

ABSTRACT

The high growth of MSMEs in Indonesia, especially Bandung, West Java, especially MSMEs in the food category has resulted in high competition between MSMEs. In addition, the high opportunities provided by the government through the capital or funds provided and targeted for the next few years to improve the economy, as well as the emergence of Covid-19 which has led to wider opportunities for the emergence of new MSMEs resulting in higher competition between existing MSMEs or MSMEs. which has just been formed.

The purpose of this study is to explain how big the digital platform capability affects the performance of food MSMEs in Bandung and how big network capability affects the performance of food MSMEs in the city of Bandung.

The data collection technique in this study was to use the distribution of questionnaire questions via google form to 339 respondents. The analytical technique used in this research is descriptive analysis and SEM PLS.

The results in this study show that there is an influence of digital platform capabilities on the performance of MSMEs and there is an influence of network capabilities on the performance of food MSMEs in the city of Bandung,

Keywords: *SMEs, Bandung City, Simple Linear Regression*