as a mediating variable. A quantitative approach was employed using purposive sampling on 88 respondents. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) through Smart PLS 4.0 to assess the validity of the outer model and the relationships between variables in the inner model. The results show that Digital Literacy does not have a direct impact on Business sustainability but significantly affects it through the mediation of Employee Creativity. Meanwhile, the O2O Business Strategy has a positive and significant impact both directly and through the mediation of Employee Creativity. These findings highlight the importance of enhancing digital literacy and Employee Creativity as key factors for the success of O2O strategies in improving MSME business sustainability in the digital era.

Keywords: Digital Literacy, Online To Offline (O2O) Business Strategy, Business sustainability, Employee Creativity, UMKM, Marketplace, Parto.id