

THE INFLUENCE OF DIGITAL TECHNOLOGY AND EFFICIENCY STRATEGY ON BUSINESS SUSTAINABILITY WITH QUALITY MANAGEMENT AS MODERATING VARIABLES

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Abstract: Financial performance is still the main thing that companies pay attention to, although environmental performance is also important in achieving business sustainability. This study aims to examine the effect of digital technology, efficiency strategy on business sustainability with quality management as a moderating variable. This study used 91 respondents with structural equation modeling analysis. The novelty of this research is the formation of the dimensions of the variables and the modification of the indicators. The results show that digital technology has a negative effect on business sustainability, efficiency strategy has no effect on business sustainability, quality management has a positive effect on business sustainability, quality management strengthens the positive effect of digital technology on business sustainability, and quality management weakens the effect of efficiency strategy on business sustainability. Quality management and digital technology are variables that have the biggest influence on business sustainability, with the main key factor being the customer, so treating customers well will improve the company's sustainable performance. Then all feedback received by the company must be considered and evaluated in order to achieve business sustainability.

Keywords: Business Sustainability, Digital Technology, Efficiency Strategy, Quality Management