

ABSTRACT

The Covid-19 pandemic has had a significant impact on all sectors of the economy. The MSME sector, which is one of the largest contributors to GDP in Indonesia, has been affected by the Covid-19 pandemic. This makes the income and sales of MSMEs decline and even many MSMEs go bankrupt because they cannot adapt to the situation. MSME actors carry out various strategies to understand their customers to be able to survive in the midst of a pandemic by digitizing. West Java Province which is one of the largest provinces in Indonesia where MSMEs are one of the biggest drivers of the economy where MSMEs assisted by the Cooperatives and MSMEs Office of West Java Province are 3,500 MSMEs. The Covid-19 pandemic has caused MSMEs fostered under the Cooperatives and MSMEs Office of West Java Province to experience a decline in income of up to 85 percent. The culinary sector is the most affected in West Java because there are restrictions so that MSMEs cannot sell directly. The assisted MSME actors took onboarding steps into the digital realm to be able to rise and adapt during the Covid-19 pandemic

The purpose of this study was to determine the effect of customer orientation and adoption of social media on the performance of MSMEs in the culinary sector assisted by the West Java Cooperatives and Small Business Office during the Covid-19 pandemic and the influence of social media as a moderating variable in the relationship between customer orientation and MSME performance.

The research method used is quantitative method and the method of data collection in this research is by distributing questionnaires. The sampling technique used in this study is a probability sampling technique with a simple random sample technique with a total of 350 respondents. The data analysis technique used is descriptive analysis technique.

The findings of this study indicate that there is an influence of orientation on the performance of the culinary sector MSMEs during the Covid-19 pandemic and there is an influence of social media on the performance of the culinary sector MSMEs during the Covid-19 pandemic. This study also found that social media did not moderate the relationship between customer orientation and MSME performance during the Covid-19 pandemic.

The results of the research are expected to be input for the development of entrepreneurship in dealing with uncertain situations such as a pandemic by understanding customers and also utilizing social media assistance. The researcher hopes that the findings from this research can provide input and information to the MSMEs fostered by DISKUK and also to the West Java DISKUK as the agency that oversees so that the assisted MSMEs can advance to class and have quality.

Keywords: Customer Orientation, Social Media, MSME's Performance, Covid-19.