

THE IMPLEMENTATION OF MARKETING COMMUNICATION ELEMENTS FOR THE SUSTAINABILITY OF MICRO-ENTERPRISES: A CASE STUDY OF CUISINE STUDIO

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Abstract

Micro, small, and medium enterprises (MSMEs) currently play a crucial role in ensuring the sustainability of the global economy. In 2023, Indonesian MSMEs contributed to gross domestic product by up to 61%. Changes due to digitalization also have a strong influence on MSMEs. This study aims to analyze the influence of marketing communication elements, namely digital marketing, in strengthening consumer buying interest in Cuisine Studio products, an MSME located at the IBI Kesatuan Bogor. This study is the outcome of mentorship in developing marketing strategies using various social media platforms, including Instagram. This study employs a quantitative descriptive data analysis approach. We expect the results of this study to offer strategic insights to MSMEs, enabling them to effectively utilize digital marketing and enhance their marketing performance, thereby contributing to the sustainability of micro businesses in Indonesia.

Keywords: Micro-business, marketing strategy, quality perception, and social media

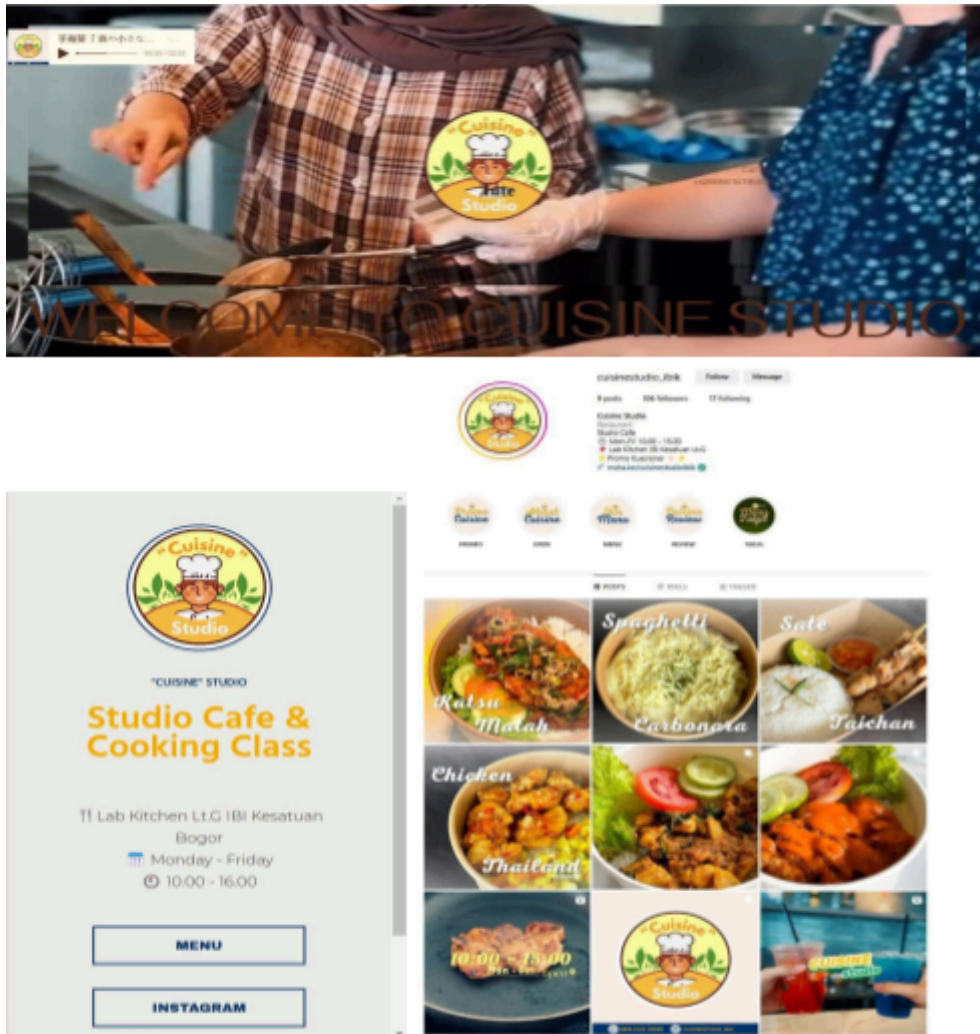
Introduction

Micro, small, and medium enterprises (MSMEs) play an important role in driving the Indonesian economy. Data from the national Gross Domestic Product (GDP) demonstrates the role of MSMEs in maintaining national economic growth, with MSMEs accounting for 61% of Indonesia's total GDP (KADIN, 2023). MSMEs have demonstrated their ability to secure raw material availability for their production, thereby enhancing their resilience in the face of economic crises. MSMEs are more adaptive by utilizing local raw materials to meet domestic needs (Lubis & Salsabila, 2024). In addition, MSMEs play a major role in reducing the impact of poverty during the economic crisis. Currently, the MSME sector serves as an alternative employment sector, employing approximately 117 million workers, or approximately 97% of Indonesia's total workforce (Direktorat Jenderal Perbendaharaan, 2024). In addition to having the ability to empower the community, MSMEs can also create opportunities for individuals to work and earn sustainable income.

The diversity of the MSME sector in Indonesia guarantees its capacity to support national economic resilience and growth. The ability of MSMEs to drive innovation, increase independence, and create jobs further strengthens opportunities in realizing inclusive and sustainable economic development. One of the MSMEs engaged in the culinary sector is Cuisine Studio. Located on the campus of the Bogor Institute of Business and Informatics, Cuisine Studio offers various food and beverage products that can support campus community activities. Despite having a diverse menu, strategic locations, and a growing customer base, Cuisine Studio, as a relatively new micro business, still needs to optimize its digital marketing strategy. Various business sectors continue to strive to implement technology to advance and develop, including MSMEs. Research has demonstrated that digitalization significantly influences the development of MSMEs (Bizhanova et al., 2019; Hendrawan et al., 2019). Online marketing is an important element of marketing communications that can drive business performance (Lusianingrum et al., 2024; Tolstoy et al., 2022).

Based on the importance of digital applications in business and the underdevelopment of Cuisine Studio's digital promotions, this study aims to provide solutions to enhance the effectiveness of using Instagram social media to attract maximum consumer interest. In addition to facing challenges in implementing technology for its marketing, Cuisine Studio addresses the problem of a lack of human resources who have insight into consumer shopping behavior. By implementing successful strategies on social media, micro businesses such as Cuisine Studio will be able to provide an engaging experience for customers and form strong relationships with consumers. Research has demonstrated that MSMEs use

social media to influence their product purchasing decisions (Lusianingrum et al. 2024; Pertiwi et al., 2023; Othysalonika et al., 2022).



Cuisine's Social Media and Website

MSMEs still really need human resources with skills in managing digital marketing, such as social media and websites (Fadhilah et al., 2023). Therefore, this research and mentoring is one of the efforts to increase consumer buying interest and build relational relationships with consumers through the use of social media as a digital marketing strategy. The selection and implementation of better digital marketing strategies will help microbusinesses, such as Cuisine Studio, survive the tight competition of the culinary industry and create new jobs. This improvement in business strategy also contributes to the welfare of local communities and builds sustainable economic resilience.

Methods

This study uses a quantitative approach that aims to explain the influence of website quality and social media on consumer purchasing interest. Figure 1 shows the website and Instagram Cuisine Studio. The quantitative method in the study emphasizes consistency from beginning to end (Sugiyono, 2017). The study conducted an online survey to collect data from a total of twenty-five cuisine studio customers who had viewed social media (Instagram) and blogs. Previous research by Belver-Delgado et al. (2021) served as the basis for the indicators used to measure the variables of website quality for social media and blogs, as well as the variable of purchasing interest. The study measured customer perceptions of website and social media quality, which included product information, product variety, price promotions, visually

appealing information, photos of facilities, and how to make purchases. We used the SPSS statistical tool to analyze the data collection results and presented the data in a descriptive manner.

Results and Discussions

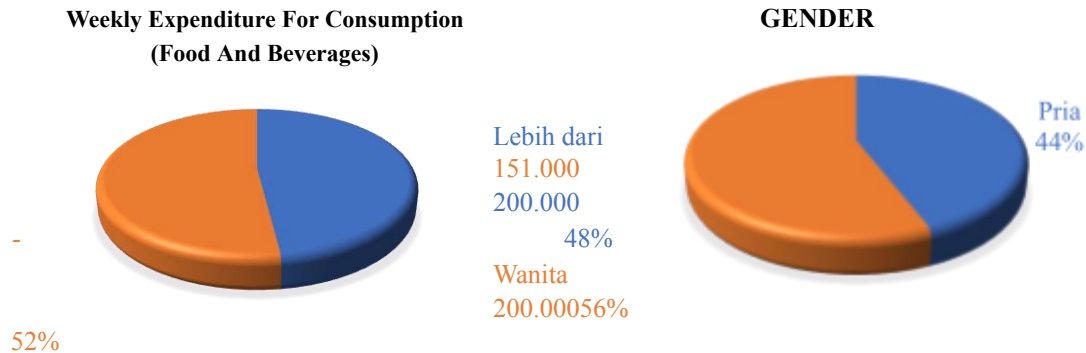


Figure 2.
Respondents' Profile

Based on the gender data of the respondents (Figure 2), we know that out of a total of 25 Cuisine Studio customers, 11 are men and 14 are women. This indicates that the study has a higher proportion of female respondents than male respondents. Based on the data on weekly consumption expenditure for food and beverages (Figure 2), we know that out of a total of 25 respondents, the majority fall into the spending category of IDR 151,000–IDR 200,000, which includes 13 people (52%), and the category of more than IDR 200,000, which includes 12 people (48%). These data indicate that the majority of respondents spend a significant amount each week on their food and beverage needs, offering a comprehensive view of their consumption patterns in meeting their daily needs.

Table 1 Summary of Validation Test Results Correlations

		PKT	MBT
PKT	Pearson Correlation	1	.706**
	Sig. (2-tailed)		.000
	N	25	25
MBT	Pearson Correlation	.706**	1
	Sig. (2-tailed)	.000	
	N	25	25

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Result, 2024

The initial step in data testing involves determining the validity of the obtained research data (Table 1). Based on the Pearson correlation analysis, it is known that the significance value (2-tailed) is $0.000 < 0.05$, or it can be stated that there is a relationship or that it is valid (Table 1). Therefore, we can conclude that the website quality perception variable, the Instagram social media for Cuisine Studio, and the purchase interest behavior variable for Cuisine Studio products are valid and ready for further processing.

Table 2 Summary of Reliability Test Result

Variable	Cronbach's Alpha
Persepsi	0.833

Perilaku Minat Beli	0.890
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Source: Data Processing Result, 2024

Based on Table 2, it is known that the Cronbach's Alpha value for the Perception variable is 0.833, and the Cronbach's Alpha value is greater than 0.60. Therefore, we can conclude that the perception variable exhibits reliability. Likewise, the Cronbach's alpha value for the purchase interest behavior variable is 0.890 (Table 2), where the Cronbach's alpha is greater than 0.60. Therefore, we can conclude that the perception and purchase interest behavior variables are reliable and warrant further analysis.

Table 3 Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			25
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.68313196
Most Extreme Differences	Absolute		.183
	Positive		.145
	Negative		-.183
Test Statistic			.183
Asymp. Sig. (2-tailed)			.031 ^c
Monte Carlo Sig. (2tailed)	Sig.		.334 ^d
	99% Confidence Interval	Lower Bound	.322
		Upper Bound	.347
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 926214481.			

Source: Data Processing Result, 2024

Regression analysis requires evidence of normal distribution in the data. The results of the normality test presented in Table 3 show that the residual value based on Asymp. Sig. (2-tailed) is 0.031, which is below 0.05, indicating that the data is not normally distributed. However, the Monte Carlo Sig. (2-tailed) results, showing a value of 0.334 with a 99% confidence interval (0.322 to 0.347), suggest a normal distribution of the data based on this method. This normality test uses a one-sample Kolmogorov-Smirnov test. We can conclude that the data meets the normality assumption and is suitable for further analysis through a regression model, as the Monte Carlo results show a normal distribution (Table 3).

Based on the data in Table 4, it is known that the coefficient of determination (R^2) is 0.498, or 49.8%. This shows that the independent variable, namely perceived quality, contributes 48.4% to the dependent variable, namely purchase interest behavior. Other factors not discussed in this study influence the remaining 51.2%.

Table 4 Summary of Regression Test Results

Hypothesis	Model summary (R^2)	ANOVA		t-test	Sig.
		F-test	Sig.		

Perspesi Kualitas Perilaku Minat Beli	0.498	22.817	0.000 ^b	4.777	0.000
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Source: Data Processing Result, 2024

We use the F test to test the significance of the independent variable's simultaneous influence on the dependent variable. Based on Table 4, it is known that the F value is 22.817 with a significance level of 0.000. We can conclude that overall, perceived quality significantly influences purchase interest behavior because the significance value is less than 0.002. Additionally, we conducted a t-test to examine the partial influence of the perceived quality variable on purchase interest behavior. Based on the test results (Table 4), it is known that the t value is 4.777 with a significance level of 0.000 (less than 0.05). These results indicate that customer quality perceptions of Instagram and blogs have a partial and significant influence on customer purchasing behavior.

Conclusion

This study concludes that customers' perceptions of quality, particularly those associated with the website and Instagram social media, significantly influence their decisions to purchase Cuisine Studio products. Based on the results of this study, it is known that customer perceptions of the quality of the website and Instagram social media contribute 49.8% to the decision to purchase interest. These results emphasize the importance of the role of website quality and Instagram social media in creating a positive experience for consumers. The main factors that influence customer assessments of the quality of the website and Instagram's social media include the availability of information about the product, its visual appearance, and promotions.

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