

UTILIZATION OF E-COMMERCE AND INNOVATION AND THUS THEIR IMPACT ON THE SUCCESS OF CULINARY MSMEs BUSINESSES IN EAST MEDAN

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ABSTRACT

The background of this research is based on the shift in consumer behavior toward online shopping via platforms such as GoFood, GrabFood, and ShopeeFood poses challenges for culinary MSMEs due to limitations in technology, digital marketing knowledge, and online business management, which reduce competitiveness and market opportunities. This study aims to examine the impact of e-commerce utilization and innovation on the success of culinary businesses in East Medan and provide practical recommendations to support MSMEs sustainability. Using quantitative descriptive method with a population of 350 culinary MSMEs actors and a sample of 187 respondents determined using Slovin's formula with a 5% margin of error. The data were analyzed using validity, reliability, and multiple linear regression tests with the help of SPSS25. The results indicate that both partially and simultaneously, e-commerce utilization and innovation have a significant effect on business success. This emphasizes that optimizing e-commerce strategies and strengthening innovation are key factors for improving business performance such as customer relationship management, digital promotion, and online engagement. The partical implication of this study is MSMEs should strengthen their digital capabilities by using online platforms to expand market reach, improve customer engagement, and increase sales. Innovation in products, packaging, and marketing strategies is needed to maintain competitiveness. Support from government and business institutions through digital training, access to technology, and partnerships with online platforms can further enhance MSMEs' performance and long-term sustainability.

Keywords: E-Commerce Utilization, Innovation, Business Success, MSMEs, Culinary

INTRODUCTION

In today's rapidly evolving digital era, a business's identity is increasingly determined by how effectively it can leverage technology as part of its core strategy. Therefore, digitalization is no longer merely an option but has become an urgent necessity for business actors, including Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector. Moreover, MSMEs serve as the backbone of the economy in many countries, especially in remote areas (Lazuardi, 2025).

In line with this, data from the Central Statistics Agency (BPS, 2025), the development of MSMEs in Indonesia during 2024 played a highly significant role in the national economy. Specifically, there were approximately 57.19 million micro enterprises, 0.65 million small enterprises, and 0.05 million medium enterprises, collectively employing around 114 million workers. MSMEs contributed 60.34% to the Gross Domestic Product (GDP), accounted for 96.99% of total national employment, and generated 15.68% of

non-oil and gas export value. These data clearly indicate that MSMEs serve as the backbone of Indonesia's economy, driving job creation, enhancing competitiveness, and strengthening the nation's overall economic resilience.

The data are a clear example of entrepreneurship in action, which is important for a country's economic development. The emergence of small to large business units begins with the entrepreneurial spirit of the community. The development of new businesses through productive activities gradually stimulates output growth and expands the exchange of goods and services within a region. In other words, entrepreneurship acts as the driving force of the economy (Afrizal, 2024). MSMEs play a crucial role in the global economy, contributing to economic growth, job creation, and income generation (Afrizal et al., 2024).

To support this role, MSMEs need to adopt digital technologies, one of which is e-commerce, which has become a key catalyst in transforming how businesses interact with customers, expand market reach, and increase efficiency in sales and distribution processes (Melani & Nasution, 2022). E-commerce refers to buying and selling goods or services via electronic media (Chusumastuti et al., 2023). This process includes promotion, transactions, payments, and online services, making it easier for sellers and buyers to interact without meeting in person (Sulistina, 2024). The significance of this transformation can be observed from the data below:

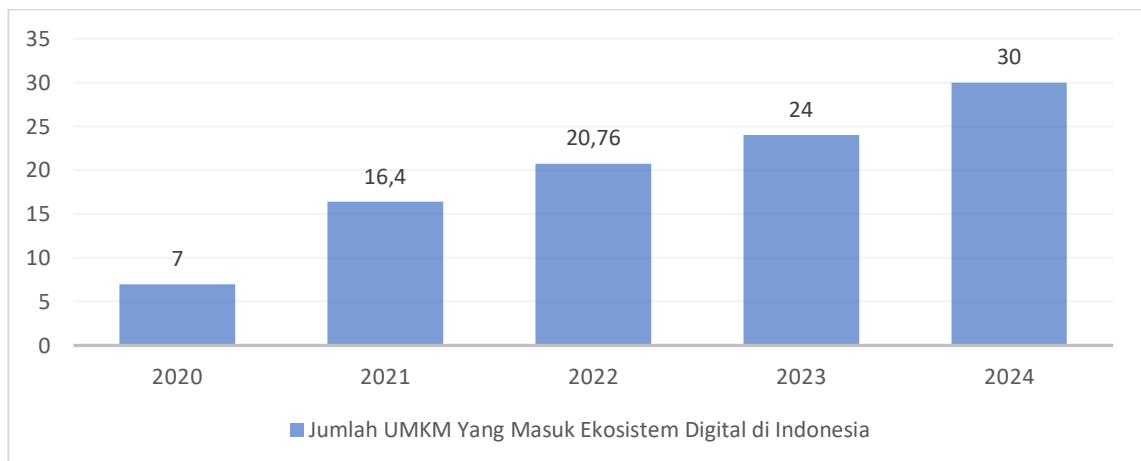


Figure 1. The Usage of Digital in MSMEs

Sources: Goodstats, 2025

As illustrated in Figure 1, the number of MSMEs integrated into the digital ecosystem in Indonesia has shown a consistent upward trend from 2020 to 2024. This upward trajectory clearly demonstrates that MSMEs are increasingly aware of the importance of digitalization in sustaining competitiveness and business continuity.

Furthermore, this shift is not merely moving from physical stores to online platforms but reflects a comprehensive transformation of business models to be more responsive to modern market needs. Technology-based innovations such as the use of big data, artificial intelligence (AI), and digital payment systems have encouraged MSME actors to be more adaptive and competitive in facing the challenges of the digital era (Yasin et al., 2025). Digital technology continues to evolve rapidly, impacting many aspects of society. This development is closely related to the synergistic effects of increased computing capabilities and the adoption of digital transformation, such as the Internet of Things (IoT), Big Data Analytics, Artificial Intelligence (AI), Machine Learning, and

Robotics. Digital transformation affects the fundamentals of the economy, reshapes the way trade is conducted both individually and corporately, and disrupts traditional systems (Afrizal, 2024).

Modern consumers, particularly Millennials and Gen Z, now demand faster, more convenient, and personalized shopping experiences. Millennials and Gen Z are productive age groups who grew up amid rapid digital technology development. Millennials were generally born between 1981 and 1996, while Gen Z was born after 1997. Both generations are characterized by adaptability, creativity, and openness to innovation and technology use in daily life. In the business context, they are key drivers of digital transformation and play an important role in the development of MSMEs, especially through social media and e-commerce (Siregar et al., 2025). Shifts in consumer behavior are compelling businesses to continuously adapt in order to stay relevant and competitive in a rapidly evolving market landscape.

This trend drives companies to establish a robust digital presence through consistent engagement on online platforms, integrated service delivery, and innovative product development. While digital transformation presents challenges such as intensified competition and disruptions in supply chains it also offers substantial opportunities to enhance competitiveness, streamline operations, and foster sustainable business growth.

Medan, the capital city of North Sumatra Province and one of Indonesia's three largest metropolitan areas, holds a pivotal role as a center of economic, trade, and industrial activity in the western region of the country. Renowned for its cultural diversity and abundant human capital, Medan presents a fertile ground for business expansion, particularly for MSMEs. This broader shift toward digitalization is also evident in regional hubs like Medan, which demonstrate strong potential for economic and entrepreneurial advancement.

In line with Medan City's strategic role, Medan Timur District also supports national economic growth through its rapidly growing culinary MSMEs. The district, located in Medan, covers an area of 8.89 km² and has a population of 117,035. It serves as a hub for informal economic growth, particularly in the dynamic and innovative culinary MSME sector. Medan Timur is known for its diverse local culinary offerings and high participation of MSME entrepreneurs, making it a strategic location for this study (Medan City Statistics Bureau, 2024). The following is data on the number of culinary entrepreneurs (food and beverage stalls) in Medan Timur District:

Table 1. Data on the Number of Culinary Entrepreneurs in East Medan for the 2021-2023 Period

Year	Food/Drink Stall
2021	84
2022	441
2023	350

Sources: Badan Pusat Statistik, 2025

Table 1 shows that the number of food and beverage stalls in Medan Timur experienced a significant increase from 2021 to 2022, rising from 84 to 441 units. However, in 2023, the number decreased to 350 units. This trend indicates that although there was a substantial surge in 2022, an adjustment or reduction in the number of stalls occurred the following year. The decline could be due to various factors, such as intense business competition, changes in consumer behavior, or operational challenges. Nevertheless,

the 2023 figure still represents a higher number of business actors compared to 2021, reflecting the promising potential of the culinary market in Medan Timur (Yasin et al., 2025).

These fluctuations also indicate that business sustainability depends not only on quantity but also on the ability to adapt to continuously evolving challenges. Business success is the outcome of hard work achieved through careful planning, consideration, and structured execution (Ilham et al., 2019). One major challenge is the shift in consumer behavior, as customers increasingly prefer online shopping. Today's consumers demand speed, convenience, and ease in transactions, which drives them to choose e-commerce platforms and food delivery services.

A e-commerce is a type of digital business where entrepreneurs create or provide a platform for others to sell their products or services (Widiana et al., 2022). Commonly used platforms include GoFood, GrabFood, and ShopeeFood. Unfortunately, many MSMEs in Medan Timur have not been able to optimize e-commerce use due to technological limitations, lack of understanding of digital marketing, and challenges in managing online-based businesses. This situation reduces market expansion opportunities and lowers competitiveness.

In addition to e-commerce, innovation is a crucial element that determines MSME success. Innovation is a company's effort to utilize advances in technology and information to modify and transform ideas into commercially viable products that meet consumer needs (Lestari, 2019; Nainggolan et al., 2023). In this context, innovation is not limited to developing food and beverage products but also includes service systems, packaging, payment methods, promotional strategies, and the use of social media to reach consumers. However, many MSME actors still operate conventionally without meaningful updates needed to attract a dynamic and critical market. Lack of innovation results in monotonous businesses that cannot compete or build customer loyalty (Cyndy & Kurniawan, 2022).

Conversely, MSMEs that effectively integrate e-commerce with innovation have proven to be more adaptive and competitive. They can increase sales volume, reach broader markets, and build a strong brand image. Businesses that successfully implement digital strategies also demonstrate greater ability to respond quickly and efficiently to consumer needs. This indicates that leveraging e-commerce and applying innovation are key combinations to support the success of culinary MSMEs At the Lubuk Pakam Triangle Field (Melani & Nasution, 2022).

On the other hand, business actors who do not promptly undertake digital transformation and innovation will continue to fall behind. Unpreparedness in facing the digital era can lead their businesses to stagnate or even decline. Major challenges they face include limited digital education, restricted access to capital, and the absence of a strong business ecosystem (Aldino & Aramita, 2024).

LITERATURE REVIEW

Business Success

Business success is the actual alignment between planning, execution, and the results achieved (Santoso, 2021). It represents a condition in which a business experiences growth compared to previous results and is the primary goal of any enterprise (Poltak et al., 2022). Business success is achieved when a business reaches its objectives through

entrepreneurs who are intelligent and proactive (Saryanto, 2021). In summary, business success is attained when strategic planning and implementation are effectively aligned, resulting in measurable performance improvement. This achievement is contingent upon the entrepreneur's capacity to act intelligently and proactively in directing business activities toward established objectives. According to Nurcahaya et al. (2023), indicators of business success include financial performance, profit, productivity, customer needs, innovation and service, creativity, and employee commitment.

E-Commerce

E-commerce refers to all business activities that involve the use of internet-based technology to facilitate the exchange of goods, services, and information (Khurana, 2022). According to Laudon & Traver (2022), e-commerce enables companies and consumers to carry out transactions without physical boundaries, creating new opportunities for efficiency and market expansion. Chaffey (2021) emphasizes that e-commerce is not only limited to buying and selling but also integrates marketing, customer relationship management, and digital supply chain systems. Thus, E-commerce is the utilization of internet-based technologies to facilitate transactions beyond physical boundaries, enhancing efficiency and market reach while integrating key business functions such as marketing, customer relations, and digital supply chain management. Indicators of e-commerce include internet access, ease of information, human resource capabilities, and managerial responsibility (Nasri, 2020).

Innovation

Innovation is the ability to apply creativity, which originates from creative ideas (Kurniullah et al., 2021). Innovation involves deliberate and planned changes that improve, differ from, or go beyond previous practices (Widaningsih, 2019). Product innovation is crucial for startups, enabling them to introduce new solutions, disrupt markets, and create value for customers (Afrizal et al., 2023). Overall, Innovation is the intentional application of creative ideas to produce improvements or new practices, and it is essential for startups in developing distinctive products, entering markets, and generating customer value. Indicators of innovation include the level of innovation, product variants, and product design style (Hasbullah & Muchtar, 2022).

RESEARCH METHOD

This study uses a quantitative descriptive method to objectively describe phenomena based on numerical data. The research was conducted in Medan Timur sub-district from July to September 2025. The population consisted of 350 culinary MSME actors registered in the Medan Timur BPS in 2023. A sample of 187 respondents was determined using Slovin's formula with a 5% margin of error. Data collection techniques included questionnaires with a Likert scale, interviews, observations, literature review, and documentation. The questionnaire served as a research instrument consisting of a set of structured questions prepared according to the researcher's requirements (Situmorang & Pane, 2024). Prior to the main analysis, validity and reliability tests were conducted on 30 respondents outside the study sample. The data were then analyzed using classical assumption tests (normality, multicollinearity, and heteroskedasticity), multiple linear regression, hypothesis testing (partial and simultaneous), and the coefficient of determination.

RESULT AND DISCUSSION

Validity test

According to Ghozali (2021), a validity test is used to determine the extent to which an instrument accurately measures the intended construct the Corrected Item-Total Correlation (r_{table}) values for all questionnaire items across the three variables—e-commerce utilization (X_1), innovation (X_2), and business success (Y)—are compared against the critical r_{table} value of 0.3610 (for $n = 30$, $\alpha = 0.05$). All items within each variable demonstrate $r_{table} > 0.3610$, indicating that every item on the questionnaire is valid and appropriately measures its corresponding construct.

Reliability test

Reliability refers to the consistency of a measurement instrument in capturing a particular construct (Ghozali, 2021). As shown in Table 12, the Cronbach's Alpha values for each variable are as follows:

Table 2. Uji reliabilitas

No	Variabel	Cronbach's Alpha	Hasil
1	E-Commerce Utilization (X_1)	0.934	Reliabel
2	Innovation (X_2)	0.904	Reliabel
3	Business Success (Y)	0.868	Reliabel

Sources: Research Results, 2025 (Processed Data)

All values exceed the minimum acceptable threshold of 0.60, indicating that the questionnaire is highly reliable. These results were obtained from a sample of 30 respondents and reflect strong internal consistency across all measured variables.

Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test, with the following criteria: if the significance value is >0.05 , the data is normally distributed, and if the significance value is <0.05 , the data is not normally distributed (Purnomo, 2022). The results of the normality test using this method are presented in the following table.

Table 3. One-Sample Kolmogorov Smirnov Test

Unstandardized Residual	
N	187
Asymp.sig (2-tailed)	0,200

Sources: Research Results, 2025 (Processed Data)

Based on the table above, the results of the Kolmogorov-Smirnov normality test demonstrate that the significance value is greater than 0.05, namely 0.200. Therefore, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is used to check whether the residual variance in a regression model is constant (Ghozali, 2021).

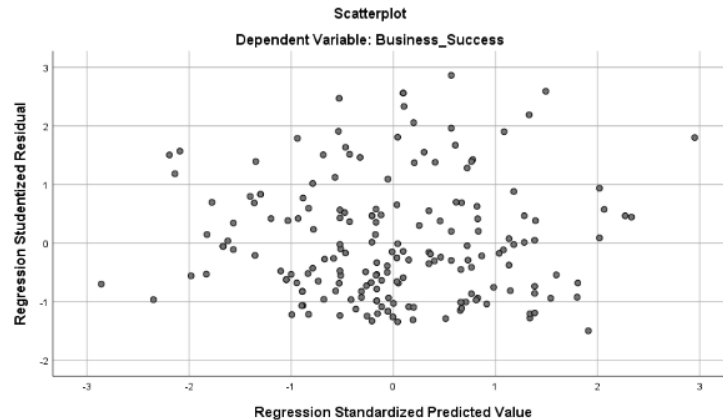


Figure 3. Scatterplot Graph
Sources: Research Results, 2025 (Processed Data)

Based on the scatterplot graph presented, it can be seen that the points are randomly distributed and do not form a clear pattern, and are spread both above and below zero on the Y-axis. This means there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input from the independent variables.

Multicollinearity Test

Multicollinearity occurs when two or more independent variables in a study have a high correlation, making the variables non-orthogonal (Ghozali, 2021.; Hironymus, 2020). The test results are presented in the following table.

Table 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	E-Commerce Utilization (X_1)	0.809	1.237
	Innovation (X_2)	0.809	1.237

a. Dependent variable: Business Success

Sources: Research Results, 2025 (Processed Data)

The table above shows that all variables have a tolerance value greater than 0.1 and a VIF value less than 10, which indicates that no multicollinearity problems were found.

Multiple Linear Regression Analysis

According to Sahir (2022), multiple linear regression analysis is used when two or more independent variables influence one dependent variable, and the equation formula can be described as follows. The results of the multiple linear regression analysis are shown in the table below:

Table 5. Multiple Linear Regression Analysis

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	7.172	1.758
	E-Commerce Utilization (X_1)	0.582	0.071

	Innovation (X_2)	0.520	0.073
a. Dependent variable: Business Success			

Sources: Research Results, 2025 (Processed Data)

Business Success = 7.172 + 0.582 E-Commerce Utilization + 0.520 Innovation + e

1. Constant (α) = 7.172, meaning that when the independent variables, namely E-Commerce Utilization (X_1) and Innovation (X_2), are equal to 0, Business Success remains at 7.172.
2. Coefficient X_1 (b_1) = 0.582, meaning that when E-Commerce Utilization (X_1) increases by 1 percent, Business Success (Y) will increase by 58.2 percent.
3. Coefficient X_2 (b_2) = 0.520, meaning that when Innovation (X_2) increases by 1 percent, Business Success (Y) will increase by 52 percent.

Partial Hypothesis Test (t-Test)

The partial hypothesis test or t-test is used to determine the effect of each independent variable on the dependent variable individually (Ghozali, 2021).

Table 6. Partial Hypothesis Test (t-Test)

Coefficients ^a			
Model		t	Sig
1	(Constant)	4.079	0.000
	E-Commerce Utilization (X_1)	8.224	0.000
	Innovation (X_2)	7.129	0.000
a. Dependent variable: Business Success			

Sources: Research Results, 2025 (Processed Data)

Based on the table above, it can be seen that:

1. For the variable E-Commerce Utilization (X_1), the calculated t-value (8.224) > table t-value (1.973) with a significance value of $0.000 < 0.05$. Thus, it can be concluded that there is a significant positive effect of E-Commerce Utilization on Business Success.
2. For the variable Innovation (X_2), the calculated t-value (7.129) > table t-value (1.973) with a significance value of $0.000 < 0.05$. Thus, it can be concluded that there is a significant positive effect of Innovation on Business Success.

Simultaneous Hypothesis Test (F-Test)

The F-test is used to examine the combined influence of independent variable dimensions on the dependent variable (Rezeki et al., 2021). The results of the simultaneous hypothesis testing can be seen in the table below:

Table 7. Simultaneous Hypothesis Test (F-Test)

ANOVA ^a			
Model		F	Sig
1	Regression	104.945	0.000

Sources: Research Results, 2025 (Processed Data)

Based on the table above, it is known that the calculated F-value (104.945) > table F-value (3.04) with a significance level of $0.00 < 0.05$. Thus, it can be concluded that there

is a significant effect of E-Commerce Utilization and Innovation on Business Success.

Coefficient of Determination

According to Ghozali (2021), the coefficient of determination (R^2) essentially measures how well the model can explain the variation in the dependent variable. The results of the coefficient of determination test can be seen in the following table:

Table 8. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.730	0.533	0.528	3.763
a. Predictors: (Constant), Innovation, E-Commerce Utilization				
b. Dependent Variable: Business Success				

Sources: Research Results, 2025 (Processed Data)

Based on the table above, the adjusted R Square (R^2) value obtained is 0.533. This means that the influence of E-Commerce Utilization and Innovation on Business Success is 53.3 percent, while the remaining 46.7 percent is influenced by other factors outside the scope of this research model.

DISCUSSION

The Effect of E-Commerce Utilization on Business Success

For the variable E-Commerce Utilization (X_1), it is found that there is a significant positive effect of E-Commerce Utilization on Business Success. The coefficient $X_1(b_1) = 0.582$ shows that E-Commerce Utilization has a positive effect of 0.582 on Business Success. In other words, for every 1 percent increase in E-Commerce Utilization, Business Success increases by 58.2 percent. These results are consistent with the findings of Aldino & Aramita (2024), which demonstrated that e-commerce utilization significantly affects the Business Success of culinary businesses in Medan Selayang.

The Effect of Innovation on Business Success

For the variable Innovation (X_2), it is found that there is a significant positive effect of Innovation on Business Success. The coefficient $X_2(b_2) = 0.520$ shows that Innovation has a positive effect of 0.520 on Business Success. In other words, for every 1 percent increase in Innovation, Business Success increases by 52 percent. These results are consistent with the findings of Melani & Nasution (2022), which showed that Innovation significantly influences the Business Success of culinary MSMEs at Lapangan Segitiga, Lubuk Pakam. Similar findings were also reported by Yasin et al. (2025), who found that Innovation significantly contributes to the Business Success of culinary SMEs in Makassar.

The Effect of E-Commerce Utilization and Innovation on Business Success

The F-statistic (104.945) > F-table (3.04) with a significance level of $0.00 < 0.05$, indicating a significant simultaneous effect of E-Commerce Utilization and Innovation on Business Success. The adjusted R Square (R^2) obtained is 0.533, meaning that the influence of E-Commerce Utilization and Innovation on Business Success is 53.3 percent, while the remaining 46.7 percent is explained by other factors outside the research model. These results are consistent with the study of Melani & Nasution (2022), which showed that Innovation significantly influences the Business Success of culinary MSMEs in Lapangan Segitiga, Lubuk Pakam. Similarly, Yasin et al. (2025) found that Innovation significantly contributes to the Business Success of culinary SMEs in Makassar. Meanwhile, Aldino & Aramita (2024) found that e-commerce utilization

significantly affects the Business Success of culinary businesses in Medan Selayang.

CONCLUSION

The conclusion drawn from this study is that both partially and simultaneously, E-Commerce Utilization and Innovation have a significant influence on the Business Success of culinary MSMEs in East Medan District. To enhance business success, optimizing e-commerce strategies and strengthening innovation are key factors. Culinary MSMEs in East Medan can leverage digital platforms such as social media, food delivery services, and e-commerces to expand market reach, increase visibility, and attract new customers. E-commerce strategies, including customer relationship management, digital promotion, and online interaction, can help retain existing customers while acquiring new ones. Meanwhile, innovation in menu development, attractive packaging, and consistent product quality will serve as the main attraction for consumers. The combination of effective e-commerce utilization and sustainable product innovation will drive business growth and strengthen the competitiveness of culinary MSMEs in East Medan District.

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