

## **ABSTRACT**

*In the rapidly evolving digital era, social commerce has become one of the primary marketing tools used by businesses to reach customers and boost sales. MSMEs in the fashion sector in Bandung, as one of Indonesia's creative industry hubs, are increasingly adopting social commerce to promote their products and compete in an increasingly competitive market. Although many MSMEs have leveraged social commerce platforms, the impact of this utilization on their performance is not yet fully understood. Factors such as relative advantage, cost effectiveness, interactivity, and competitive pressure can influence the effectiveness of these strategies.*

*This study aims to evaluate the effect of social commerce utilization on the performance of fashion sector MSMEs in Bandung City. With the increasing development of digital technology, social commerce has become one of the main marketing tools used by MSMEs to increase visibility and sales. This study used a survey method with a sample of 321 respondents, obtained using a random sampling method, to ensure that respondents were relevant to the research objectives. Data analysis was carried out using IBM SPSS Statistics 27 to test the proposed hypothesis. This study used a survey method and data analysis carried out through SPSS software to test hypotheses related to 4 social commerce sub-variables: relative advantage, cost effectiveness, interactivity, and competitive pressure. Data analysis showed that all tested variables were accepted and had a significant positive effect on MSME performance.*

*These findings indicate that effective implementation of social commerce can enhance MSMEs performance in various ways, such as improving customer interactions and increasing profits through cost-effective strategies. The contribution of this study lies in providing a deeper understanding of how various social commerce factors affect business performance in the fashion sector. It also offers practical guidance for MSMEs owners in designing and implementing more efficient marketing strategies. Based on the results, it is recommended that fashion sector MSMEs in Bandung better utilize social commerce with a focus on optimizing these variables. Proper strategy use can enhance marketing effectiveness and strengthen their market position. This research provides valuable insights for developing adaptive and sustainable marketing strategies in the context of an ever-changing market.*

*Keywords: Social Commerce, MSMEs Performance, Relative Advantage, Cost Effectiveness, Interactivity, Competitive Pressure*