

ANALYSIS OF DIGITAL TECHNOLOGY AS A BUSINESS STRATEGY TO INCREASE SALES TURNOVER FOR CULINARY MSMEs IN BANJARNEGARA

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Abstract: Indonesia's economy is significantly underpinned by the growth of Micro, Small, and Medium Enterprises (MSMEs), with culinary MSMEs in particular playing a substantial role in local economic development. Amidst rapid technological advancements and evolving consumer behavior, these businesses face considerable challenges in enhancing sales and maintaining market competitiveness. Digital transformation offers a strategic solution to these issues, providing MSMEs with greater opportunities to expand their market reach and boost sales. However, many MSMEs continue to operate conventionally due to limited knowledge, a lack of experience with digital technology, and poor internet access. The purpose of this research is to examine how Banjarnegara's culinary MSMEs' sales turnover has been affected by digital marketing, digital payment methods, and online food delivery services. In all, 342 companies were considered for this study, but only 78 were ultimately chosen at simple random sampling technique. Multiple linear regression was used to examine the gathered data. The results show that online food delivery services, digital marketing, and digital payments all significantly impact sales turnover, and that this effect is largely both partially and simultaneously.

Keywords: digital marketing, digital payment, online food delivery, MSMEs, sales turnover

INTRODUCTION

Culinary MSMEs possess unique characteristics that contribute to their vital role in the economy: they are easily accessible, highly flexible in product innovation, and deeply integrated with local culture and consumer preferences. However, the rapid growth in this sector has led to intense competition among businesses. Identifying challenges and opportunities is the crucial first step in developing a business strategy aimed at

improving performance. Rapid technological advancements have fundamentally altered many aspects of life, particularly the operational paradigms of businesses and their interaction patterns with consumers. Leveraging digital technology has become a key solution for engaging with customers and enhancing the efficiency of business processes. This is due to the inherent benefits of digitalization, including ease of access, data accuracy, and broader market reach. For culinary MSMEs, digital opportunities should be optimally utilized. These include expanding market reach, improving operational efficiency through process automation, and enhancing the quality of customer service. By embracing these digital solutions, culinary MSMEs can effectively navigate the competitive landscape and position themselves for sustained growth.

One theoretical framework that attempts to explain what makes people open to and make use of new technologies was put out by Fred D. Davis in 1986 under the moniker of the Technology Acceptance Model (TAM). Perceived usefulness (PU) and perceived ease of use (PEOU) are the two primary beliefs that, according to TAM, dictate whether or not a person wants to use a system. A person's perceived utility (PU) is the extent to which they believe a system will improve their efficiency or effectiveness on the job. What we call "PEOU" is the user's anticipation of how natural and simple the technology will be to use. The idea goes like this: if consumers believe new innovation will be useful and easy to use, they are more inclined to accept it. This includes technologies that are intuitive and do not take a lot of practice to become proficient with. Predicting user adoption of different technologies, such as software programs and e-commerce platforms, has been made possible by this simple yet effective model, which identifies the major psychological determinants driving user behavior.

Banjarnegara is a city known for its diverse culinary landscape, with one of its most famous products being "Dawet Ayu Banjarnegara." In an effort to foster the development of local potential and products, the Banjarnegara government has established several culinary centers for local culinary entrepreneurs. These centers serve as a platform for businesses to develop and promote a variety of local foods and specialty products, thereby enhancing the region's cultural and economic profile.

Table 1. Number of Businesses by Internet Usage

| Description | Number | % |
|-------------------------|--------|------|
| Do not use the internet | 17.137 | 83% |
| Use the internet | 3.564 | 17% |
| Total | 20.701 | 100% |

Source: Profile of Micro and Small Processing Industries in Banjarnegara 2025

Based on the data in Table 1, it is evident that a significant majority of MSMEs in Banjarnegara, specifically 83%, have not yet integrated the internet into their business operations. This low adoption rate is attributable to several key challenges. These include limitations in digital knowledge and skills, restricted access to technology and digitalization in certain areas, and a general lack of digital literacy among entrepreneurs. As a result, most MSMEs continue to rely on conventional business models, which may hinder their ability to compete and grow in the modern marketplace. This highlights a pressing need for initiatives aimed at bridging the digital divide and empowering these businesses with the necessary tools and expertise to leverage digital technology effectively.

The adoption of digital technology innovations in the culinary industry enables culinary MSMEs to achieve greater growth and expansion. Various digital platforms can be leveraged to enhance efficiency and streamline business processes. For instance, digital marketing on social media platforms, digital payment through online payment merchants, and online food delivery services via e-commerce platforms can collectively contribute to a significant increase in sales for MSMEs. By integrating these tools, culinary businesses can reach a wider customer base, simplify transactions, and optimize their operational workflows, ultimately strengthening their market position and profitability.

Digital marketing is defined as the application of digital technologies to create, deliver, and communicate value to customers through the internet and various digital devices. Digital marketing is a method of advertising goods and services to customers via the use of the Internet and related technology. According to Kotler and Keller (2016), it covers a lot of ground and includes things like content marketing, SEO, social media marketing, and email marketing. When

it comes to real-time consumer behavior analysis and direct customer connection, digital marketing is vital. The proliferation of social media platforms has made them primary channels for both promotion and customer communication. A key strength of digital marketing lies in its distinct characteristics: it is interactive, measurable, efficient, and highly segmentable. For culinary MSMEs, in particular, digital marketing provides an effective solution to boost business visibility, reach a broader customer base, and remain competitive in the digital era.

Digital payment, or electronic payment, is a payment system that relies on electronic methods via the internet and various digital devices, eliminating the need for physical cash. Essentially, it represents a cashless transaction system. This technology encompasses a range of methods, including digital wallets (e.g., GoPay, OVO, Dana), mobile banking transfers, and QRIS. Digital payments are a critical innovation with the potential to streamline transactions and broaden market reach. By adopting these systems, businesses can cater to consumers who prioritize convenience, speed, and security in their transactions.

Online food delivery is a digital service that facilitates food ordering and delivery through applications or websites. According to Setyawan and Dewi (2021), this service represents a key component of digitalization, acting as a technological intermediary that connects culinary businesses with consumers. The system allows customers to select dishes from a variety of restaurants and culinary MSMEs, place orders via digital devices, and have the food delivered directly to their desired location. This service offers consumers the convenience of ordering food without needing to visit a physical establishment. For businesses, this system not only expedites transactions but also significantly expands market access, particularly for MSMEs that lack a strategic or easily accessible physical location.

Sales turnover is defined as the total gross revenue generated from the sale of goods or services within a specific period. It serves as a primary indicator of a business's performance, as it reflects the total cash inflow from all sales transactions. According to Mulyadi (2016), sales turnover is influenced by various factors, including sales volume, marketing strategies, consumer purchasing power, and the effectiveness of product distribution. For MSMEs, increasing sales turnover can be effectively achieved by consistently and adaptively integrating digital technologies into their business processes. Strategic use of digital marketing, digital payments, and digital distribution is considered a highly effective approach to boost sales and improve overall business performance.

METHOD

This study employed a quantitative methodology utilizing primary data. The research instrument was a questionnaire with a 5-point Likert scale. The study was conducted in Banjarnegara Regency, targeting a population of 342 culinary MSMEs, from which a sample of 78 was selected. The sampling method used was simple random sampling, with the sample size determined using the Slovin formula. The collected data were analyzed through multiple linear regression analysis with the aid of SPSS software. The model for the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

- Y : Sales Turnover
- X1 : Digital marketing
- X2 : Digital payment
- X3 : Online food delivery
- a : Constant
- b1, b2, b3 : Correlation coefficient
- e : Error

FINDING AND DISCUSSIONS

Table 2. Multiple Linear Regression Results

| No. | Variable | Unstandarized B | Result |
|-----|--------------------------|-----------------|----------|
| 1. | Constant | 0,466 | Positive |
| 2. | <i>Digital marketing</i> | 0,233 | Positive |
| 3. | <i>Digital payment</i> | 0,354 | Positive |

| No. | Variable | Unstandarized B | Result |
|-----|-------------------------------|-----------------|----------|
| 4. | Online food delivery services | 0,386 | Positive |

Source: Processed Primary Data, 2025

Based on the results in Table 2, the regression equation for this study is as follows:

$$Y = 0,466 + 0,233X_1 + 0,354X_2 + 0,386X_3 + e$$

The equation above can be interpreted as follows:

a. Constant (a)

The constant value of 0.466 in the regression equation indicates the predicted value of sales turnover when the independent variables—digital marketing, digital payment, and online food delivery services—are all at zero. This suggests that even without the use of these specific digital strategies, a baseline level of sales turnover is still present.

b. Digital marketing (b1)

The coefficient value for the digital marketing variable is 0.233 and is positive. This indicates that for every one-unit increase in digital marketing efforts, there will be a corresponding increase of 0.233 in sales turnover, assuming all other variables remain constant. This finding demonstrates a positive and significant relationship between a business's digital marketing activities and its sales performance.

c. Digital payment (b2)

The coefficient for the digital payment variable is 0.354 and is positive. This signifies that for every one-unit increase in the adoption or use of digital payment systems, sales turnover is predicted to rise by 0.354, assuming all other factors remain constant. This finding demonstrates a positive and statistically significant relationship between the use of digital payment technology and the sales performance of the businesses surveyed.

d. Online food delivery service (b3)

One positive variable is online food delivery services, with a coefficient of 0.386. Assuming all other factors stay the same, this means that sales turnover is anticipated to grow by 0.386 for every one-unit increase in the usage of online food delivery services. This finding establishes a strong, positive relationship, indicating that adopting and effectively utilizing online food delivery platforms significantly contributes to a rise in sales for the culinary MSMEs in the study.

F-test Model

Table 3. F-Test Results

| Model | F-calculated | F-table | Sig. | Standard | Result |
|------------|--------------|---------|-------|----------|-------------|
| Regression | 77,236 | 2,49 | 0,000 | 0,05 | Ha Accepted |

Source: Processed Primary Data, 2025

According to Table 3's F-test findings, the computed F-value (F-hitung) is higher than the F-table value (F-tabel), with $77.236 > 2.49$. Sig. is 0.000, which is below than the 0.05 threshold of significance. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected. These findings indicate that there is a simultaneous and significant effect of digital marketing, digital payment, and online food delivery services on the sales turnover of culinary MSMEs in Banjarnegara.

Test of Hypothesis

Table 4. t-Test Results

| Hypothesis | t-calculated | t-tabel | Sig. | Standard | Result |
|-------------|--------------|---------|-------|----------|-------------|
| Hypothesis1 | 3,196 | 1,993 | 0,002 | 0,05 | H1 accepted |
| Hypothesis2 | 3,534 | 1,993 | 0,001 | 0,05 | H2 accepted |
| Hypothesis3 | 3,744 | 1,993 | 0,000 | 0,05 | H3 accepted |

Source: Processed Primary Data, 2025

Based on the t-test results in the table, the following can be explained:

The Impact of Digital Marketing on Sales Turnover

The digital marketing variable's estimated t-value of 3.196 from the partial t-test is more than the basic t-table value of 1.993. Results with a p-value of 0.002 are less significant than the

standard threshold of 0.05. These results contradict the null hypothesis (H0) and lend credence to the alternative (Ha) theory. This lends credence to the first hypothesis, which states that internet marketing significantly and positively affects the sales turnover of culinary MSMEs in Banjarnegara.

The Impact of Digital Payments on Sales Turnover

The digital payment variable has a computed t-value of 3.534 (higher than the t-table value of 1.993), as determined by a partial t-test. Additionally, the conventional cutoff of 0.05 is exceeded by the significance level of 0.001. The results show that digital payment significantly increases the sales turnover of Banjarnegara's culinary MSMEs, which supports the alternative hypothesis (Ha) and rejects the null hypothesis (H0). This finding lends credence to the study's second hypothesis.

The Impact of Online Food Delivery Service on Sales Turnover

The online food delivery service variable outperforms the t-table value of 1.993 with a t-calculated value of 3.744, according to the partial t-test. Since the significance criterion is 0.000 ($p < 0.05$), the null hypothesis (H0) is rejected, leading to the acceptance of the alternative hypothesis (Ha). This finding provides support for the third hypothesis, which states that MSMEs in the food industry may benefit from online food delivery services in terms of increased sales turnover.

Test of the Coefficient of Determination (R²)

Table 5. Results of the Coefficient of Determination

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0,871 | 0,758 | 0,748 | 1,26273 |

Source: Processed Primary Data, 2025

The data shown in Table 5 indicate an Adjusted R-squared value of 0.748. Digital marketing, digital payment, and online food delivery services make up the independent variables that explain 75.8% of the variation in the rise in sales turnover. In this study, we only account for 24.2% of the total variance. This high R-squared value suggests that the model has a strong predictive power, highlighting the substantial influence of these three digital strategies on the sales performance of culinary MSMEs.

Discussion

The Impact of Digital Marketing on Sales Turnover

The digital marketing variable outperformed the t-table value of 1.993 with a t-calculated value of 3.196, as seen in Table 4's t-test findings. Since the p-value is smaller than the significance threshold (0.002), which is 0.05, we accept Ha as the alternative hypothesis and reject H0 as the null hypothesis. This confirms that digital marketing has a significant influence on the sales turnover of culinary MSMEs in Banjarnegara. The findings suggest that the more effectively an MSME utilizes social media for digital marketing, the greater the potential for a substantial increase in sales turnover.

This finding is supported by previous research. A study by Khamdiyah et al. (2023) concluded that digital marketing has a positive and significant effect, accounting for a 29.6% increase in sales volume for MSMEs in Cimanggis District, Depok. Similarly, Khairunisa & Misidawati (2024) also found that digital marketing significantly influences the increase in sales of MSME products.

Digital marketing is defined as the application of digital technologies to create, deliver, and communicate value to customers through the internet and digital devices. According to Pramadyanto (2022), social media, as a component of digital marketing, can serve as an effective tool for building brand awareness and fostering customer loyalty. Creating visually appealing content, engaging in active customer interactions, and running promotions that reach a wider audience can build strong customer relationships and encourage repeat purchases.

The Impact of Digital Payments on Sales Turnover

The digital payment variable outperformed the t-table value of 1.993 with a t-calculated value of 3.534, as shown in Table 4. Because the p-value is less than 0.05 (a significance threshold of 0.001), we may accept the alternative hypothesis (H_a) and reject the null hypothesis (H_0). This finding confirms that digital payment has a significant and positive influence on the sales turnover of culinary MSMEs in Banjarnegara. The results suggest that increasing the availability of both conventional and digital payment options can lead to a greater increase in sales turnover.

This finding aligns with previous research. A study by Praidia et al. (2024) found that digital payment had a positive and significant effect on sales volume, attributing this to the increased transaction convenience that encourages consumers to make more purchases. Similarly, Baiq et al. (2025) concluded that e-payments have a significant effect on increasing sales for MSME cafes.

Digital payment, as a cashless electronic transaction system, offers significant operational benefits. As noted by Baiq et al. (2025), digital financial applications can help micro-businesses manage their finances more efficiently, while the simplified transaction process can improve sales conversion rates. The integration of digital payment systems is therefore a key strategic step for MSMEs aiming to optimize their business operations and enhance customer convenience.

The Impact of Online Food Delivery Service on Sales Turnover

A t-calculated value of 3.744, as shown in Table 4, is more than the t-table value of 1.993 for the variable pertaining to online food delivery services. The alternative hypothesis (H_a) is accepted while the null hypothesis (H_0) is rejected due to a significance level of 0.000 ($p < 0.05$). This proves that Banjarnegara's culinary MSMEs are significantly affected by the sales turnover caused by online food delivery services.

This finding is consistent with prior research. Handira et al. (2021) concluded that online food delivery services can help increase MSME sales. Similarly, Astri Amandan and Euis Widiati (2024) found that using GoFood services positively affected the sales of MSMEs.

The availability of numerous online food delivery platforms offers significant benefits for micro-businesses, including increased product visibility, which enables a wider market reach than is possible with a physical location alone. Online transactions also provide convenience and security, encouraging customers to make more frequent and larger purchases. Furthermore, promotional and discount features on e-commerce platforms enhance product appeal and can drive impulsive buying.

Digital Marketing, Digital Payment, and Layanan Online Food Delivery on Sales Turnover

The computed F-value of 77.236 exceeds the essential F-table value of 2.49, according to the F-test findings in Table 3. H_0 , the null hypothesis, is rejected while H_a , the alternative hypothesis, is accepted with a significance level of 0.000 ($p < 0.05$). This proves that the sales turnover of Banjarnegara's culinary MSMEs is significantly and simultaneously impacted by digital marketing, digital payment, and online food delivery services.

This combined impact can be attributed to the synergistic relationship among these digital tools. Digital marketing attracts customer attention and drives interest in a product. Digital payments then simplify the transaction process, creating a more efficient and seamless shopping experience. Finally, online food delivery services provide the convenience of practical and rapid ordering, eliminating the need for customers to visit a physical location. The combined effects of easy accessibility, transactional convenience, and service speed are critical factors that positively influence customer purchasing decisions.

CONCLUSION

This study confirms that the adoption of digital technology is a crucial business strategy for culinary MSMEs aiming to increase sales turnover. The findings demonstrate a significant and positive influence of digital marketing, digital payments, and online food delivery services on sales performance. To thrive in a competitive market, culinary MSMEs must embrace and effectively implement these digital tools to optimize their business processes and expand their market reach.

It is suggested that future studies broaden the model to include other factors that might impact sales turnover, such pricing tactics and customer happiness. By delving into these elements, we may get a fuller picture of the forces at work in the digital era that propel MSMEs' expansion and longevity.

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