THE INFLUENCE OF BUSINESS LOCATION FEASIBILITY, SOCIAL MEDIA ADVERTISING AND PRODUCT INNOVATION ON INCREASING SALES OF MICRO, SMALL AND MEDIUM ENTERPRISES IN THE CULINARY SECTOR AT THE CENTER POINT OF INDONESIA MAKASSAR CITY

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Abstract

This study aims to determine the effect of business location feasibility, social media advertising and product innovation partially and simultaneously on increasing sales of culinary MSMEs at Center Point of Indonesia (CPI) Makassar City. This study employs quantitative research methodologies. The data collection techniques used were observation and interviews using questionnaires and documentation of activities. The population as well as the sample in this study were 50 culinary MSME business actors located at the Center Point of Indonesia (CPI). The employed data analysis techniques encompass multiple linear regression analysis, the F-test, the t-test, and the coefficient of determination. The results showed that business location feasibility, social media advertising and product innovation partially influenced the increase in sales of Culinary MSMEs at Center Point of Indonesia (CPI). Business location feasibility variables, social media advertising and product innovation simultaneously affect the increase in sales of Culinary MSMEs at Center Point of Indonesia (CPI).

*Keywords: **Business Location Feasibility, Culinary Sector, Product Innovation, Social Media Advertising***

1. INTRODUCTION

Today, advancements in the business world have also resulted in fierce competition among companies as they strive to meet consumer needs. This fierce competition is inevitable in the business environment. Threats come not only in the country itself but also abroad, this danger will encourage small and medium enterprises to compete, face opportunities and risks that will affect the progress or decline of the business being run. Therefore, it is important for MSMEs to be aware of consumer preferences in particular, as well as market trends in general. In addition, continuing to innovate their products is a must in order to compete with fellow products (Rifa et al., 2019).

Micro, Small and Medium Enterprises (MSMEs) refer to businesses that are small in scale but have a significant impact on the Indonesian economy. MSMEs have the capacity to create new job opportunities, contribute to equitable income distribution, and support

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national stability. However, for this goal to be achieved, preparations are needed that allow MSMEs to compete on a global scale. One way is to adapt to technological advances so as not to be left behind in the times. One strategy that is currently popular is using social media as a promotional tool in marketing MSMEs. This approach has advantages in terms of easy access, wide reach, work efficiency, and affordable costs (Indrasari et al., 2019).

(Visnjic & Van, 2013) Demonstrate that assets and activities that reinforce business patterns that emphasize products and resources that support product change (such as new product development) have the ability to complement each other. Similar to the knowledge gained from product-oriented services, activities that support customer-centered business patterns can also provide a deep understanding of customers' fundamental needs. Indeed, this knowledge often leads to ideas that are not connected to existing products for consumers, and these ideas tend to be more difficult to realize. Therefore, the connection between innovation activities and customer-oriented service activities may be less visible and have a more limited economic impact. Overall, there is a complementary relationship between product innovation and customer-first business structures. (Visnjic, et al. 2016).

In fact, social media is considered as a tool that can be optimized in various business advertising strategies. This competition also motivates vendors to continuously innovate, formulate concepts and integrate them into advertising campaigns for the products or services they offer. The present media platform known as social media has the potential to effectively provide product knowledge, increase transaction volume, as well as facilitate two-way communication such as customers and other potential customers (Ario et al., 2016:27)

Social media advertising trends illustrate how entrepreneurs are adopting online marketing strategies through these platforms. This means that social media is not only used for personal purposes, but also as a promotional tool for businesses. (Zou, 2018) The development of various types of social media provides opportunities for business owners to market their products through social media advertising/online advertising approaches. (Widyawati, A., & Hidayat, 2018) By adopting an advertising approach on social media, businesses have the flexibility to conduct online promotions that aim to introduce their business, capture consumer interest through a more budget-friendly and convenient execution (Bilgin, 2018).

The place of business is influenced by a number of variables that vary from organization to organization, depending on the type of products and services produced. Accuracy in choosing a location is very important for entrepreneurs when starting their business. Optimal location selection and proximity to customers or markets can significantly impact the prosperity or downfall of a business venture (Hanggita, 2018).

The digitalization era inherent in 21st century technological developments is certainly the focus of increasing competence (Kholifah et al., 2021; Mahfud et al., 2022). In

this era, deep mastery of digital technology will provide insights and develop more optimal and time-saving methods of entrepreneurship (Rippa & Secundo, 2019). Advances in digital technology have also created various online buying and selling platforms that can increase efficiency in transactions and generate significant profits (Arifin et al., 2020; Mutohhari et al., 2021). In line with the previous, the ability in digital marketing is also believed to be able to stimulate the growth of interest in running business opportunities (Kingsnorth, 2019).

Increasing sales is a social and managerial process in which meeting consumer expectations for product quality and quantity is a step in efforts to increase sales. The main objective of increasing a company's sales is to earn optimal profits, thereby facilitating the ongoing expansion of the company. At the same time, this surge in sales serves as an important source of capital for the survival of the company over both a short and long period of time. Basically, all companies anticipate the successful achievement of goals in thinking about how to compete with similar companies in attracting consumer interest so that an increase in company sales occurs. MSMEs have an important influence on the economy of a nation. Often, MSMEs emerge as the main catalyst behind regional economic progress, creating employment opportunities and increasing individual income. In the culinary field, MSMEs show great capacity for growth, given the growing demand for food and beverage commodities needed by the community. In the midst of the current era of digitalization and global interconnectedness, the decisive factors influencing the victory of MSMEs in increasing sales are business proximity to the location, effective utilization of social media as a promotional instrument, and innovative product introduction (Abbas et al., 2022).

In research (Dewi, 2018) states that business location is an important factor in the success of MSMEs, especially in the culinary sector. A strategic location can increase business visibility and create good accessibility for customers. Factors such as accessibility, population density, the presence of competitors, and market potential around the business location can have a significant impact on MSME sales. Also supported by (Hanifawati & Listyaningrum, 2021) this concept underlines that social media has evolved into a powerful platform for promoting goods and services. MSMEs have the opportunity to use channels such as Facebook, Instagram, Twitter, and similar platforms to expand the reach of their culinary offerings to a wider spectrum of audiences.

This online presence can help MSMEs increase brand awareness, interact with customers, and ultimately increase sales. According to (Hasna, 2021) In the competitive culinary world, product innovation can be a strong differentiation factor. MSMEs that are able to present menus or culinary products that are unique, creative, and follow the latest trends have the potential to attract the attention of customers who want to try new and interesting things. Innovations in flavor, presentation, or even packaging can increase product appeal.

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Research on the feasibility of business location, soscial media advertsing advertising and product innovation on increasing sales is carried out, among others: (Andini et al., 2022). (Dewi, 2018). (Hartanto, 2022). (Hanifawati & Listyaningrum, 2021). (Hasna, 2021) (Istanti & Sanusi, 2020). (Marfuah & Hartiyah, 2019). (Prasetyanto, 2020). (Purnomo, 2019). (Yanuar & Harti, 2020). Based on previous research studies, researchers can conclude that the feasibility of business locations on increasing sales of culinary MSMEs has a strong relationship, because the selection of the right location refers to understanding and implementing business strategies related to the culinary industry. Every entrepreneur in the MSME sector has a unique approach in implementing innovation and marketing through social media to increase sales volume in their business, something similar is seen in MSME business actors at Center Point of Indonesia. Overall, the feasibility of business location, social media advertising, and product innovation in increasing sales play a crucial role in keeping the culinary business running. By utilizing technology effectively, culinary business owners can improve operational efficiency, expand market reach, optimize marketing strategies, and make smarter decisions based on data.

The purpose of the study is to identify the influence of business location feasibility, social media advertising, and product innovation on increasing sales of MSMEs in the culinary sector. By understanding these factors, MSMEs can strategically improve their operational performance and make a greater contribution to the local economy. This research aims to provide in-depth guidance for culinary MSME owners in optimizing the potential of factors such as location, social media marketing, and product innovation. In addition, the results of this study can also provide valuable information to the government and related institutions to assist them in formulating policies that support the development of MSMEs in the culinary sector.

2. RESEARCH METHOD

This research was conducted in March 2023. The research location for MSMEs is at the Central Point of Indonesia (CPI) Makassar City, South Sulawesi, Indonesia is a popular destination at this time in Makassar with various tourist attractions such as the 99-dome mosque, losari beach and not forgetting the MSME snacks that are present such as in the lego-lego area and sunset squay presenting many types of snacks for visitors from various types of groups.

The population in this study are MSME business actors in the culinary sector in the Center Point of Indonesia (CPI). The number of business actors is 50 people, consisting of 24 heavy food business actors, 20 snack food business actors and 32 bealso the research sample so that the sample determination is total sampling or saturated sample.

The research methodology applied here uses a quantitative descriptive approach, considering that the data collected will be in the form of numerical values and will then be analyzed statistically. The data collection methods used are questionnaire-based interviews, observation, and direct interviews.

Multiple Linear Regression Analysis

In accordance with the issues and objectives of the study, the analytical methods used include descriptive and quantitative approaches. To respond to questions regarding the situation of citrus farming, a descriptive approach was used. Meanwhile, quantitative analysis methods were applied to answer questions and achieve research objectives related to the impact of business location feasibility variables, promotion through social media, and product innovation. In this context, multiple regression analysis was used along with classical assumption testing. The following are the details of the proposed analytical model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \mu$$

Y	= Increased Sales of Culinary Sector MSMEs
X_1	= Feasibilty of Business Location
X_2	= Social Media Advertising
X_3	= Product Innovation
A	= Intercept
μ	= Random eror
b_1, b_2, b_3, b_4	= Regressione Coefficient

Once the model is estimated, the next step is to run the F-test to test the overall significance, while the individual effect of each variable is tested through the t-test.

Coefficient of Determination

The R2 test is carried out with the intention of measuring the extent of the model's skill in explaining variations in the independent variable and assessing how effective the model regression is in predicting the dependent variable. The equation applied in the calculation is as follows:

$$R^2 = 1 - \frac{\Sigma(Y - \hat{Y})^2}{\Sigma(y - \bar{y})^2}$$

Description:

R^2 = Coefficient of Determination

$(Y - \hat{Y})^2$ = Square of the the difference between the actual value of Y and the estimated value of Y

$(y - \bar{y})^2$ = Square of the difference between the actual Y value and the average Y value.

Test F

In Suliyanto's (2011) view, the calculated F number is used to test the accuracy of the model. The F test is also often referred to as a simultaneous test, to determine whether the independent variables included in the model have the capability to explain changes in the value of the dependent variable or not. To draw a conclusion whether the model is appropriate or not, a comparison between The significance of the calculated F value and the critical F value from the table is significant. To calculate the amount of the calculated F number, the following formula is used:

$$\frac{b^2/(k-1)}{(1-b^2)/n-k}$$

$$F_{hitung} =$$

b^2 = Coefficient of determination

k = Number of variables

n = Number of observation (sample size)

Test T

In accordance with the opinion of Suliyanto (2011), The t score is used to test whether the variable has a significant impact on the dependent variable or not. The level of significance can be analyzed by comparing the calculated t value with the t value found in the reference table. The following formula is used to calculate the calculated t value:

$$t_i = \frac{b_j}{S_{b_j}}$$

Description:

t = Calculated t value

bj = Regression coefficient

sbj = Standrard eror of regression coefficient

Classical Assumption Test Normality

Normality testing is carried out to evaluate whether in a regression model, the independent variable, the dependent variable, or both follow a normal distribution or not (Suliyanto, 2011). The quality of a good regression model can be identified from the distribution of data that is close to normal or even equal to the normal distribution.

Multicollinearity Classical Assumption Test

In many situations, the difference between collinearity and multicollinearity is often emphasized. Collinearity indicates a strong linear correlation between two independent variables, while multicollinearity refers to the presence of a strong linear correlation involving more than two independent variables are involved. The multicollinearity test is used to confirm whether there is a significant or strong correlation between the independent variables in the regression model structure.

Heteroscedasticity Classical Assumption Test

Heteroscedasticity test involves differences in the variation of variables across observations as well as errors arising in showing a systematic relationship according to the magnitude of one or more independent variables. This results in the occurrence of irregularities in errors. Significant coefficient values should be compared with the pre-set significance level (α=5%). If the significance coefficient exceeds the predetermined level, therefore it can be concluded that no variance diversity (heteroscedasticity) occurs.

Autocorrelation Classical Assumption Test

In Suliyanto's (2011) view, the autocorrelation test aims to determine whether there is a relationship between data observed in a time series or in a certain area (cross section). If a relationship is found, it indicates the presence of a phenomenon called autocorrelation.

3. RESULTS AND DISCUSSION

Research Result

Validity Test

From the validity testing results. using the SPSS Statistic 20 application, after seeing the results of the business location feasibility variables, social media advertising and product innovation have met the predetermined valid and accurate criteria so that they can be used in research, where the R-count value of each variable is higher than the R-table (0.235) and a significance value of less than 5% so that all statement items on the independent variables in the study are declared valid.

Reliability Test

The reliability test in this study was applied with the aim of measuring the extent of the consistency of the data generated when measuring the same object. The reliability of a questionnaire can be measured based on the stability and consistency of a person's answer to a statement over time. After the assessment process is carried out, the results obtained show that the variable has sufficient reliability. Details of the reliability test results in this study will be presented in the form of a table which is further explained below:

Table 1: Reliability Test

Variables	Cronbach's Alpha	Description
Feasibility of Business Location	0,84	
Social Media Advertising	0,827	
Product Innovation	0,906	Reliabel
Increased Sales of Culinary MSMEs	0,894	

Source: data processing results 2023

Based on the reliability evaluation results recorded in the table above, it can be concluded that all variables included in this study show a Cronbach's Alpha value that exceeds the critical r-value, which is 0.600. This fact indicates that the statements in the questionnaire have a high level of reliability and are reliable. So that each statement item used is able to obtain consistent and reliable data.

Table 2. Descriptive test

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
Feasibility of Business Location	50	27	45	38,96	4,607
Social Media Advertising	50	22	50	42,98	5,468
Product Innovation	50	24	45	39,00	5,071
Increased Sales of Culinary MSMEs	50	26	45	39,02	4,113
Valid N (listwise)	50				

Source: data processing results 2023

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Descriptive analysis was applied with the intention of obtaining a comprehensive view of the variables under study. Based on the data obtained using a questionnaire consisting of 52 statement items with 50 business respondents, the results of the analysis with the help of the SPSS program, the following results were obtained:

The interpretation results of the descriptive statistical analysis presented in Table 4, conducted by the research team, can be described as follows:

1. The variable regarding the feasibility of the business location, based on the data in the previous table, can be analyzed by observing that the lowest value recorded is 27, while the highest value reaches 45. The mean value of this variable is 38.96 and the standard deviation is 4.607..

2. The variable measuring the effectiveness of advertising through social media, with reference to the data that has been presented, can be understood that the minimum value is 22, while the maximum value reaches 50. The average of this variable is 42.98 and the standard deviation is 5.468.

3. Product innovation variable, from the data it can be analyzed that the minimum value is 24, while the highest value is 45. The average of this variable is 38, with a standard deviation of 5.071.

The variable of increasing sales of MSMEs in the culinary sector, by considering the information in the table, it can be explained that the minimum value is 26, and the maximum value reaches 45. The average of this variable is 39.02 and the standard deviation is 4.113.

Classical Assumption Test
Normality Test

The normality test applied in a study to determine whether the data is normally distributed or not. An explanation of the normality test results in the context of this study is presented in the following table with the following details:

Table 3. Normality Test Results

Variabel	Asymp. Sig	Description
X1	0,140	Normal
X2	0,237	Normal
X3	0,390	Normal
Y	0,300	Normal

Source: data processing results 2023

From the information listed in Table 4, it can be understood that testing of all variables used in this study results in significance values that exceed the 5% or 0.05 threshold. Therefore, the conclusion that can be drawn is that all these variables follow a normal distribution.

Multikolinearity Test

The purpose of the multicollinearity test is to check whether there is a correlation between the independent variables. The effectiveness of the regression model can be identified by the absence of dependency among the independent variables. This assessment can be carried out through the

tolerance approach and the Variance Inflation Index (VIF); if the tolerance value exceeds 0.10, it indicates the absence of multicollinearity, and if the VIF number is below 10, it indicates the absence of the multicollinearity phenomenon. Information regarding the multicollinearity test results is explained in the table below:

Table 4. Multicollinearity Test Results

Variable Equation	Tolerance	VIF	Description
X1 to Y	0,352	2,837	
X2 to Y	0,35	2,861	No Multicollinearity
X3 to Y	0,434	2,304	

Source: data processing results 2023

Based on the multicollinearity test data presented in the previous table, it can be interpreted that there are no signs of multicollinearity in all variables. This is due to the fact that tolerance values > 0.10 and VIF values < 10, providing a basis for concluding that symptoms of multicollinearity are not observed in the variables of this study.

3.1. Hypothesis Test

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis Test Results

No	Variables	Coefficient Value B
1	Constant	9,514
2	Feasibility of Business Location (X1)	0,719
3	*Social Media Advertising*(X2)	0,377
4	Product Innovation (X3)	0,274

Source: data processing results 2023

Y = 9,514 +0,419+0,377+0,274

- The constant value of 9.154 can be interpreted that the variables X1, X2, X3 are considered constant and do not change.
- The beta coefficient value of X1 is 0.719 which is positive, indicating a positive relationship between X1 and Y, meaning that a one-unit increase in variable X1 can strengthen the impact of Y by 0.719.
- The beta coefficient value of X2 is 0.377 which is positive, indicating a positive relationship between X2 and Y, meaning that a one-unit increase in the X2 variable can strengthen the impact of Y by 0.377.
- The beta coefficient value of X3 is 0.274 which is positive, indicating a positive relationship between X3 and Y, meaning that a one-unit increase in the X3 variable can strengthen the impact of Y by 0.274.
-

3.2. Partial Test (T Test)

Derived from the partial significance test results as described in Table 8, significance values have a role in verifying whether the independent variables individually affect the dependent variable. Further interpretations related to the partial test results are described as follows:

1. The Business Location Feasibility variable displays a significance value (sig) of 0.000> 0.05, so the business location feasibility variable has a partially significant effect on increasing sales of culinary MSMEs.
2. The Social Media Advertising variable shows a sig value of 0.002> 0.05, so the social media advertising variable has a partially significant effect on increasing sales of culinary MSMEs.
3. The Product Innovation variable shows a sig value of 0.000 <0.05, so the product innovation variable has a partially significant effect on increasing sales of culinary MSMEs.

3.3. Simultaneous Test (F Test)

An overall test is conducted to assess whether the independent variables have a significant joint effect on the dependent variable, considering the F value. The results of these hypothesis tests are collectively presented in the table below:

Table 6. Simultaneous Test Results

Model		Sum ofSquares	Df	Mean Square	F	Sig.
1	Regression	834,632	3	278,211	27,284	.000[b]
	Residual	469,048	46	10,197		
	Total	1303,680	49			

Source: Results of Questionnaire Data Processing, 2023

In previously mentioned table, the significant value of the business location feasibility variable, social media advertising and product innovation on increasing sales of culinary MSMEs is 0.000, with an F-count value of 27.284> 2.42. This shows that the feasibility of business locations, social media advertising and product innovation have an effect on increasing sales of culinary MSMEs.

3.4. Correlation Test and Coefficient of Determination

The purpose of the correlation test is to assess the extent of the linear relationship between the independent variable under investigation and the dependent variable. The correlation coefficient can indicate the intensity of the relationship between two variables. Not only that, the coefficient of determination is intended to explain the extent of the contribution of the independent variable to the dependent variable. The results of the testing process that have been recorded will be explained in the following table:

Table 7. Correlation Test Results and Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted RSquare	Std. Error ofthe Estimate
1	,800[a]	,640	,617	3,193

a. Predictors: (Constant), Product Innovation, Business Location Feasibility, Social Media Advertising

Source: Results of Questionnaire Data Processing, 2023.

Discussion

The Effect of Business Location Feasibility on Increasing Sales of Culinary MSMEs

This study reveals that H1 is accepted, which states that the Business Location Feasibility variable on Increasing Sales of culinary MSMEs at Center Point of Indonesia (CPI) has a partial or significant influence. It can be seen from the business location feasibility variable which has a sig value. which is 0.000 and the t value is 4.309.

According to Marfuah & Hartiyah (2019) Business location signifies the place where all activities, from procuring raw materials to selling to consumers, take place. Choosing the right business location significantly drives business expansion and generates revenue (Indriyanti, 2013). It can be concluded that the more profitable and easily accessible to consumers, the greater the increase in business income obtained. The research findings of Putri & Jember (2016) confirm the positive impact of business location on revenue generation. This is reinforced by the research of Husaini & Fadhlani, (2017) and Afifi, (2017) which confirms the positive influence of business location on the acquisition of increased sales.

The Effect of Social Media Advertising on Increasing Sales of Culinary MSMEs

This study reveals that H2 is accepted, which states that the social media advertising variable on increasing sales of culinary MSMEs has a partial or significant effect. It can be seen from the business location feasibility variable which has a sig value. which is 0.002 and the t value is 3.458.

Research according to Muhajir & Bilgies, (2022). The impact after the implementation of online advertising by an MSME business, because many consumers choose to make purchases because of posts on social media and promotional activities, this significantly impacts the expansion of consumer reach and their purchasing choices. The results of this investigation are in line with the research findings of Satria & Hasmamawaty (2021), which concluded that the implementation of digital marketing strategies, including the use of online advertising, partially has a positive and significant effect on sales performance.

The Effect of Product Innovation on Increasing Sales of Culinary MSMEs

This study reveals that H3 is accepted, which states that the product innovation variable on increasing sales of culinary MSMEs has a partial or significant effect. It can be seen from the business location feasibility variable which has a sig value. which is 0.003 and the t value is 4.010.

Mahzura stated, (2020) with the concept of innovation can deepen understanding of making new updates to their products. Making developments in product innovation in increasing the value of buying interest in buyers is important to empower small business owners to have competitiveness in the era of globalization. However, in contrast to the research of Yanuar & Harti (2020), the findings of this study indicate that there is no impact between product innovation and improving the sales performance of MSMEs. This result stems from the relatively conventional nature of innovation in the fish processing cottage industry in Trenggalek Regency, although there are some examples that show different innovations.

But there is recent research conducted by Chakti & Saleh, (2021) Product innovation has a significant impact on increasing MSME sales. Through hypothesis testing, it is proven that product

innovation plays an important role in increasing MSME sales. This phenomenon is rooted in collaborative innovation discussions among MSME entrepreneurs. It is important for MSMEs to continuously innovate their products by implementing technical improvements and design modifications. This strategy aims to maintain their current marketing performance and then improve it.

The Effect of Business Location Feasibility, Social Media Advertising and Product Innovation on Increasing Sales of Culinary MSMEs

By comprehensively applying statistical analysis to the data, it can be concluded that the combined influence of the variables of business location feasibility, social media advertising, and product innovation jointly influence the variables related to sales growth of MSMEs in the culinary sector. Next, through the R and R square analysis, it is seen that these three variables have a highly significant impact on the dependent variables.

In the research of Pratiwi (2019) explained that business location has a considerable impact on sales. This influence comes from factors such as strategic location, large parking lots, easy accessibility, and proximity to crowds, all of which contribute to increasing MSME revenue. Further hypothesis testing by Chakti & Sale, (2021) further validated that product innovation has a significant influence on the sales value of MSMEs.

The statement can be reinforced by a previous study conducted by Aqsa (2018), which showed a positive acceptance of online advertising among internet users. In addition, the findings of the verification analysis indicate a substantial impact of online advertising on consumers' attitudes and their propensity to buy online, which extends its influence to sellers and business entities. This trend is in line with the research results.

4. CONCLUSION

The results of the research and data analysis lead to the following conclusions:

1. Business Location Feasibility shows an important and constructive impact on Increasing Sales of Culinary Micro, Small and Medium Enterprises (MSMEs) at Center Point of Indonesia (CPI) Makassar City.
2. Social Media Advertising shows an important and constructive impact on Increasing Sales of Culinary Micro, Small and Medium Enterprises (MSMEs) at Center Point of Indonesia (CPI) Makassar City.
3. Product Innovation shows an important and constructive impact on Increasing Sales of Micro, Small and Medium Enterprises (MSMEs) Culinary at Center Point Of Indonesia (CPI) Makassar City.
4. Feasibility of Business Location, Social Media Advertising and Product Innovation have shown an important and constructive impact on Increasing Sales of Culinary Micro, Small and Medium Enterprises (MSMEs) at Center Point Of Indonesia (CPI) Makassar City.

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