

## THE IMPACT OF DIGITAL PLATFORMS ON THE TURNOVER OF CULINARY MSMEs IN THE TONDO AGGLOMERATION AREA

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### Abstract

The low use of digital platforms by MSMEs results in limited market access and hinders revenue growth. Therefore, it is important to research the role of digitalization in increasing MSMEs' turnover. The purpose of this study is to analyze the impact of the use of digital platforms on increasing the turnover of MSMEs in the culinary sector in Tondo Village, Palu City. Using a quantitative method by collecting primary data from 95 MSME actors and analyzing it using multiple linear regression with a semi-log model through Ordinary Least Squares (OLS). The results of this study show that the use of digital platforms has a positive and significant impact on the growth of MSME turnover. On the other hand, the labor factor showed a significant negative influence, while the age of the business and initial capital did not show a significant influence. These findings show that in the era of the digital economy, the performance of MSMEs is more influenced by their ability to adapt to technology than by traditional factors. This research provides an empirical contribution by emphasizing the importance of digitalization in improving the performance of MSMEs in the context of local economic agglomeration areas.

**Keywords:** *digital platforms, MSME turnover, economic agglomeration, culinary sector, digitalization*

### INTRODUCTION

Digital transformation has become a key factor shaping current economic dynamics, especially in the micro, small, and medium-sized enterprises (MSMEs) sector. Advances in digital technology have triggered changes in the way products are produced, distributed, and marketed through various digital platforms such as e-commerce, social media, online food delivery services, and fintech-based payment systems. These platforms in the digital economy not only function as a means of transactions but also as an economic infrastructure that allows integration between producers, consumers, and service providers in a network-based market ecosystem. Various studies show that the application of digital technology can increase the competitiveness of MSMEs through wider market access, operational efficiency, and innovation in business models (Dimoso & Utonga, 2024; Elfian et al., 2024). Therefore, digitalization is considered one of the important strategies to strengthen the sustainability and growth of MSMEs in an increasingly digitized economy.

The use of digital platforms by MSMEs from the perspective of industrial economic theory and the application of technology can be understood through several theoretical approaches, such as the Technology Acceptance Model (TAM), Innovation Diffusion Theory, and Resource-Based Views. The TAM model shows that the choice to adopt technology is influenced by the view of the usability and ease of use of the technology to support business activities. On the other hand, the theory of innovation diffusion highlights that the acceptance of technology is influenced by social interactions, information networks, and the characteristics of business actors. In the framework of MSMEs, digital technology is a strategic resource that helps businesspeople in reducing transaction costs, expanding their market network, and creating innovations in marketing and business operations (Candra & Pabulo, 2021; Rahadian et al., 2024). Furthermore, the application of digital technology also makes it easier for MSME actors to utilize consumer data and market analysis more effectively to improve service quality and business decision-making (Goestjahjanti et al., 2025; Judijanto et al., 2023). Empirical evidence shows that the use of digital platforms has a major impact on improving the performance of MSME businesses, including increasing assets. Various studies reveal that the implementation of e-commerce and digital marketing is able to encourage increased sales and expand market coverage for MSME actors. Research conducted by Afyah et al. (2025) shows that the

application of e-commerce in MSMEs in the culinary sector can significantly increase sales volume and expand market share. Other research also shows that digital marketing strategies through social media, such as Instagram, TikTok, and other digital platforms, can strengthen customer loyalty and increase business competitiveness (Istikharoh et al., 2025; Rahma & Adlina, 2024). In addition, the use of digital platforms such as food delivery applications has also been proven to increase the income of micro, small, and medium enterprises because it makes it easier for consumers to place orders and expand the market without any location restrictions (Tantri et al., 2024). Hakim's research (2025) found that the adoption of digital platforms can increase MSME income by more than 40 percent after technology is optimally applied. The results of this study show that digitalization not only expands market reach but also has a direct impact on improving the financial performance of businesses.

In addition to increasing sales volume, the use of digital platforms also plays a role in increasing operational efficiency for MSMEs. The use of digital technology allows businesses to automate various transaction processes, manage orders in a more efficient way, and improve the quality of service to customers. Research shows that the implementation of online food delivery platforms and digital payment systems can speed up transactions, increase service speeds, and reduce marketing costs traditionally carried out (Imaya et al., 2025a; Tampubolon et al., 2024). In addition, the use of digital technology also provides opportunities for MSMEs to develop marketing strategies based on data, so that they are more effective in accessing consumers (Judijanto et al., 2023). Thus, the digitalization process not only affects demand through increased market access but also improves operational efficiency in business production and distribution.

However, the influence of the use of digital platforms on the performance of MSMEs is not only influenced by technological aspects, but also by the economic situation in which the business is located. In regional economic studies, the phenomenon of concentration of economic activities in a certain area is referred to as economic agglomeration, which is the grouping of economic activities that occur due to geographical proximity between business actors, consumers, and support service providers. Economic agglomeration can bring various benefits to business actors, such as increased access to the market, efficiency in distribution, and acceleration of the spread of technological innovation through interaction among business actors. Research shows that the existence of economic agglomeration can strengthen the impact of the use of digital platforms on business performance because there is a concentration of demand and more active market interaction (Saefullah et al., 2025; Wahab et al., 2024). In this context, digitalization and economic agglomeration can support each other to encourage the growth of MSMEs.

One type of local economic agglomeration that is growing rapidly is the area around the college. The presence of the campus results in a high concentration of demand from students, lecturers, and educational staff, which directly encourages the development of various kinds of small businesses in the vicinity, especially MSMEs in the food sector. Research indicates that culinary business clusters around campuses have great potential to utilize digital technology to expand the market and increase their sales volume (Maharani et al., 2024; Pangarso et al., 2023). In addition, collaboration between MSME actors and digital platforms such as food delivery services and digital payment systems can also increase transaction efficiency and strengthen the connectivity of MSMEs in the digital economy ecosystem (Rahadian et al., 2024; Wijayantini et al., 2024). Thus, the area around the campus can serve as an interesting local economic laboratory to study the relationship between business digitalization and the economic performance of MSMEs.

However, some limitations remain in previous studies. First, most of the research results emphasize the general aspect of digital technology adoption without looking at spatial contexts such as the concentration of the local economy. Second, many studies have examined the digitalization of MSMEs without highlighting specific business sectors, even though the culinary sector has different market characteristics compared to other MSME sectors. Third, some studies only measure the use of digital platforms as an indicator of technology adoption, without paying attention to the level of use of digital platforms, which can have a greater effect on business performance. Fourth, studies on MSME digitalization are still widely carried out at the regional or national level, so there has not been much research exploring the impact of MSME digitalization on local economic clusters, such as areas around the campus.

Based on the limitations of previous studies, there are still gaps that need to be further explored regarding the relationship between the use of digital platforms and the improvement of MSME business performance within the scope of local economic agglomeration. Therefore, this study focuses on analyzing the influence of the use of digital platforms on increasing the income of MSMEs in the culinary sector operating in economic agglomeration areas around the campus. The novelty of this study is the combination of the view of the digitalization of MSMEs with the context of local economic agglomeration, with an emphasis on the influence of the level of use of digital platforms on increasing MSME income in the culinary sector around the campus. In contrast to previous research

that mostly explored the digitalization of MSMEs on a regional or national scale, this study offers a more focused approach by highlighting the dynamics of microeconomics in culinary business groups that develop in a campus-based environment. In this way, this research is expected to make an empirical contribution by adding references to the digitalization of MSMEs in the context of the local economy and providing policy recommendations for the development of a more effective MSME digital transformation strategy in supporting economic growth in the region.

## **LITERATURE REVIEW**

### **1. Digitalization and MSME Performance**

Digital transformation has now become an important factor in improving the performance of micro, small, and medium enterprises (MSMEs). The digitalization process allows businesses to leverage information and communication technology to improve operational efficiency, expand market reach, and improve engagement with customers. In the realm of the digital economy, platforms such as e-commerce, social media, and food delivery applications have created new opportunities for MSME players to reach a wider market without geographical restrictions. Research reveals that digitalization has a significant impact on improving business performance through increasing sales figures, efficiency in marketing costs, and improving the quality of service to customers (Dimoso & Utonga, 2024; Elfian et al., 2024).

The use of digital platforms also provides opportunities for MSMEs to design more efficient marketing strategies by utilizing social media and online marketplaces. Digital marketing allows entrepreneurs to reach a wider audience at a more affordable cost when compared to traditional marketing methods. Research conducted by Istikharoh et al. (2025) revealed that digital marketing through social media has a positive impact on increasing customer loyalty and MSME sales growth. In addition, a study conducted by Rahma & Adlina (2024) shows that the use of digital platforms can strengthen interactions between business people and consumers, which in turn increases customer trust in the products offered.

In addition to marketing, digital transformation also offers advantages in improving business operational efficiency. The use of digital technology allows business actors to manage orders more effectively, shorten transaction times, and improve the quality of service for customers. The research conducted by Imaya et al. (2025) highlights that the use of digital platforms can improve business operational efficiency through more systematic transaction management and the reduction of traditional marketing costs. Therefore, digitalization can improve business performance not only through increased sales but also through increased operational efficiency.

### **2. Digital Platform and MSME Turnover Increase**

Various previous studies have proven that the use of digital platforms has a great effect on increasing MSME income. The use of digital platforms such as e-commerce and food delivery applications helps business actors to reach more consumers, thereby increasing the number of sales of their business. Research conducted by Afiyah et al. (2025) revealed that the use of e-commerce platforms can help MSMEs increase revenue through expanding market access and improving product display. Similar findings were also obtained in the study of Tantri et al. (2024) which highlights that the use of food delivery applications can significantly increase sales volume in the culinary sector.

In addition, the use of digital platforms also provides opportunities for businesspeople to develop more efficient promotional tactics. Through social media, business actors can market products more innovatively and interactively, so that they can attract customers' attention. The research conducted by Judijanto et al. (2023) revealed that social media-based digital marketing strategies positively impact business revenue by increasing consumer engagement with the products offered. Therefore, digital platforms have an important position in improving the financial performance of MSMEs through increasing operating income.

### **3. Intensity of Digital Platform Use**

Most previous studies have only evaluated the use of digital platforms as an indicator of technology adoption, namely, whether businesses are utilizing digital technology or not. However, this approach has not explained in depth how the level of use of digital technology can affect business performance. Therefore, some studies are beginning to highlight the importance of measuring how intensive the use of digital platforms is as a more comprehensive indicator in explaining the impact of digitalization on business performance (Rahadian et al., 2024). The intensity of digital platform use can be assessed through various indicators, such as how often digital platforms are used to receive orders, the use of online promotional features, interaction with customers through social media, and the use of online food delivery services. Research indicates that the higher the level of use of digital platforms by businesspeople, the more likely it is to increase sales and expand the business market (Goestjahjanti et al., 2025).

Therefore, the level of use of digital platforms is a crucial element that can affect the performance of MSME businesses.

#### **4. Economic Agglomeration and Culinary MSMEs**

The performance of MSMEs is influenced by the economic situation in the location where the business is located. In regional economic studies, the phenomenon of concentration of economic activities in a certain region is referred to as economic agglomeration. Economic agglomeration occurs when business actors, consumers, and service providers gather in an area, which results in more active economic interaction. The research of Saefullah et al. (2025) and Wahab et al. (2024) shows that economic agglomeration can provide many benefits for business actors, such as better market access, increased distribution efficiency, and accelerated the spread of technological innovation. In the context of MSMEs in the culinary sector, the existence of economic agglomeration can increase the need for food products due to the concentration of consumers in certain regions.

The area around the university is one type of economic agglomeration that has great potential in supporting the growth of MSMEs in the culinary sector. The presence of students, teachers, and education staff creates a high demand for food products, encouraging the emergence of various culinary ventures around campus. Research by Pangarso et al. (2023) shows that culinary business groups in the campus area have great potential in utilizing digital technology to increase sales volume. Therefore, the area around the campus is an interesting location to study the relationship between business digitalization and increasing MSME turnover.

#### **Research Hypothesis**

Based on theoretical reviews and previous studies, the use of digital platforms has a significant opportunity to improve the performance of MSME businesses by increasing market access, operational efficiency, and improving interaction with customers. Digital platforms provide opportunities for business actors to contact more consumers, thereby helping to increase the number of sales. In addition, how often digital platforms are used can also affect the success of using digital technology in improving business performance. Several previous studies indicate that the use of digital platforms has a good impact on business revenue growth because it provides opportunities for business actors to expand the market and increase product recognition (Afiyah et al., 2025; Tantri et al., 2024). In addition, the frequency of use of digital platforms also has a positive effect on improving business performance, because business actors who use digital technology more regularly usually have a greater opportunity to increase their sales (Rahadian et al., 2024).

Based on this description, the hypothesis of this study is as follows:

H1: The use of digital platforms has a positive effect on increasing the turnover of MSMEs in the culinary sector.

H2: The intensity of the use of digital platforms has a positive effect on increasing the turnover of MSMEs in the culinary sector.

## **METHOD**

### **Research Design**

This study applies a quantitative method with the aim of examining the impact of the use of digital platforms on increasing the income of micro, small, and medium enterprises (MSMEs) in the culinary sector. This method was chosen to investigate the causal relationship between the use of digital platforms and business performance as measured through revenue growth. This research was conducted on MSMEs in the culinary sector that operate around the campus, as part of the local economic agglomeration that has a high level of demand. The quantitative method is applied using multiple linear regression analysis based on a semi-log model to obtain more accurate estimates and a more efficient understanding.

### **Data and Data Sources**

The data used in this study is primary data obtained through the distribution of questionnaires to MSME activists in the food sector. The focus of analysis in this study is food business actors operating in the Tadulako University Campus Area. The data collected includes details about business income before and after using digital platforms, frequency of use of digital platforms, and business characteristics such as the length of business establishment, number of employees, and initial capital of the business. The sampling process is carried out by the purposive sampling method on the condition that business actors who have been doing business during the research period are doing business.

**Research Variables**

The dependent variable in this study is business turnover growth measured using natural logarithmic changes in turnover before and after the use of digital platforms. Independent variables consist of digital platform usage measured by dummy variables, as well as digital platform usage intensity calculated as an average of five digital activity indicators. In addition, this study also included control variables in the form of business duration, number of laborers, and initial business capital to improve the accuracy of the estimation model. The variables and operationalization of the research variables are presented in Table 1 as follows

**Table 1.** Variables and Operationalization of Research Variables

No	Variabel	Code	Operational Definition	Indicator	Measurement	Scale
1	Business Turnover Growth (dependent)	Dln_Omzet <sub>i</sub>	Changes in business income before and after the use of digital platforms	Turnover before and after digitization	$\Delta \ln(\text{Omzet}) = \ln(\text{omzet\_now}) - \ln(\text{omzet\_before})$	Ratio
2	Use of Digital Platforms (independent)	DigitalDummy <sub>i</sub>	The use of digital platforms by MSMEs in sales and marketing activities	Use of marketplaces, social media, and delivery apps	Dummy: 1 = using, 0 = not using	Nominal
3	Long Term of Effort (independent)	LoB <sub>i</sub>	How long the business has been in operation	Number of years of business	Year	Ratio
4	Workforce (independent)	L <sub>i</sub>	Number of employees in the business	Total workforce	Person	Ratio
5	Initial Capital (independent)	K <sub>i</sub>	The amount of initial capital used when starting a business	Initial venture capital	$\ln(\text{modal\_awal})$	Ratio

The econometric model used in this study is a semi-log multiple linear regression model, which is formulated as follows:

$$Dln\_Omzet_i = \alpha + \beta_1 DigitalDummy_i + \beta_3 LoB_i + \beta_4 L_i + \beta_5 K_i + \varepsilon_i$$

Dln\_Omzet<sub>i</sub> is the growth of business turnover, DigitalDummy<sub>i</sub> is the use of digital platforms, LoB<sub>i</sub> It is a long time of effort, L<sub>i</sub>= Total Workforce, K<sub>i</sub> Initial venture capital, ε<sub>i</sub>= error term

**Data Analysis Techniques**

Data analysis is carried out using the EViews software through several stages, namely:

1. Descriptive analysis to describe the characteristics of the data and respondents.
2. Variable transformations use natural logarithms on the variables of turnover and initial capital.
3. Classic assumption tests, including:
  - a. Normality test
  - b. Multicollinearity test
  - c. Heteroscedasticity test
4. Multiple linear regression analysis to test the influence of independent variables on dependent variables.
5. Hypothesis tests, including:
  - a. T-test for partial influence
  - b. F test for simultaneous effect

**RESULTS AND DISCUSSION**

**Description of Research Data**

This study uses primary data obtained from 95 MSME actors in the culinary sector located in the Tadulako University Campus Area. The variables analyzed include business turnover before and after the use of digital platforms, turnover growth, use of digital platforms, as well as business characteristics such as length of operation, number of workers, and initial capital. The research data is shown in the following table

**Table 2.** Table. Descriptive Statistics of Research Variables

Variables	Mean	Std. Dev.	Minimum	Maximum
Turnover Before (Rp)	11.236.842	9.601.308	1.000.000	55.000.000
Workforce (orang)	3	1.13	1	5
Initial Capital (Rp)	23.534.737	29.398.290	500.000	150.000.000
Long Term of Effort (year)	±4.5*	±2.0*	1	±10*
Observation (N)	95			

Source: Primary data, processed with EViews 13, 2026.

Table 2 shows that the average income of MSMEs before adopting digital platforms reached IDR 11.23 million with a standard deviation of IDR 9.60 million, which indicates a significant variation in business scale among respondents. With the lowest income value of IDR 1 million and the highest up to IDR 55 million, this shows that the research sample involves MSMEs that range in size from small to medium. The labor variable based on the estimated results showed that the average number of workers was 3 people, which indicates that the majority of MSMEs in this study are small-scale and managed in a simple way. On the other hand, the average initial capital reached IDR 23.53 million with a large standard deviation, showing an imbalance in capital capacity among business actors. From the variable age of businesses, most MSMEs have been operating for several years, reflecting a relatively good level of experience. However, the variation in business characteristics is quite wide, showing that the performance of MSMEs is influenced not only by internal factors such as capital and the number of workers, but also by external aspects such as the use of digital technology.

**Classical Assumption Test Results**

Before carrying out regression analysis, it is necessary to test classical assumptions to ensure that the model used meets the estimation requirements of the Ordinary Least Squares (OLS) method, which is the Best Linear Unbiased Estimator (BLUE). Testing these classical assumptions is essential to prevent bias in parameter estimation as well as to ensure the validity of the results of hypothesis testing (Gujarati & Porter, 2009; Wooldridge, 2010). The classical assumption testing carried out in this study included normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. The results of this test are used as a basis to assess the feasibility of the regression model before further interpretation of the estimated results. shown in the following Table 3

**Table 3.** Classical Assumption Test Results

No	Test	Method	Statistics	Value	Criteria	Conclusion
1	Normality	Jarque-Bera	Prob. JB	0	> 0.05	Abnormal
2	Multikolinearitas	VIF	VIF Max	1.89	< 10	No multicollinearity
3	Heteroskedastisitas	White Test	Prob. Chi-Square	0.144	> 0.05	Heteroscedasticity does not occur
4	Autokorelasi	Durbin-Watson	DW	1.951.860	≈ 2	No autocorrelation

Source: EViews 13 output, processed.

Based on the analysis of classical assumptions shown in Table 3, the regression model used in this study has met most of the requirements required for the Ordinary Least Squares (OLS) method. The multicollinearity test showed that all independent variables had a Variance Inflation Factor (VIF) value below 10, which means that there

was no significant relationship between the independent variables in the model. This indicates that this model is free of multicollinearity problems and is suitable for further analysis (Gujarati & Porter, 2009). Furthermore, the results of the heteroscedasticity test with the White approach showed a Chi-Square probability value of 0.1440, which is higher than the significance level of 0.05. Therefore, it can be concluded that this model does not experience heteroscedasticity. This shows that the variance of residues is fixed (homoskedasticity), so that the estimation of the obtained parameters becomes more efficient (Gujarati & Porter, 2009; Wooldridge, 2010).

In the autocorrelation test, the Durbin-Watson value of 1.951860 indicates the absence of autocorrelation issues in the model, as the value is close to 2, which means there is no serial correlation between the residues. This is critical to ensuring that the model meets the assumption of error independence (Wooldridge, 2010). On the other hand, the results of the normality test revealed that the residue was not normally distributed, which was indicated by the Jarque-Bera probability value of 0.0000, which was smaller than 0.05. Nevertheless, this circumstance was not a significant problem in this study due to enough observations ( $n = 95$ ). Based on the Middle Limit Theorem, the sample distribution will be close to the normal distribution, so that parameter estimates remain reliable and used for hypothesis testing (Gujarati & Porter, 2009; Wooldridge, 2010). Overall, despite the violation of the assumption of normality, the regression model in this study can still be considered valid because it has met other important assumptions, namely the absence of multicollinearity, heteroscedasticity, and autocorrelation. Therefore, the estimated regression model can be used for further analysis and interpretation of research results.

**Regression Estimation Results**

After the regression model is considered to meet the classical assumptions, the next step is to estimate using the Ordinary Least Squares (OLS) method to analyze the influence of the use of digital platforms on increasing the turnover of MSMEs in the culinary sector. The results of the regression estimation are shown in Table 4 and are used to test the relationship between independent variables and dependent variables, either separately or simultaneously.

**Table 4.** OLS Model Regression Estimation Results

<b>Variabel dependen: DLN_OMZET</b>					
<b>Variables</b>	<b>Coefficient</b>	<b>Std. Error</b>	<b>t-Statistic</b>	<b>Prob.</b>	<b>Remarks</b>
C	-0.003413	0.163157	-0.020918	0.9834	Insignificant
Digital_Dummy	0.073478**	0.025746	2.853.974	0.0054	Positive and significant effect
LoB	0.004169	0.006347	0.656801	0.513	Insignificant
L	-0.027812**	0.01356	-2.051.059	0.0432	Negative and significant effects
K	0.003301	0.010936	0.301844	0.7635	Insignificant

Source: EViews 13 output, processed.

Remarks: \*\*\*significant in  $\alpha = 1\%$ ; \*\*significant in  $\alpha = 5\%$ ; \*significant in  $\alpha = 10\%$

The results of the regression analysis show that this model is significant overall with a Prob value (F-statistic) of 0.037205 ( $< 0.05$ ), although the recorded R-squared value of 0.160641 indicates that the variation in turnover growth is mostly influenced by other factors outside the model. This is common in cross-sectional MSME data (Wooldridge, 2010). In a partial analysis, the variables of digital platform use have a positive and significant influence on turnover growth, which shows that the application of digital technology can improve business performance (Gujarati & Porter, 2009). On the other hand, the labor variable shows a significant negative influence, which indicates the possibility of inefficiencies in labor use. On the other hand, the variables of business length and initial capital did not show a significant influence, thus showing that traditional factors are not the main variables in increasing turnover. Overall, these findings underline that digitalization is an important factor in driving MSME turnover growth.

**Table 5.** Goodness of Fit

Indicator	Value
R-squared	0.160641
Adjusted R-squared	0.06631
F-statistic	2.668.949
Prob(F-statistic)	0.037205
Durbin-Watson stat	1.951.860
N	95

Source: EViews 13 output, processed

The results of the Goodness of Fit estimate show that the R-squared value of 0.160641 indicates that this model can explain around 16.06 percent of the variation in MSME turnover growth, while the rest is influenced by other factors that are not included in the model, which is common in diverse MSME cross-section data (Wooldridge, 2010). The R-squared Adjusted R-squared value of 0.066310 indicates that the model's ability to explain the data is sufficient limited, but still acceptable in the context of microeconomic analysis. In addition, a statistical F-value of 2.668949 with a probability of 0.037205 ( $< 0.05$ ) indicates that the model is significant overall and can be put to good use (Gujarati & Porter, 2009). The Durbin-Watson value of 1.951860 also indicates that there is no autocorrelation problem. Overall, this regression model can be considered to meet the match criteria and is worthy of a more in-depth analysis.

**Discussion**

The results of the regression analysis show that the use of digital platforms has a positive and significant effect on the growth of MSME income in the culinary sector. These results indicate that the application of digital technology can improve access to markets, expand customer reach, and support efficiency in business transactions. In the environment around campus, the application of digital platforms is becoming increasingly important because the characteristics of consumers dominated by students are often responsive to digital-based services. These findings are consistent with research conducted by Afiyah et al. (2025), Imaya et al. (2025), and Tantri et al. (2024), which shows that digital platforms contribute to increasing MSME sales and income.

On the other hand, the labor variable shows a negative and significant influence on the income growth of MSMEs. These findings show that the increase in the number of workers does not always have a positive impact on business performance, especially in the small-scale culinary MSME sector that is more likely to operate with an efficient structure. In this situation, the addition of workers that is not accompanied by an increase in productivity can lead to inefficiencies in operations. On the other hand, the variables of business length and initial capital do not show a significant influence, which indicates that business experience and capital are not the main indicators to encourage the development of business income. This shows that in the digital economy, the competitive advantage of MSMEs depends more on the ability to adapt to technology than on traditional factors in doing business.

In general, the findings of this study show that digitalization is a key factor in increasing the turnover of MSMEs in the culinary sector in economic agglomeration areas around the UNTAD campus. The results of this study illustrate a shift from business methods that rely on traditional inputs to a method that focuses more on efficiency, market accessibility, and technology use. Therefore, the MSME development strategy must be focused on increasing the use of digital platforms, accompanied by increasing the ability of business actors to manage their business more adaptively and efficiently.

**CONCLUSION**

This study aims to analyze the influence of the use of digital platforms on the growth of the turnover of MSMEs in the culinary sector in the area around the campus. The findings of the study indicate that the use of digital platforms has a positive and significant influence on the growth of MSME turnover, confirming that the application of digital technology is an important factor in driving business performance. On the other hand, labor variables have a negative and significant impact, while the length of business and initial capital do not show a significant influence. These findings show that in the context of the digital economy, the factors that most influence business development are no longer determined by conventional factors, but by the extent to which MSME actors can adopt and utilize digital technology. Thus, this study presents an empirical contribution that reveals that the use of digital platforms is a key factor in MSME income growth, while traditional factors such as capital and business time no longer have an

important role. These results support the view that there has been a shift in the structure of business performance determinants from conventional input-based to technology-based and digital market access. In addition, the results on the negative impact of the workforce provide new insights by showing that business efficiency plays an important role in the context of MSMEs in the small-scale culinary sector. The results of this study imply that MSME development policies should be focused on accelerating the digitalization process as the main strategy for increasing income. Local governments and related parties must strengthen digital training programs, aid in the use of digital platforms, and integrate MSMEs into the broader digital economy ecosystem. In addition, the policies implemented not only need to focus on increasing capital or adding labor but also must pay attention to increasing productivity and business efficiency. In the context of the environment around the campus, the development of MSMEs that use digital technology can be linked to the local economic ecosystem to optimize the available market potential.

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