

ABSTRACT

Empirical studies in various countries show the negative impact of Covid-19 on the domestic economy, such as decreased purchasing power and consumption, deteriorating company performance, and threats to the financial and banking sectors as well as the existence of MSMEs. Based on data from the Bandung City Micro, Small and Medium Enterprises Cooperatives Service (KUMKM) as reported by the Jabar Ekspres digital news platform (2021), 90% of MSMEs in Bandung City have been affected by the pandemic. Social media marketing can help MSMEs to continue to survive as a sustainable business.

The urgency or reason for choosing this research is because researchers want to know the extent of the impact of Perceived Usefulness and Perceived Ease of Use on Internet/e-Business Technology and Social Media Marketing used by MSMEs in Bandung City, how it affects the Sustainability of MSMEs in Bandung City, and to assess how effective the adoption of Internet/e-Business Technology and Social Media Marketing activities by MSMEs in Bandung City.

This study uses quantitative methods with SEM analysis techniques with SmartPLS software. Based on the purpose of this research is a causal research. Collecting data in this study is by distributing questionnaires to get 400 respondents.

The result of the analysis in this study indicate that Perceived Usefulness had a positive and significant effect on Internet/e-Business Technology, Perceived Usefulness had a positive and significant effect on Social Media Marketing, Perceived Ease of Use had a positive and significant effect on Internet/e-Business Technology, Perceived Ease of Use had no positive effect. and significant to Social Media Marketing, Internet/e-Business Technology has positive and significant effect on Social Media Marketing, Internet/e-Business Technology has positive and significant effect on Sustainability of MSMEs and Social Media Marketing has positive and significant effect on Sustainability of MSMEs.

Suggestions that can be put forward are, for the sustainability of MSMEs in the city of Bandung, it can be done using Social Media Marketing or the use of social media as a marketing strategy for MSME actors. Aspects of Social Media Marketing. In addition, the government can hold seminars or training on the use of social media and technology as a tool for MSMEs in the city of Bandung.

Keywords: *Covid-19 Pandemic, Internet/e-Business Technology, Social Media Marketing, Perceived Usefulness, Perceived Ease of Use, SustainableMSMEs*