



The Influence of Digital Literacy, Marketing Creativity, and Supply Chain Management on the Sustainability of Tofu Business in Purwodadi Dalam Village

Jelita Audira Artha ¹, Cinthya Bella ²

^{1,2} *Management, Faculty of Economics and Business, Teknokrat Indonesia University*

Email: ¹ jelitaartha696@gmail.com; ² cinthyabella@teknokrat.ac.id

How to Cite :

Artha, J, A.,Bella, C. (2026). The Influence Of Digital Literacy, Marketing Creativity, And Supply Chain Management On The Sustainability Of Tofu Business In Purwodadi Dalam Village. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(4). doi: <https://doi.org/10.37676/ekombis.v14i4>

ARTICLE HISTORY

Received [24 May 2026]

Revised [15 October 2026]

Accepted [19 October 2026]

KEYWORDS

Digital Literacy, Marketing Creativity, Supply Chain Management, Business Sustainability, Tofu Business.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to determine the influence of digital literacy, marketing creativity, and supply chain management on the sustainability of tofu businesses in Purwodadi Dalam Village. Technological changes and increasingly competitive business environments require MSMEs to utilize digital technology, innovate in marketing, and effectively manage supply chains to ensure their businesses survive and thrive. The study employed a quantitative approach with a survey method, distributing questionnaires to 50 tofu business owners who were selected as respondents. Data analysis techniques were performed using SPSS 29, including validity and reliability tests, multiple linear regression, t-tests, F-tests, and coefficients of determination. The results of the study indicate that digital literacy and marketing creativity have a positive and significant effect on the sustainability of tofu businesses. Supply chain management does not show a significant effect on the sustainability of tofu businesses. Simultaneously, these three variables have a significant influence on business sustainability, with an Adjusted R Square value of 0.650, indicating that supply chain management, marketing creativity, and digital literacy contribute 65% to business sustainability. Other factors influenced by this study are not included here. This study implies that improving digital capabilities and marketing creativity are important factors in maintaining the sustainability of tofu businesses. In addition, support is needed in the form of training, business mentoring, and strengthening the supply chain system so that MSMEs can increase competitiveness and maintain business sustainability in the digital era.

INTRODUCTION

A country's prosperity can be measured by its economic condition. Indonesia, as a developing country, continues to undertake reforms to increase prosperity, one of which is through the empowerment of Micro, Small, and Medium Enterprises (MSMEs), which play a significant role in the economy. They help provide numerous jobs for the community, increase community income, and maintain economic stability during crises. In 2024, MSMEs contributed 61% to Gross Domestic Product (GDP) and absorbed 97% of the national workforce (Kemenkop UMKM, 2024). The number of MSMEs reached 64.2 million units, with a target of 30 million digitally integrated businesses. This demonstrates the position of MSMEs as the backbone of the national economy (Kemenkop UMKM, 2024). The tofu industry is an important part of the food MSMEs. In addition to meeting domestic demand, tofu products are starting to penetrate exports to countries with large Asian communities. However, this industry faces several challenges, such as fluctuations in imported soybean prices, limited marketing innovation, and low utilization of digital technology (Azizah Fauzi 2023). Purwodadi Dalam Village, Tanjung Sari District, is known as a center for traditional tofu production, with 50 MSMEs. These businesses not only employ local workers but also provide a primary livelihood for many residents. Sustainability in tofu businesses extends beyond business operations to encompass social and environmental aspects. Purwaningsih & Santosa (2021) state that product innovation, the use of digital technology, and adaptation to market changes are key to MSME sustainability.

The tofu business in Purwodadi Dalam Village has significant development potential, but pre-survey results indicate that business owners still face several structural barriers. Low digital literacy levels result in suboptimal use of technology and digital platforms for marketing activities. Marketing creativity is also limited, evident in promotional strategies that tend to be conventional and lack innovation. Furthermore, supply chain management faces challenges due to fluctuating soybean prices and high distribution costs, which impact production stability. Other factors, such as limited capital, high levels of competition, and declining interest among younger generations in continuing family businesses, further threaten business sustainability. Business sustainability is crucial for all three of these variables, as sustainability...The business environment determines whether a tofu business can continue to operate. This business grows and provides economic, social, and other benefits. A successful tofu business can continue to operate and grow if it is managed well. This business must be able to provide long-term economic, social, and other benefits to the community and the environment. Without sustainability, a business will struggle to survive market changes and increasingly dynamic consumer demands (Anindita, 2020).

Theoretically, this relationship aligns with the Resource-Based View (RBV) theoretical framework, which explains how a company can compete with other companies by managing its resources effectively and efficiently, in accordance with the company's ability to achieve sustainable competitive advantage. Theoretically, the RBV asserts that the better a company develops and integrates intangible resources and operational capabilities, the greater the opportunity for the business to achieve sustainable competitive advantage. Thus, effective digital literacy, marketing creativity, and supply chain management can help tofu businesses become stronger in competition. Furthermore, the supply chain can also help improve economic, social, and environmental sustainability.

Thus, an effective supply chain can strengthen the overall competitive position of tofu businesses, while simultaneously promoting long-term economic, social, and environmental sustainability. According to Barney and Hesterly in Rintalla & Samsudin (2024), resources in the RBV include tangible assets (tangible) and intangible assets (intangible) that companies can control and utilize to create and implement strategies that increase effectiveness and competitiveness. In the context of the tofu business in Purwodadi Village, digital literacy is a knowledge resource that enables business actors to utilize technology for digital marketing and

transactions effectively. Marketing creativity reflects unique capabilities in innovating products, packaging, and promotional strategies that increase competitiveness. Meanwhile, supply chain management acts as an operational resource that maintains production efficiency and raw material continuity. These three aspects, if managed well, can strengthen the competitive position and encourage the sustainability of the tofu business economically, socially, and environmentally. In addition to the aforementioned phenomena, there are also different research findings, such as one conducted by Putra & Dewi (2021), which found that digital literacy has a significant positive impact on the sustainability of MSMEs through their ability to adapt to technology. However, the effect was small in the traditional food sector. Another study conducted by Nugroho and his team in 2022 showed different results. They stated that digital literacy does not have a significant impact on business sustainability when MSMEs do not consistently utilize technology. Similarly, research by Rahayu & Indrawati (2021) found that marketing creativity has a positive impact on MSME sustainability through product innovation. Meanwhile, research by Lestari et al. (2022) revealed that marketing creativity does not always have a significant impact, especially in traditional MSMEs that are still stuck with conventional marketing methods. Meanwhile, research by Nugroho et al. (2022) found a significant positive relationship between supply chain management and business sustainability. However, research conducted by Hidayat and his team in 2023 showed that supply chain management does have an impact. Their research showed that effective supply chain management can help improve business sustainability. The impact on business sustainability is negative or insignificant if MSMEs rely on a single supplier. This difference in findings indicates a research gap that needs further investigation, particularly in the context of tofu businesses in Purwodadi Village, which has typical small-scale production and distribution characteristics.

Although many studies have demonstrated the influence of digital literacy, marketing creativity, and supply chain management on the sustainability of tofu businesses in Purwodadi Dalam Village, by combining these three factors, this study aims to explore how they interact to influence the sustainability of tofu businesses. This research is important to provide insight for marketers in designing effective marketing strategies and understanding consumer behavior in a competitive market. Overall, the background of this study emphasizes that understanding the influence of digital literacy, marketing creativity, and supply chain management on the sustainability of tofu businesses in Purwodadi Dalam Village is key to improving purchasing decisions and building long-term relationships with consumers in the tofu industry.

LITERATURE REVIEW

Digital Literacy

Devri Suherdi (2021) defines digital literacy as the knowledge and skills in using digital media, such as communication tools and internet networks. Rahman & Wibowo (2022) show that digital literacy has a significant influence on the sustainability of MSMEs in the food sector. The greater the ability of business actors to adopt digital technology, the greater their ability to survive in crisis situations and respond quickly to market changes. Muchlisin Riadi (2023) defines digital literacy as a combination of attitudes, knowledge, and skills in using digital technology to access, analyze, create, and communicate, as well as understand social and cultural impacts.

Based on expert opinion, it can be concluded that digital literacy is not only technical skills in using digital media, but also includes attitudes, knowledge, and adaptive abilities. Digital literacy plays an important role in supporting the sustainability of MSMEs, especially in the food sector, because it enables business actors to more quickly respond to market changes, innovate, and survive amidst crises.

Thus, the higher the level of digital literacy of business actors, the greater their opportunities for sustainable development in the era of digital competition, such as Technical skills, the ability to use devices, applications, social media, and e-commerce. Digital knowledge understanding relevant information, data evaluation, and digital security. Digital attitudes/ethics, positive attitudes, communication ethics, and online regulatory compliance. Adaptive abilities, technological innovation, responsiveness to trends, and flexibility during crises.

Marketing Creativity

Putri and Suryana (2021) showed that creativity in marketing strategies has a positive relationship with sales growth and customer loyalty in MSMEs in the food sector. This indicates that tofu businesses that implement creative marketing have a greater chance of survival and sustainable growth. Djaslim Saladin (cited in UTS Marketing, 2022) defines marketing creativity as the ability to generate unique approaches in promotion, branding, and communication that can capture consumers' emotions and attention. "Creativity is not just about new ideas, but how those ideas are accepted by the market and drive purchasing decisions." Setiadi & Ramadhani (2023) state that marketing creativity in the tofu business is evident in the use of attractive packaging, adapting flavors to market trends, and active promotion through social media such as Instagram, Facebook, and TikTok. Product innovations such as crispy tofu, milk tofu, and grilled tofu are one form of business adaptation to modern consumer tastes. From various expert opinions, it can be concluded that marketing creativity plays a crucial role in increasing competitiveness, sales, and customer loyalty in MSMEs, including tofu businesses. Creativity not only means presenting new ideas, but also how those ideas are received by the market and are able to influence purchasing decisions. Creative strategies can be implemented through product innovation, attractive packaging design, and active social media promotion. Therefore, the higher the level of marketing creativity of tofu entrepreneurs, the greater their chances of survival, adapting to modern consumer tastes, and growing sustainably.

Supply Chain Management

Lukman (2021) states that the supply chain encompasses all activities—from raw materials, manufacturing, warehousing, inventory tracking, to distribution and information systems—to deliver products to customers efficiently. Hilmiana & Rahayu (2023) note that MSMEs in the food sector with integrated and flexible supply chain systems tend to be more resilient in the face of crises and raw material price volatility. Yoseph Sunardhi (2023) defines a holistic approach that coordinates the flow of goods, information, and services through close collaboration with suppliers, producers, distributors, and customers to optimize efficiency, market response, and customer service. Based on expert opinion, it can be concluded that supply chain management is an integrated system that encompasses the entire process from raw material procurement to efficient product distribution to consumers. For food MSMEs, a flexible and coordinated supply chain can increase business resilience, especially in the face of crises and fluctuations in raw material prices. With a holistic approach through collaboration between suppliers, producers, distributors, and customers, supply chain management not only drives cost efficiency but also strengthens business competitiveness and sustainability.

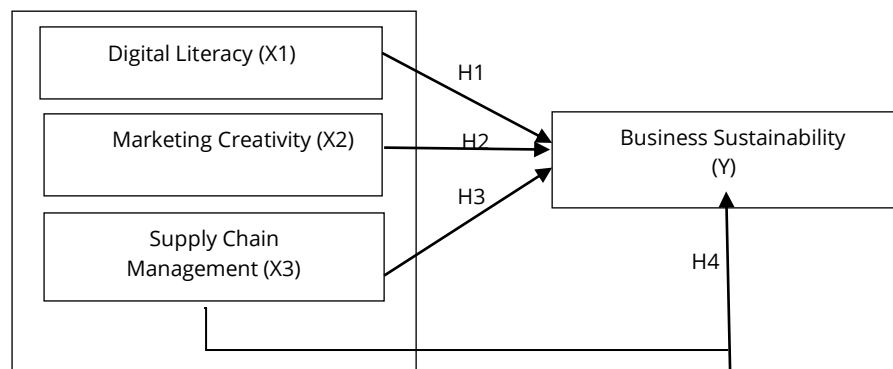
Business Sustainability

Marwati, in Steven & Bahar (2022), defines business sustainability as a business condition that uses various methods to maintain, develop, and protect resources, as well as meet industry needs. This emphasizes the importance of balance between business continuity and resource conservation. Agustina et al. (2021, cited in the 2023 study) define business sustainability as a company's ability to achieve business goals while increasing long-term value by integrating economic, social, and environmental aspects into its strategy. Sustainable businesses are also

able to survive for a long time, have a strong organizational culture, and are highly adaptable, so they can face change without harming the environment. Mubariq Ahmad (April 2024): Sustainable MSMEs require support in the form of capital, policies, capacity, technology, and special market access. Thus, it can be concluded that business sustainability is not only the company's internal responsibility in managing resources and strategies, but also requires support from the external environment so that the business can continue to exist, be adaptive, and provide long-term value without damaging environmental or social balance.

Thinking Frameworks and Hypotheses

Figure 1. Thinking Framework



Based on the formulation of the problem, the research objectives, as well as the theoretical basis, have also been outlined in the framework of thought. Therefore, the hypothesis proposed is as follows:

H1 = shows that digital literacy has a positive and significant impact on future business ventures.

H2 = shows that marketing creativity also has a positive and significant impact on the future of our business.

H3 = shows that digital literacy also has a positive and significant impact on the future of our business is supply chain management which has a positive and significant impact on the future of our business.

H4 = refers to digital literacy, creative writing, and supply chain management simultaneously.

METHODS

This study employed a quantitative approach with a descriptive and causal research design. According to Sugiyono (2021), a quantitative approach was chosen because the purpose of this study was to examine the relationships and influences between statistically significant variables.

This study employed a survey method, a research method that uses questionnaires as a data-collection instrument. The questionnaire was distributed online using Google Forms. The questionnaire was structured using a Likert scale with response scores weighted from (1) Strongly Disagree to (5) Strongly Agree. This research was conducted in Purwodadi Dalam Village, Tanjung Sari District, South Lampung Regency, Lampung Province. Purwodadi Dalam Village was chosen as the research location because it is an active tofu production center with potential for development through digital literacy, creative marketing, and effective supply chain management.

The collected data will be analyzed using SPSS to measure the validity, reliability, significance, and influence of each variable examined in this study. The study population comprised all tofu entrepreneurs still actively producing in Purwodadi Dalam Village. Based on

data collected in 2025, there were 50 active tofu businesses. This study employed saturation sampling. The saturation sampling method uses every member of the population as a sample (Sugiyono, 2019). Thus, 50 tofu MSMEs served as samples or respondents.

RESULTS

Data Analysis Results

Validity Test

Validity testing is conducted to determine whether the measuring instrument used accurately measures the influence of the independent variable on the dependent variable. In this study, the authors used the following testing criteria: if $r_{\text{count}} > r_{\text{table}}$, then the measuring instrument is valid. Conversely, if $r_{\text{count}} < r_{\text{table}}$, then the measuring instrument is invalid, with a significance level of 5%.

Table 1. Validity Test Results

Statement Items	R count	R table	Condition	Information
X1.1	0,595	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.2	0,472	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.3	0,670	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.4	0,615	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.5	0,754	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.6	0,748	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.7	0,804	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.8	0,781	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.9	0,820	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X1.10	0,824	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X2.1	0,724	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X2.2	0,838	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X2.3	0,815	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X2.4	0,798	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.1	0,529	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.2	0,517	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.3	0,499	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.4	0,614	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.5	0,513	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.6	0,565	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.7	0,643	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.8	0,703	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
X3.9	0,688	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
Y.1	0,541	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
Y.2	0,596	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
Y.3	0,753	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
Y.4	0,733	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid
Y.5	0,722	0,167	$r_{\text{count}} > r_{\text{table}}$	Valid

Sumber: Output SPSS 29

The validity test used a sample of 50 respondents and a significance rate of 0.05, so that the r_{table} was obtained at 0.167, obtained from $(df\ 2\ (n-k))$, and the calculated r obtained was on average above 0.167. Thus, it can be concluded that the validity test in this study is declared valid because the calculated $r > r_{\text{table}}$.

Reliability Test

A reliability test is a tool to measure the stability and consistency of respondents in answering questions related to a variable and compiled in a questionnaire. A variable can be considered reliable if its Cronbach's alpha value reaches 0.70. The results of this reliability test can be seen in the following table. By viewing this table, readers can understand the statistical analysis performed and the reasoning behind it, as well as how the conclusions were obtained. In addition, all relevant results should be stated, including results that do not support the previously stated hypothesis, as recommended by the American Psychological Association in 2001, page 20.

Table 2. Reliability Test Results

Variables	Alpha	Cronbach Alpha	Information
X1	0,70	0,885	Reliable
X2	0,70	0,817	Reliable
X3	0,70	0,798	Reliable
AND	0,70	0,744	Reliable

Sumber: Output SPSS 29

Based on the table above, it shows that all Cronbach's alpha values are greater than 0.70. This indicates that the data used in the study can be analyzed consistently, making it a viable research tool.

Test Normality

The normality test for this study was conducted using a statistical technique known as the One-Sample Kolmogorov-Smirnov Test. When the significance level is greater than 0.05, the data is considered to have a normal distribution. If the significance level is less than 0.05, the data is considered to have a normal distribution.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			50
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.46061625
Most Extreme Differences	Absolute		.134
	Positive		.134
	Negative		-.079
Test Statistic			.134
Asymp. Sig. (2-tailed) ^c			.247
Monte Carlo Sig. (2-tailed) ^d	Say.		.025
	99% Confidence Interval	Lower Bound	.021
		Upper Bound	.029
a. Test distribution is Normal.			

Sumber: Output SPSS 29

Based on the results of the normality test in the table above using the one-sample Kolmogorov-Smirnov method, it shows that the residual value of the independent variable and the dependent variable at a total (N) of 50 is 0.247. This means that the research data is normally

distributed because the residual value is greater than the significance of 0.05 or $0.247 > 0.05$, so that the regression model can be used for hypothesis testing. Enough to adequately justify your conclusions, as well as allow the reader to understand exactly what you did in terms of data analysis and why.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis: In this study, we used the multiple linear regression method using the SPSS 29 program. Regression analysis is used to determine the magnitude of the relationship between variables X and Y. The results of the regression line are shown in Table 4 below:

Table 4. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	1.925		.594	.555
	Digital Literacy	.285	.051	.560	5.551	.001
	Marketing Creativity	.399	.097	.403	4.101	.001
	Supply Chain Management	.007	.061	.012	.118	.003
a. Dependent Variable: Business Sustainability						

Sumber: Output SPSS 29

Based on the table above, by paying attention to the figures in the Unstandardized Coefficients Beta, this can be expressed as follows:

$$Y = 1,145 + 0,285X_1 + 0,399X_2 + 0,007X_3.$$

The constant value of 1.145 indicates that if all independent variables (Digital Literacy, Marketing Creativity, and Supply Chain Management) are 0, then Business Sustainability is 1.145. The Digital Literacy coefficient of 0.285 means that every 1 unit increase in Digital Literacy will increase Business Sustainability by 0.285.

The Marketing Creativity coefficient of 0.399 indicates that every increase in creativity will result in business growth of 0.399, assuming other variables remain constant. The Supply Chain Management coefficient of 0.007 indicates that the unit of this variable only increases Business Sustainability by 0.007, and its influence is very small and insignificant.

Hypothesis Testing

Partial Significance Test (T-Test)

Partial testing, also known as the t-test, is used to understand the effects of several significant independent variables in an analysis to understand the effects of several significant independent variables in individuals on the dependent variable. In conducting this test, we need to look at the values obtained from each independent variable.

Table 5. Partial Testing (T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	1.925		.594	.555
	Digital Literacy	.285	.051	.560	5.551	.001
	Marketing Creativity	.399	.097	.403	4.101	.001
	Supply Chain Management	.007	.061	.012	.118	.003

a. Dependent Variable: Business Sustainability

Sumber: Output SPSS 29

From the table above, the results of the hypothesis testing are as follows:

1. The results of the hypothesis test indicate that the digital literacy variable has a positive and significant effect on business sustainability. This is evidenced by the calculated t-value of 5.551, which is greater than the t-table value of 2.013, and a significance value of 0.001, which is less than the 0.05 level of significance. These findings indicate that the higher the level of digital literacy among business actors, the greater the business's ability to maintain sustainability.
2. The results of the hypothesis test indicate that the marketing creativity variable has a positive and significant effect on business sustainability. This is evidenced by the calculated t-value of 4.101, which is greater than the t-table value of 2.013, and a significance value of 0.001, which is less than the 0.05 level of significance. These findings indicate that the higher the level of marketing creativity possessed by business actors, the greater the business's ability to sustain itself.
3. The results of the hypothesis test indicate that the supply chain management variable does not affect business sustainability. This is supported by the t-count value of 0.118, which is smaller than the t-table value of 2.013, and the significance value of 0.003, which is smaller than the significance level of 0.05.

Simultaneous Significance Test (F Test)

Table 6. Simultaneous Testing (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	213.243	3	71.081	31.278 ^b	.000
	Residual	104.537	46	2.273		
	Total	317.780	49			

a. Dependent Variable: Business Sustainability

b. Predictors: (Constant), Supply Chain Management, Marketing Creativity, Digital Literacy

Sumber: Output SPSS 29

Based on the table above, the calculated F value of 31.278 is greater than the F table value of 2.81, and the significance value of 0.000 is less than 0.05. This indicates that the variables Digital Literacy, Marketing Creativity, and Supply Chain Management have a significant impact on business sustainability.

Coefficient of Determination Test (R²)

The Coefficient of Determination (R²) test is used to study several independent variables that are important for explaining the dependent variable.

Table 7. Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.819 ^a	.671	.650	1.50749
a. Predictors: (Constant), Supply Chain Management, Marketing Creativity, Digital Literacy				
b. Dependent Variable: Business Sustainability				

Sumber: Output SPSS 29

Based on Table 7, the Adjusted R-Square value is 0.650. This value indicates that the variables Digital Literacy, Marketing Creativity, and Supply Chain Management are able to explain Business Sustainability by 65%, while the remaining 35% is influenced by variables outside the topic of this research

DISCUSSION

Research shows that digital literacy has a positive and significant impact on the sustainability of tofu businesses in Purwodadi Dalam Village. This suggests that entrepreneurs' ability to utilize digital technology can help businesses survive and thrive amidst increasingly fierce market competition. Entrepreneurs with strong digital literacy can leverage social media, communication apps, and online marketing platforms to expand their marketing reach, improve customer communication, and access market information more quickly. This aligns with the Resource-Based View, which holds that digital skills and knowledge are intangible resources that can create sustainable competitive advantage. The results of this study also support the findings of Rahman and Wibowo (2022), who found that digital literacy influences the sustainability of MSMEs in the food sector. Furthermore, marketing creativity has been shown to have a significant and beneficial influence on business sustainability. These findings indicate that entrepreneurs' ability to develop product innovations, packaging designs, and attractive promotional strategies can increase their market competitiveness. Marketing creativity is a crucial factor because consumers consider not only product quality but also product appearance, uniqueness, and promotional methods. Tofu entrepreneurs who can innovate their products and use social media as a promotional tool are more likely to attract consumer interest and maintain customer loyalty. The results of this study align with those of Putri and Suryana (2021) and Setiadi and Ramadhani (2023), who stated that marketing creativity influences sales growth and the sustainability of food MSMEs. Meanwhile, Supply Chain Management had no impact on Business Sustainability. Tofu businesses in Purwodadi Dalam Village have poor supply chains. Most businesses still rely on specific suppliers, so when soybean prices rise or raw material distribution is delayed, production is disrupted.

Furthermore, small-scale tofu businesses tend to have simple, less integrated supply chains, which impacts business sustainability. These findings support research by Hidayat et al. (2023), which found that supply chain management does not always have a significant impact when small and medium enterprises remain heavily dependent on a single supplier and face distribution challenges. Simultaneously, Digital Literacy, Marketing Creativity, and Supply Chain Management have a significant impact on Business Sustainability. This indicates that a single factor does not influence business resilience; rather, it is the combined result of digital capabilities, new marketing methods, and business operations management. The Adjusted R Square figure of 0.650 indicates that these three factors can explain up to 65% of business

resilience, with the remaining 35% influenced by factors outside this study, such as business capital, human resource quality, market conditions, and government support. Therefore, entrepreneurs need to continuously improve their digital capabilities and marketing creativity to adapt to market changes and maintain business continuity in the modern, competitive era.

CONCLUSION

Based on the research, it can be concluded that the ability to use digital technology and creativity in marketing has a positive, crucial impact on the sustainability of tofu businesses in Purwodadi Dalam Village. The entrepreneurs' skills in utilizing technology and developing new marketing strategies have been proven to increase competitiveness and enable their businesses to survive in an increasingly competitive market. On the other hand, supply chain management did not significantly impact business continuity. This indicates that supply chain management for small tofu businesses still faces numerous challenges, such as dependence on specific suppliers and an underdeveloped distribution system for raw materials and products. Overall, digital capabilities, marketing creativity, and supply chain management collectively influence tofu business continuity. These results indicate that a combination of technological capabilities, marketing innovation, and overall operational management influences business continuity.

SUGGESTION

After conducting research and discussion, the author identified several key points to consider. Several options are available to help improve the situation.

1. Businesses are expected to improve their digital literacy by utilizing social media, marketplaces, and various other digital platforms to expand product marketing and improve customer communication. Furthermore, the ability to quickly access market information also needs to be improved so that businesses can adapt to evolving consumer needs and increasingly dynamic business competition.
2. In terms of marketing creativity, business owners are advised to continuously innovate their products, improve packaging design, and create more engaging and creative promotional strategies. Consistent use of social media as a promotional tool is essential to ensure tofu products remain competitive and attract sustainable consumer interest. Strong marketing creativity is expected to increase customer loyalty and strengthen a business's market position.
3. In terms of supply chain management, businesses need to improve raw material management and product distribution to ensure more stable production processes. Businesses are also advised to expand their supplier networks to avoid relying on a single supplier, particularly in the face of fluctuating soybean prices and delays in raw material distribution. Better supply chain management can minimize the risk of production disruptions.
4. Furthermore, local governments and relevant agencies are expected to provide support in the form of digital literacy training, marketing assistance, and strengthening the supply chain system for tofu MSMEs. This support is expected to improve business actors' abilities to face market competition and maintain business sustainability in the digital era. Future researchers are also advised to add other variables, such as business capital, product innovation, human resource quality, and government support, to further broaden and comprehensively research the results of business sustainability research.

For further researchers, it is recommended to add other variables that can influence business sustainability, such as product innovation, business capital, human resource quality, or entrepreneurial orientation, as well as research objects in other MSME sectors, to make the results more comprehensive

REFERENCES

- Agustina, R., Hartono, D., & Pratama, S. (2021). The concept of business sustainability and the integration of the triple bottom line in corporate strategy. Jakarta: Pustaka Manajemen.
- Azizah Fauzi. (2023). Challenges and opportunities for the tofu industry in the digital era: The perspective of food MSMEs. *Journal of Agroindustry and Food Technology*, 8(1), 34–45.
- Devri Suherdi. (2021). Digital literacy: Definition and implementation in learning. Bandung: Publisher/Institution.
- Hilmiana, & Rahayu, A. (2023). Supply chain management and sustainability of food MSMEs. *Journal of Management and Business*, 10(2), 123–135.
- Lukman. (2021). Supply chain management: Theory and practice of product distribution efficiency. Jakarta: Pustaka Media.
- Ministry of Cooperatives and SMEs of the Republic of Indonesia. (2024). Development of micro, small, and medium enterprise (MSME) data 2024. Jakarta.
- Muchlisin Riadi. (2023). Digital literacy: Concept, implementation, and socio-cultural impacts. Yogyakarta: Pustaka Media.
- Mubariq Ahmad. (2024, April). Sustainable MSME development strategies: Capital, policy, and technology support. *Journal of Economics and Management*, 12(2), 45–58.
- Nugroho, B. S., Purnamasari, E., Prahara, T., & Ayuwardani, M. (2022). Implementation of Kaizen Production Strategy and Integrated Digital Marketing to Increase Productivity and Sales of Ornamental Plants. *SuryaAbdimas*, 6(2), 361–370.
- Putra, I., & Dewi, F. (2022). Literature research approach in information systems studies: A study in the digital business sector. *Journal of Methodology and Social Sciences*, 5(1), 75–88.
- Putri, R., & Suryana, D. (2021). The influence of marketing creativity on sales growth and customer loyalty in MSMEs in the food sector. *Indonesian Journal of Marketing Management*, 15(2), 45–57.
- Riski, D. (2021). Development of MSMEs in Bandar Lampung: A review of local economic growth.
- Rintalla, M., & Samsudin, A. (2024). Resource-Based View Analysis As A Strategy To Enhance Competitive Advantage In CV Mubarokfood Cipta Delicia Resource-Based View Analysis As A Strategy To Enhance Competitive Advantage In CV Mubarokfood Cipta Deliciaaid 2 *Corresponding Author. *Veteran National Development University of East Java*, 5(1), 2906–2917.
- Saladin, D. (2022). Marketing creativity: An approach to promotion, branding, and effective communication (cited in UTS Marketing). Jakarta: Salemba Empat.
- Setiadi, R., & Ramadhani, A. (2023). Marketing creativity and product innovation in food MSMEs: A case study of the tofu business. *Indonesian Journal of Marketing Management*, 16(1), 55–68.
- Steven, A., & Bahar, R. (2022). Business sustainability and resource management in industry. Jakarta: Pustaka Ilmu.
- Wibowo, A., & Sebayang, K. D. A. (2024). The influence of digital literacy and motivation on digital entrepreneurial intentions with the use of social media as a moderating variable. *J-CEKI: Jurnal Cendekia Ilmiah*, 3(3), 649–666.
- Yoseph Sunardhi. (2023). Supply chain management: A holistic approach to efficiency and market response. Jakarta: Pustaka Media