



The Influence Of Personal Branding and Value Cration On Business Performance Of UMKM Noodles in Bekasi City

Muthi Kamila^{1*}, Novita Indriyani², Syahyono Syahyono³, Muhammad Akmal Rasyid⁴,
Mukhammad Nadzim⁵

¹⁻⁵ Program Studi Manajemen, Fakultas Ekonomi, Universitas Islam “45” Bekasi, Indonesia

Alamat: Jl. Cut Mutia No.83, Margahayu, Kec. Bekasi Timur., Kota Bks, Jawa Barat 17113

Korespondensi penulis: muthikamila15@gmail.com*

Abstract. *The purpose of this research is to study how personal branding and value creation impact the business performance of noodle SMEs in Bekasi City. This study uses a quantitative method by collecting data from a number of MSME actors in the area through questionnaires. According to the research, personal branding and value creation have a significant impact on the company's performance level. Strong personal branding can enhance the company's reputation, while value creation serves to provide additional relevant value to customers. The results of this research emphasize that effective personal branding and value creation strategies are crucial for supporting the sustainability and development of SMEs. The conclusions of this research can be used by entrepreneurs to create better marketing strategies.*

Keywords: *Personal Branding, Value Creation, Business Performance*

1. INTRODUCTION

The culinary sector is one of the economic sectors that has rapidly developed in recent years and still has significant room for growth. Data collected by the Indonesian Creative Economy Agency shows that this industry holds substantial potential for generating revenue. Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing more than 60% of the national GDP and providing over 97% of employment opportunities (Artikel, 2022). Business competition has become increasingly intense, particularly in the MSME sector in Bekasi City. Personal branding and value creation are two critical factors influencing business performance. Micro noodle businesses in Bekasi face challenges from larger brands and other local brands that possess more resources and higher brand recognition. This competition drives MSMEs to develop effective branding strategies to capture consumers' attention and differentiate their products from competitors. Research indicates that strong branding enhances consumer trust and loyalty toward a product, thereby contributing to improved business performance (Syahyono & Perusahaan, 2020).

Value creation, on the other hand, relates to the ability of MSMEs to provide added value through their products. One of the biggest challenges for noodle MSMEs is product differentiation. Many small businesses offer products similar to those of large brands, making it difficult to capture consumer attention (Baihaki et al., 2022). To become more competitive, MSMEs need to focus on product innovation and creating unique added value. For instance,

some MSMEs have started offering special menus and distinctive presentations to attract consumers. Differentiation not only helps attract new customers but also builds customer loyalty (Rufial, 2024). The lack of product differentiation is a serious issue in a market flooded with similar products. In Bekasi, many noodle MSMEs do not fully utilize differentiation strategies, making their products less visible compared to competitors. Research shows that product innovations, such as flavor variations and unique presentations, can increase consumer appeal and create added value. Therefore, it is crucial for MSME players to focus on developing products that not only meet consumers' basic needs but also provide them with a unique experience (Kim et al., 2015)

When competing with large brands, MSMEs must leverage social media as a tool to build their personal brand. By utilizing digital platforms, they can reach a wider audience and craft a strong brand narrative. Research indicates that effective use of social media can enhance brand awareness and draw consumer attention to MSME products (Bekasi, 2024). Consequently, digital marketing strategies are key to increasing competitiveness in the market.

The influence of personal branding and value creation on the performance of micro-scale noodle businesses in Bekasi City is significant. Economic actors must address the challenges of competing with large brands through product differentiation and strengthening brand identity. Through innovation and smart marketing, MSMEs can create value for consumers and improve overall performance (Komariah et al., 2022)

The competition from large brands greatly impacts Micro, Small, and Medium Enterprises (MSMEs) in Bekasi City. Large brands often have stronger resources, sales, and marketing advantages, enabling them to offer more competitive prices and implement more aggressive promotions. Therefore, noodle MSMEs need to adapt quickly to maintain their market share. Research shows that MSMEs must adopt effective marketing strategies, such as the marketing mix (4Ps), to attract customers and increase product awareness in an increasingly crowded market (Komariah et al., 2022).

2. LITERATUR RIVIEW

Personal Branding

Personal Branding is an important strategy for MSMEs to increase the visibility and attractiveness of their products. Research by (Prabowo et al., 2024) reveals that the use of social media and the concept of personal branding can help MSMEs promote their products effectively. By building a strong brand identity, MSME players can capture consumer attention and increase customer loyalty. This research shows that a good understanding of personal

branding strategies can provide solutions for MSMEs in overcoming marketing challenges in the digital era (Brems et al., 2017).

Personal branding refers to the process of creating and managing a unique and attractive self-image to influence others' perceptions (Labrecque & Milne, 2011). In a business context, especially for MSMEs, personal branding can enhance trust and customer loyalty. According to (Scheidt et al., 2020), effective personal branding can create an emotional connection with customers, leading to increased sales and business performance. In the case of Mie Gacoan, the use of social media and direct interaction with customers demonstrates the strategic application of personal branding principles, helping them build a loyal fan community.

Value Creation

Value Creation also plays a crucial role in enhancing the business performance of MSMEs. According to research by product differentiation is one way to create added value for consumers. In the context of noodle MSMEs, innovation in products and presentation can attract customer interest and increase their satisfaction. This research emphasizes the importance of implementing an effective marketing mix strategy, including the development of quality products and appropriate promotion, to improve competitiveness in the market.

Value creation is the process of generating additional value for customers through the products and services offered (Möller & Svahn, 2006). Value creation is not only related to product quality but also to the overall customer experience, including service and the atmosphere created (Kim et al., 2015). It is stated that value creation can enhance customer satisfaction, leading to increased loyalty and business profitability. Mie Gacoan, with its focus on food quality and a pleasant dining experience, has successfully created relevant value for its customers, contributing to better business performance.

Business Performance

Business performance refers to the measure of a company's success in achieving its strategic objectives (M Fadhli Nursal et al., 2022). Business performance analysis is a top-down approach that helps executives understand the processes required to achieve strategic goals and then measure the effectiveness of those processes. This business performance theory was chosen by the researchers because the steps used support the performance analysis of PT Mas Murni Indonesia Tbk.

Business performance refers to the measurement and evaluation of how well a company achieves its established goals and objectives. It includes various aspects, such as operational

efficiency, profitability, revenue growth, and customer satisfaction (Amoako & Okpattah, 2018). Business Performance Management (BPM) is an approach that translates business strategy into measurable actions, with a focus on measuring and managing performance against the company's strategic objectives. BPM involves the use of metrics and Key Performance Indicators (KPIs) to assess the effectiveness of strategies implemented by the company.

Micro, Small, and Medium Enterprises (MSMEs)

According to Law No. 20 of 2008 on Micro, Small, and Medium Enterprises (MSMEs), MSMEs are defined as productive businesses owned by individuals or legal entities that meet certain criteria based on net worth and annual sales results. MSMEs play a vital role in Indonesia's economy.

The Relationship Between Personal Branding and Value Creation

Value creation refers to the process of generating value for customers through the products or services offered. It involves a deep understanding of customer needs and expectations, as well as the ability to provide solutions that meet those needs. According to research by (S. Vallas, 2017) value creation practices in online brand communities can enhance customer trust and loyalty, which in turn contributes to better business performance. By creating significant value, companies can attract and retain customers while building a strong reputation in the market.

Personal branding is the way an individual presents themselves to the public, encompassing their reputation, expertise, and unique characteristics. Effective personal branding allows individuals to build stronger connections with their audience. (Möller & Svahn, 2006) suggest that personal branding and value propositions are interconnected in shaping a person's professional identity, where the combination of both can help individuals build credibility and trust within their industry. When someone successfully communicates their unique value through personal branding, they not only increase their visibility but also enhance the positive perception of the products or services they offer.

The connection between these two concepts is clearly evident in how they support each other. A strong personal brand can strengthen value creation efforts by providing an emotional and narrative context behind the product or service. For example, when a noodle business owner in Bekasi builds a strong personal brand through social media and direct interactions with customers, they are not just selling noodle products but also creating a more meaningful

experience and relationship with consumers. This aligns with the view that people tend to prefer doing business with individuals they know, like, and trust.

Overall, the relationship between value creation and personal branding shows that both are key elements in a successful marketing strategy. By creating relevant value and building a strong personal brand, individuals or companies can enhance their competitiveness in the market and achieve better business performance.

The Relationship Between Personal Branding and Business Performance

The relationship between personal branding and business performance is highly significant in the context of individual and organizational development. Personal branding, which refers to how an individual or company builds their image and reputation in the eyes of the public, can directly impact business performance.

The Impact of Personal Branding on Business Performance

1. **Increasing Visibility and Opportunities:** A strong personal brand can enhance an individual or company's visibility in the market. According to an article from MySkill, effective personal branding makes a person more noticeable among professionals, opening up opportunities for collaboration and new projects, which can contribute to improved business performance.
2. **Building Trust and Credibility:** Personal branding fosters trust with the audience. When consumers trust an individual or brand, they are more likely to engage in transactions and remain loyal to the products or services offered. This aligns with research by (M Fadhli Nursal et al., 2022), which shows that a strong personal brand can improve the positive perception of an individual, thus impacting their business performance.
3. **Differentiation in the Market:** In a competitive market, personal branding allows individuals or companies to stand out from their competitors. By creating a unique and appealing image, they can capture consumer attention more effectively. This is essential for improving competitiveness and overall business performance.
4. **Enhancing Business Relationships:** A strong personal brand also contributes to forming strong business relationships. People are more inclined to collaborate with individuals they know and trust, so building a solid network can enhance business opportunities and company performance.

The Relationship Between Value Creation and Business Performance

The relationship between value creation and business performance is crucial for understanding how companies can improve their competitive edge and achieve sustainable growth. Value creation refers to the processes and strategies businesses implement to increase the value of their products or services, thus meeting or exceeding customer expectations. This involves not only providing high-quality offerings but also nurturing strong relationships with customers, stakeholders, and employees. (Tantalo & Priem, 2014).

3. RESEARCH METHODOLOGY

The type of research used in this study is quantitative research. Quantitative methods are research approaches aimed at collecting data in numerical form, which is then processed and analyzed statistically. This method seeks to generalize the research results to represent the population (Sarmila et al., 2024). The purpose of quantitative methods is to explain the relationships or influences between variables and to test existing theories and hypotheses. This method aims to produce objective and measurable conclusions through statistical analysis.

This study employs a quantitative method with an associative approach (Malang & Bris, 2022). Quantitative research is a scientific method where the data consists of questionnaires or numerical data that can be processed and analyzed using mathematical or statistical calculations. Associative research, on the other hand, is a tool to examine the effects and relationships between two or more variables and can be used to build theories to explain, predict, and control phenomena. Therefore, associative research achieves the highest level of analysis compared to descriptive and comparative research (S. Vallas, 2017). Using this method, we can easily analyze the responses written by a sample of all noodle MSMEs in Bekasi City and draw conclusions.

This research aims to examine the influence of personal branding and value creation on the business performance of noodle MSMEs in Bekasi City. The population of this study consists of all noodle MSME actors in Bekasi. Samples are selected using purposive sampling, where respondents are chosen based on specific criteria such as business duration, production scale, and the type of noodles sold. Data is collected by distributing questionnaires directly to the owners or managers of noodle MSMEs in Bekasi. Additionally, to facilitate respondents, questionnaires can also be distributed through online platforms like Google Forms, if feasible. The questionnaires will be collected within a specified time frame to ensure timely analysis.

The data collected from the questionnaires will be analyzed quantitatively using descriptive statistical methods. This analysis aims to identify patterns, trends, and relationships

between the variables studied, such as marketing strategies and the success of noodle MSMEs in Bekasi. The results of the analysis will be presented in the form of tables, graphs, and diagrams to support the research findings.

The data sources for this study come from the research title: **The Influence of Personal Branding and Value Creation on the Business Performance of Noodle MSMEs in Bekasi City**. Primary data is obtained directly from the field through questionnaires. This data is collected through direct interaction between the data collectors and the respondents. It is directly related to the research title: **The Influence of Personal Branding and Value Creation on the Performance of Micro, Small, and Medium Enterprises (MSMEs) Noodles in Bekasi City**. Secondary data may also provide additional information and relevant references for this research. According to Sugiono (2014), secondary data is a type of data source not directly obtained by the researcher.

Measurements are carried out using a rating scale, where respondents are asked to rate various aspects of promotion and market orientation on a scale of 1 to 10. In this way, the research is expected to explain the impact of promotion and marketing on noodle MSMEs in Bekasi Regency and provide recommendations for business owners to improve their marketing strategies.

4. RESULTS AND DISCUSSION

Results

Data analysis in research using structural Equation Modeling (SEM) using the Smart PLS (Partial Least Square) application. Where PLS Path Modeling there are still two examples, namely outer examples & Inner examples.

Indicator Reliability

a. Outer loading

The first step in the outer model research involves examining the outer loading of the indicators. A high outer loading indicates a strong similarity within the construct. The minimum acceptable outer loading value is ≥ 0.70 (Puspawati & Sugandini, 2024). However, in scale development research, loadings between 0.50 and 0.60 (Utami R.A & Kussudyarsana, 2024) are still considered acceptable. The correlation results between the indicators and their constructs can be seen in the output below: (Gunawan, 2023)

Table 1. Covergent Validity

	Business Performance	Personal Branding	Value Creation
BP1	0,717		
BP2	0,700		
BP4	0,726		
BP5	0,784		
BP6	0,744		
BP7	0,743		
BP8	0,759		
BP9	0,759		
PB7		0,802	
PB8		0,887	
PB9		0,836	
VC3			0,723
VC4			0,721
VC5			0,776
VC7			0,763
VC8			0,817
VC9			0,805

Source: Primary data processed in 2024

Based on the results of the convergent validity test in Table 1, it can be seen that all indicators have an outer loading value ≥ 0.70 . Therefore, all indicators in this study can be considered to meet the criteria.

Cronbach's Alpha dan Composite Reliability (Internal Consistency Reliability)

The next test to be performed on the outer model is the internal consistency reliability test. This test is conducted using Cronbach's alpha and Composite Reliability scores. Cronbach's alpha represents the correlation between the indicators within a construct, while composite reliability focuses on the differences in the external loadings of the indicator variables. According to Hair et al. (2022), the accepted values for Cronbach's alpha and composite reliability should be greater than 0.6 (Cepeda-Carrión et al., 2022).

Table 2. Cronbach's Alpha dan Composite Reliability (Internal Consistency Reliability)

	Cronbach's Alpha	Rho_A	Composite Relability	Avege Variance Extracted (AVE)
Business Performance	0,883	0,885	0,907	0,551
Personal Branding	0,795	0,807	0,880	0,709
Value Creation	0,861	0,862	0,896	0,590

Source: Primary data processed in 2024

The results of the test in table 2 show that all latent variables meet the reliability test criteria. This is based on the Cronbach's alpha and the composite reliability of all latent variables, with values greater than 0.70. Therefore, all latent variables are considered reliable after meeting all the metrics.

Convergent Validity (AVE)

Table 3. Convergent Validity

	Average Variance Extracted (AVE)
Personal Branding	0,7
Value Creation	0,6
Business Performance	0,55

Source: Primary data processed in 2024

In Table 3, the AVE values obtained for the Personal Branding (X1) variable is 0.7, for the Value Creation (X2) variable is 0.6, and for the Business Performance (Y) variable is 0.55. With the threshold set at 0.5, the indicators within each construct have converged with the other items in the measurement.

Table 4. Composite Reliability

	Composite Reliability
Personal Branding	0,85
Value Creation	0,9
Business Performance	0,9

Source: Primary data processed in 2024

Based on the composite reliability table, it shows that all the constructs being studied meet the composite reliability criteria. This indicates that each construct can be positioned as a research variable. It demonstrates that all variables, as composite variables, have sufficient internal consistency in measuring the latent variables/constructs, and therefore can be used for further analysis.

Evaluation of the Inner Model

The inner model, sometimes referred to as internal connections, auxiliary show, or substantive hypothesis, specifies the relationships between the research variables (basic show). The Inner Model Test is used to evaluate the relationships between latent constructs as hypothesized in the study.

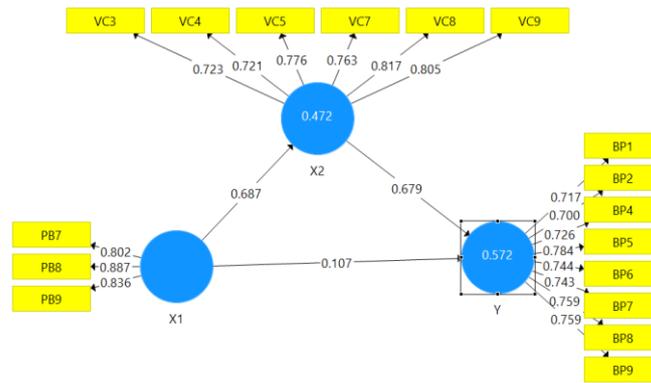


Figure 2. PLS Research Model

The results of the Inner Model in Figure 2 above show that Personal Branding (X1) is influenced by Value Creation (X2). Business Performance (Y) is influenced by Personal Branding (X1) and Value Creation (X2), as indicated in the hypothesis testing.

Structural Model Testing (Inner Model)

When evaluating the model in PLS, we first consider the R-squared value for each dependent latent variable. Changes in R-squared can be used to assess the impact of a specific independent latent variable on whether the dependent latent variable has a significant effect. The endogenous latent variables in the structural model have an R² of 0.67, which indicates that the model is “good,” R² of 0.33, which indicates that the model is “moderate,” and R² of 0.19, which indicates that the model is “weak” (Utami R.A & Kussudyarsana, 2024). Adapun output PLS sebagaimana dijelaskan berikut:

Table 5. R-square Values

	R-Square
Personal Branding	
Value Creation	0,472
Business Performance	0,572

The latent variable Personal Branding (X1) and Value Creation (X2), which influence Business Performance (Y) in the structural model, have an R² value of 0.472, indicating that the model is "moderate." The latent variables, Personal Branding and Value Creation, which affect the Business Performance variable in the structural model, have an R² value of 0.572, indicating that the model is "moderate."

Discussion

The Influence of Personal Branding on Business Performance

Brand image consistency is an important consideration for micro noodle businesses in Bekasi as they face the challenges of intense competition. In the context of personal branding, consistency helps create a clear and recognizable identity for consumers. When a micro business can maintain a consistent image, it can build trust and customer loyalty, which are crucial in a market dominated by larger brands with more resources. Modern consumers often have specific preferences and tend to support brands that have proven to be reliable producers, consistently providing high-quality products. Therefore, if a micro noodle business in Bekasi manages to maintain its image consistently, it will be easier to attract and retain a potential customer base (Hodge & Walker, 2015).

Additionally, consistency in brand communication, whether through social media or direct customer interaction, allows micro businesses to highlight their unique values. For example, if a micro noodle business in Bekasi positions itself as a seller of traditional noodles with a family recipe, all aspects of its marketing strategy must align with this theme. From an elegant and classic logo design to the language used in online advertisements, everything should be clear and consistent with the traditional brand image. Through this approach, the micro noodle business in Bekasi can enhance brand awareness and strengthen the emotional connection between the brand and consumers. For instance, if every social media post consistently features delicious noodle photos with notes on the traditional recipe, customers will easily associate the product with the established brand image (Hood & Hopkins, n.d.).

This not only boosts brand awareness but also makes customers feel comfortable and confident in choosing the product. When consumers believe that a brand is consistent in maintaining quality standards and brand identity, they are more likely to remain loyal to that brand. Furthermore, consistency in communication helps avoid the impression of being unprofessional or unstable. For example, if one day the micro business releases an ad that misrepresents a special price offer, but then does not follow through, it will damage the brand's reputation. Therefore, it is crucial for the micro noodle business in Bekasi to ensure that every element of their marketing strategy—from logos to promotional messages—harmonizes and reflects the image they wish to convey (S. P. Vallas & Cummins, 2015).

Through this approach, the micro noodle business in Bekasi can compete more effectively with other brands and reach a broader audience. Brand image consistency also helps build a solid and stable reputation in the eyes of the public. There are many examples where brands that initially started small have grown large due to their consistent brand identity.

Therefore, a consistent personal branding strategy should be a top priority for any micro business that wants to grow and remain relevant amid increasingly fierce competition. In this way, the micro noodle business in Bekasi can improve visibility, strengthen customer loyalty, and ultimately achieve its business goals more effectively (Brand & Scale, n.d.).

The Influence of Value Creation on Business Performance

Product differentiation is a significant challenge in the context of value creation for micro, small, and medium enterprises (MSMEs) in Bekasi. This is due to the high level of competition in the local market, which is dominated by various large brands and other small businesses. The products offered by MSMEs often share similarities in terms of taste, raw materials, and appearance, making it difficult to create uniqueness that captures consumer attention. This challenge is exacerbated by limited capital and access to technology, which slow down product innovation compared to larger companies with more resources to develop superior products. As a result, many MSMEs are forced to compete primarily on price, ultimately reducing profit margins and making it difficult for them to sustain their businesses in the long term (Tantalo & Priem, 2014).

To create value, MSMEs need to focus on innovation in flavor, quality of materials, and strong branding. Strategies such as using unique recipes or high-quality ingredients can set their products apart from competitors. Additionally, improving customer service and shopping experiences through positive interactions and accessibility can attract more consumers. Implementing more effective differentiation strategies can enhance competitive advantages and foster customer loyalty (Möller & Svahn, 2006).

Moreover, MSMEs can incorporate local wisdom by creating noodles with distinct regional flavors from Bekasi, such as noodles with gabus pucung spices or Betawi noodles featuring authentic herbs and spices. The use of local raw materials can serve as a competitive edge while promoting sustainability by utilizing resources available in the surrounding area.

Packaging is another critical aspect of product differentiation. MSME noodle businesses can adopt eco-friendly and visually appealing packaging, creating a more modern and relevant brand identity aligned with current trends. In terms of marketing, MSMEs should build a strong brand story. Leveraging social media and digital platforms to reach a wider audience is also an effective solution. MSMEs can create engaging content, such as videos showcasing the noodle-making process, the story behind the use of local ingredients, or the health benefits of their products. This approach helps consumers not only purchase the product but also feel emotionally connected to the brand (Haksever et al., 2004).

Through strategies involving product innovation, attractive packaging, and creative marketing, MSME noodle businesses in Bekasi can create added value that sets them apart from competitors. This approach not only helps address the challenges of product differentiation but also strengthens the position of MSMEs in a competitive market and enhances their long-term business sustainability. By creating relevant and valuable products for consumers, MSME noodle businesses in Bekasi can build effective value creation and deliver positive impacts on their business performance (Altman et al., 2022).

The Impact of Business Performance on Noodle MSMEs in Bekasi

To improve business performance, noodle MSMEs must focus on value creation through integrated strategies that encompass product innovation, customer service, and shopping experience. In terms of product innovation, MSMEs should establish significant differentiation compared to offerings from larger competitors. A concrete step that can be taken is developing healthy noodle products made from organic ingredients or alternatives like vegetable-based noodles (e.g., spinach noodles, carrot noodles, or purple sweet potato noodles) to attract health-conscious consumers (S. P. Vallas & Cummins, 2015). Additionally, MSMEs can leverage local raw materials to create unique flavors reflecting Indonesia's cultural richness, such as noodles with rendang seasoning or cakalang broth. Furthermore, innovation can also be applied to packaging, such as adopting eco-friendly and visually appealing designs to highlight sustainability, making the product more relevant to young consumers concerned about environmental issues.

From the perspective of customer service, MSMEs must ensure smooth and satisfying customer interactions. Strategic measures include providing accessible customer feedback systems, such as online surveys or review sections on social media, to better understand customer needs and preferences. Technology-based ordering services can also be implemented, such as utilizing delivery platforms like GrabFood, GoFood, or e-commerce, to reach a broader consumer base. Personalized services are another key factor, such as offering noodles with customizable spice levels or providing specialized services like catering for events. This approach can help MSMEs build strong customer loyalty by making customers feel valued and ensuring their preferences are met (Minor-cooley & Parks-yancy, 2020).

Additionally, the shopping experience is a critical factor in creating a competitive advantage. MSMEs can design thematic and appealing physical outlets, such as a traditional Indonesian café concept or a Japanese street noodle stall, providing a unique impression for visiting customers. For MSMEs operating online, building active interactions on social media

through creative content, such as videos showcasing the noodle-making process or stories behind the local ingredients used, can enhance customer experience and strengthen their emotional connection to the brand. Gamification strategies, such as offering loyalty points that can be redeemed for free products or discounts, can make the purchasing process more engaging and enjoyable (Fernandes Sampaio et al., 2020)

By integrating product innovation, customer service, and shopping experience into their business strategies, noodle MSMEs can create unique added value, strengthen customer loyalty, and improve competitiveness in an increasingly crowded market. Moreover, MSMEs must ensure that these strategies are implemented consistently and sustainably to achieve long-term impact. In doing so, MSMEs can significantly enhance their business performance and potentially emerge as key players in the food industry.

5. CONCLUSION

This study examines the influence of individual branding and esteem creation on the business performance (commerce execution) of noodle MSMEs in Bekasi City. The findings reveal that individual branding plays a vital role in enhancing brand visibility, building trust, and fostering customer loyalty. By leveraging social media and maintaining brand image consistency, MSMEs can establish stronger emotional connections with customers, ultimately improving their competitiveness.

Furthermore, esteem creation significantly impacts business performance by driving product innovation, differentiation, and customer experience. This approach includes developing unique products using local ingredients, adopting eco-friendly packaging, and providing personalized customer service. Data analysis using the Structural Equation Modeling (SEM) method indicates a significant relationship between individual branding and esteem creation variables with improved business performance. With an R-Square value of 0.572, the results demonstrate a moderate contribution of these variables to commerce execution.

The study recommends that noodle MSMEs adopt digital marketing strategies, continuous innovation, and an integrated approach to strengthen their competitiveness in an increasingly crowded market. In conclusion, effective branding and value creation strategies not only enhance profitability but also help MSMEs build a solid and relevant identity in the eyes of consumers.

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