

## ANALYSIS OF THE INFLUENCE OF ONLINE PROMOTION, SERVICE QUALITY, AND PRICE ON THE SUSTAINABILITY OF CULINARY MSMEs



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### Abstract

This study analyzes the influence of online promotion, service quality, and price on the sustainability of culinary MSMEs in Dodolan Kampung, Lumajang. Using a quantitative approach and survey method, data were collected from 80 respondents who were consumers of local MSMEs. The data were analyzed using multiple linear regression to determine both simultaneous and partial effects. Results indicate that service quality and price have a positive and significant influence on MSME sustainability, while online promotion shows no significant effect. Among the three variables, service quality emerges as the most dominant factor supporting business sustainability. These findings suggest that excellent service and appropriate pricing strategies play a more crucial role than digital promotion in ensuring the long-term viability of MSMEs in rural areas. Theoretically, this research enriches marketing management literature by integrating digital and service-quality dimensions within a local context. Practically, it provides insights for MSME practitioners and policymakers to strengthen marketing capacity, enhance service performance, and develop pricing strategies aligned with consumer value. The study recommends optimizing online promotion and improving service responsiveness. Its limitation lies in the narrow geographic focus and lack of qualitative insights into socio-cultural factors affecting MSME sustainability.

**Keywords:** MSME Sustainability, Online Promotion, Service Quality, Price, Culinary SMEs, Digital Marketing

## INTRODUCTION

In this rapidly developing digital age, Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's national economic growth. MSMEs not only contribute to job creation but also serve as the backbone of the regional economy, especially in areas with local economic potential such as Lumajang Regency. However, amid intensifying business competition and rapid changes in consumer behavior, MSMEs face various challenges, particularly in terms of marketing strategies, service quality, and competitive pricing.

One sector of MSMEs showing significant growth is the culinary sector. In Dodolan Village, Ditotrunan Subdistrict, Lumajang District, culinary MSMEs have become a key hub of grassroots economic activity, attracting the interest of many entrepreneurs. Nevertheless, many culinary SME operators in this area face difficulties in sustaining their businesses due to the lack of effective marketing strategies, inconsistent service quality, and prices that do not align with consumers' purchasing power.

Previous studies have discussed factors influencing the sustainability of SMEs. (Marlius & Jovanka, 2023) in his research found that price and promotion have a positive influence on consumers' purchasing decisions. These results are in line with (Cholida Nasution & Samosir, 2023; Soegihartono Soegihartono, 2022; Tamimi & Santoso, 2024) research, which concluded that price, promotion, and service quality collectively influence consumer purchasing decisions. However, these studies have focused more on consumer aspects and have not adequately addressed internal SME factors such as online marketing strategies, digital service quality, and price adaptation in a local context.

(Grădinaru et al., 2016; Ivy, 2008) in his research stated that in some cases, traditional marketing mix elements (4Ps: product, price, place, promotion) are not strong enough to determine the success of SMEs, especially in the handicraft and textile sectors. This indicates that a more innovative and contextual approach is needed in managing SMEs, especially in the culinary sector, which is highly influenced by digital trends and dynamic consumer preferences.

(Herman et al., 2023) adds that product and service attributes are key determinants of the success of MSMEs in the food and beverage sector. This study emphasizes that service quality plays a very important role in building customer loyalty and enhancing the reputation of MSMEs. However, in the digital age, service is not limited to direct interaction but also includes the customer experience in using digital platforms such as social media, websites, or messaging apps.

This study aims to address this gap by examining the influence of online promotion, service quality, and price on the sustainability of culinary SMEs in Kampung Dodolan. Additionally, this study will analyze which variables have a dominant influence, thereby providing strategic recommendations for SME operators and relevant institutions.

This study makes a significant contribution in two main aspects: theoretical and practical. Theoretically, this study will enrich academic literature in the field of marketing management and SME business strategy by integrating digital factors such as online promotion within a local context. Furthermore, this study will develop a more comprehensive theoretical framework by linking the concepts of online service quality, price, and digital promotion in predicting SME sustainability.

Practically, the results of this study are expected to serve as a reference for SME practitioners, particularly in Lumajang Regency, in designing effective marketing strategies. This study is also expected to provide input to local governments, particularly the Cooperative and SME Agency, in designing more sustainable SME development and training programs. Additionally, the results of this study can also serve as a reference for future researchers interested in similar studies. Research Objective To analyze the simultaneous influence of online promotions, service quality, and price on the sustainability of culinary SMEs in Kampung Dodolan, Ditotrunan Village, Lumajang District. To determine the partial influence of each independent variable (online promotion, service quality, and price) on the sustainability of culinary SMEs. To identify which variable has the most dominant influence on the sustainability of culinary SMEs in the study location. To provide strategic recommendations, both theoretically and practically, for SME actors and related agencies in enhancing the sustainability of SME businesses in the digital era.

## REVIEW OF LITERATURE

In the business world, especially in the MSME sector, online promotion, service quality, and price are important factors that influence business continuity or sustainability. Online promotion is a digital marketing strategy that helps MSMEs reach a wider market at an efficient cost. (Larisang et al., 2024; Riswandi & Permadi, 2022) state that the use of e-marketing has a positive impact on the sustainability of MSMEs, especially during the pandemic. This is supported by Ira and (Setiawati, Ira; Widyartati, 2017) who found that online marketing strategies significantly contribute to increased SME profits. Additionally, (Dwityas et al., 2020; Gunawan et al., 2023) state that digital promotion enhances customer satisfaction, leading to loyalty and business sustainability. However, there are still few studies that directly link digital promotion with the overall sustainability of MSMEs, especially in local areas such as Lumajang.

Service quality is also a crucial factor in retaining customers and maintaining business sustainability. According to (Álvarez Sabucedo et al., 2014; Deandlles Christover et al., 2023) online service quality includes services provided through digital media that meet consumer expectations (Hariyanto et al., 2022; Marpaung & Mekaniwati, 2020) found that service quality has a direct influence on consumer satisfaction at SMEs in Djoin Cafe. Additionally, (Han et al., 2019; Hu et al., 2023) found that service and product quality significantly impact the success of SMEs in Jakarta. Lupiyoadi and (Hamdani & Wulandari, 2016) also stated that good service quality can enhance customer loyalty and strengthen brand equity. However, there are few studies directly linking digital service quality to the overall sustainability of SMEs.

Price also plays a crucial role in attracting and retaining customers. According to (Autoridad Nacional del Servicio Civil, 2021), competitive pricing aligned with perceived customer value can enhance business competitiveness and sustainability. (Ekowati et al., 2020; Muslimin, 2021) found that price and promotions have a positive influence on consumer purchasing decisions. (Akbar, 2020; Leksono & Herwin, 2017) stated that price significantly influences the decision to purchase Indosat starter packs, while (Perez, 2010) found that price is one of the determining factors in the success of creative economy-based SMEs in Makassar. Although many studies have discussed the influence of price on

purchasing decisions, few have directly linked it to the sustainability of SMEs, particularly in the context of price adjustments during the pandemic.

Some studies have attempted to integrate these three factors to examine their combined impact on SME sustainability. (Setyorini et al., 2019) found that online transactions positively impact profit growth for SMEs in Bogor. (Himarosa et al., 2022) demonstrated that adaptive marketing strategies, including digital promotions, can enhance SME competitiveness during the pandemic. (Dasaraju & Tambunan, 2023) stated that a combination of promotion, service quality, and appropriate pricing can enhance the resilience of SMEs in Indonesia. However, there are still research gaps that need to be addressed, particularly in the local context and the holistic integration of these three variables to maintain the sustainability of culinary SMEs in areas such as Dodolan Kampung, Ditotrunan Village, Lumajang District.

## RESEARCH METHOD

This study uses a quantitative approach with a causal associative design to determine the extent to which online promotion, service quality, and price affect the sustainability of culinary MSMEs in Dodolan Kampung, Ditotrunan Village, Lumajang District. This approach was chosen because it is in line with the research objective, which seeks to explain the cause-and-effect relationship between variables that can be measured statistically. A similar approach was also used by (شكري et al., 2019) in researching the influence of online service quality on customer satisfaction in digital-based MSMEs. Additionally, (Suhayati, 2022) (2023) demonstrated that the quantitative approach is highly effective for measuring the effectiveness of MSME digitalization in enhancing competitiveness in the local market.

The population in this study consists of all consumers who have made purchases at culinary SMEs participating in the Dodolan Kampung activity. The sampling technique used is non-probability sampling with a purposive sampling approach, which involves selecting respondents based on specific criteria, such as consumers who have made at least one purchase. This technique was also used in (Mukhtaruddin et al., 2019) study, which examined the challenges of digital transformation in SMEs in the East Java region. The sample size was determined using Roscoe's approach, which suggests a minimum of ten times the number of variables being studied. Considering three independent variables and one dependent variable, the sample used in this study consisted of 80 respondents, as also used by (Poli et al., 2023) in their field survey study of SME actors.

Data collection was conducted using two methods: questionnaires and documentation. The questionnaire was designed based on indicators from each variable and used a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." This technique aligns with that used in (Sinambela & Darmawan, 2021) research, which assessed the role of SMEs in national economic recovery post-pandemic through a consumer perception survey. Additionally, documentation was used as a complementary technique to collect secondary data related to business profiles, customer numbers, and promotional activities.

Before analysis, the instruments were first tested using validity and reliability tests. Validity was assessed using Pearson Product Moment correlation, while reliability was measured using Cronbach's Alpha. Next, classical assumption tests were conducted,

including normality, multicollinearity, and heteroscedasticity tests. After the data met the regression assumptions, multiple linear regression analysis was conducted to test the influence of online promotion (X1), service quality (X2), and price (X3) on SME sustainability (Y). The regression equation model used was.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

The coefficient of determination ( $R^2$ ) test is used to determine the contribution of independent variables to dependent variables, while the t-test is used to determine partial effects and the F-test is used to determine simultaneous effects. These models and analysis techniques were also used by (Dewi & Priantara, 2022; Odularu et al., 2022) in their research on the effectiveness of digital strategies on the sustainability of MSMEs.

## RESULTS AND DISCUSSION

### Respondent Description

The respondents in this study were consumers of Dodolan Kampung culinary MSMEs located in Ditotrunan Village, Lumajang District. A total of 80 respondents participated in this study, with a composition based on age, gender, and frequency of visits. Respondents were selected using purposive sampling, whereby only those who had made at least one purchase were included in the sample.

### Description of Research Variables

This study uses four main variables: Online Promotion (X1), Service Quality (X2), Price (X3), and SME Sustainability (Y). Each variable is measured using several indicators, and the data is analyzed using a 1–5 Likert scale

**Table 1. Promotion Online (X1)**

Indicators	Rata-rata	Category
Advertising	4,18	High
Sales Promotion	4,10	High
Publicity and Social Media	3,95	Moderately high
<b>Total Average</b>	<b>4,08</b>	<b>High</b>

Online promotions are highly valued by consumers. They feel that advertisements and product information displayed through Facebook and WhatsApp Groups help them learn about MSME products. However, product publication through digital platforms is still limited, so consumer reach is not yet optimal. This indicates the need to expand promotions to broader platforms such as Instagram or marketplaces.

**Table 2. Service Quality (X2)**

Indicators	Rata-rata	Category
Tangible	4,22	High
Reliability	4,14	High

Indicators	Rata-rata	Category
Responsiveness	3,85	Moderately high
Guarantee	4,08	High
Empathy	4,30	Very High
<b>Average Total</b>	<b>4,12</b>	<b>High</b>

The overall quality of service is considered good by consumers. Empathy is the strongest indicator, with consumers expressing satisfaction with the friendly, polite, and attentive attitude of the staff. Tangible aspects also reflect that the premises, tableware, and cleanliness of the location are adequate. Responsiveness is the lowest indicator, meaning that service speed still needs to be improved, especially during busy periods.

**Table 3. Price (X3)**

Indicators	Average	Category
Affordability	4.25	High
Price-Quality Ratio	4.20	High
Price Competitiveness	4.12	High
Value for Money	4.10	High
<b>Average Total</b>	<b>4.17</b>	<b>High</b>

Price is the aspect most appreciated by consumers. All price indicators are in the high category. Consumers feel that the product is reasonably priced, high quality, and competitive compared to other culinary products in the area. This proves that reasonable pricing supports consumer loyalty and purchasing power.

**Table 4. Sustainability of MSMEs (Y)**

Indicators	Average	Category
Business Plan Compilation	4.05	High
Business Plan Updates	4.01	High
Competitor Analysis	3.92	Moderately high
Ease of Entry into New Businesses	4.15	High
Risk Calculation Capabilities	4.18	High
<b>Total Average</b>	<b>4.06</b>	<b>High</b>

The sustainability of MSMEs is high. The ability of MSMEs to flexibly develop and update business strategies and understand risks is a key indicator. Meanwhile, competitor analysis is still informal, so further training or assistance is needed so that MSME players can compete professionally.

**Multiple Linear Regression Test Results**

**Table 5. Regression Equations and R<sup>2</sup>**

Variabel	Coefficient	t-count	Sig.
Promosi Online (X1)	0.182	3,223	0,002
Kualitas Layanan (X2)	0.260	4,105	0,000
Harga (X3)	0.285	4,765	0,000
Konstanta (a)	4.022	-	-
<b>R<sup>2</sup></b>	<b>0.565</b>	-	-

Regression equation:  
 $Y = 4,022 + 0,182X1 + 0,260X2 + 0,285X3$

The R<sup>2</sup> value of 0.565 indicates that 56.5% of the variation in MSME sustainability can be explained by the three independent variables (online promotion, service quality, and price). All three variables have a positive and significant influence ( $p < 0.05$ ), which means that the higher the value of online promotion, service quality, and appropriate pricing, the higher the sustainability of MSMEs.

**Discussion**

The results of this study indicate that online promotion, service quality, and price, both partially and simultaneously, have a positive and significant influence on the sustainability of culinary MSMEs in Banguntapan District. This is evidenced by the results of multiple linear regression analysis, where all independent variables show significance values (p-values) below 0.05, indicating that these three variables contribute significantly to the sustainability of SME businesses. Simultaneously, these three variables explain 56.5% of the variation in SME sustainability, while the remainder is influenced by other factors not discussed in this study.

Online promotion is one of the key variables in driving SME sustainability, especially in the current digital era. Based on the analysis results, online promotion has a significant positive influence on SME sustainability with a coefficient value of 0.182 and a p-value of 0.002. This indicates that the more actively SME operators utilize digital media to promote their products—such as using WhatsApp, Instagram, TikTok, or marketplace platforms—the higher the level of business sustainability that can be achieved. This finding aligns with research by (Rizkya et al., 2024; Wibowo & Indrawati, 2024; Wuisan & Handra, 2023), who found that digital promotion strategies and online marketing significantly influence consumer purchasing decisions for SMEs in Kediri. Consistent and interactive promotions can enhance brand visibility, expand consumer reach, and build sustainable customer loyalty. The same was also highlighted by (Tania Puspa Rahayu Sanjaya et al., 2023) who studied batik SMEs in Pekalongan and concluded that the use of digital marketing through social media and marketplaces can significantly increase sales.

In addition to promotions, service quality is a crucial aspect in maintaining customer loyalty. The research results show that service quality has a positive and significant influence

on SME sustainability, with a regression coefficient of 0.260 and a significance value of 0.000. The empathy dimension is the indicator with the highest score, meaning customers highly value the friendliness and attention from staff or business owners. However, responsiveness is recorded as the indicator with the lowest score, indicating that the speed and accuracy of service still need to be improved. These findings are consistent with the results of research by (Kualitas Produk et al., 2024; Muala, 2016) which emphasizes that service quality, particularly in terms of responsiveness, greatly influences customer purchasing interest in culinary SMEs in Singaraja. Additionally, research by (4330-12261-1-PB, n.d.) also states that service quality significantly influences purchasing decisions, even more so than promotions.

Price was also a dominant factor in this study, with a regression coefficient of 0.285 and a significance value of 0.000. This shows that consumer perceptions of the price of MSME products greatly determine the sustainability of these businesses. When prices are considered to be commensurate with the quality of the products offered, consumers tend to make repeat purchases and recommend the products to others. These results align with the findings of (Warni et al., 2025) who stated that competitive prices that align with consumer expectations have a significant impact on customer loyalty toward building material stores. Consumers do not merely seek inexpensive products but also consider the value and benefits derived from them. Therefore, value-based pricing becomes a relevant strategy for culinary SMEs to maintain their competitiveness.

Overall, the three variables—online promotions, service quality, and price—play a crucial role in creating sustainable SMEs. This finding supports the research by (Ananda Harto & Bambang Sugiyanto, 2025) who, in her study of Shopee users, stated that promotions, price, service quality, and product quality simultaneously influence customer satisfaction. In the context of culinary SMEs, business operators need to strategically integrate these three factors to maintain customer loyalty, increase sales volume, and build business resilience in the face of market changes. Moving forward, digital marketing training, customer service improvements, and regular price evaluations are crucial for SMEs to implement on an ongoing basis.

## CONCLUSION

Based on the results of research on the influence of online promotion, service quality, and price on the sustainability of culinary MSMEs in Dodolan Kampung, Ditotrunan Village, Lumajang District, it can be concluded that these three variables, both partially and simultaneously, do not have a significant influence on business sustainability. Although online promotion, quality service, and competitive pricing are often considered key factors in maintaining the existence of SMEs, this finding suggests that these aspects are not sufficiently strong to guarantee business sustainability. This indicates that the sustainability of SMEs in this location is more supported by non-economic factors such as community strength, social values, and local wisdom embedded in their business practices. Thus, the sustainability of SMEs in Dodolan Kampung does not solely depend on modern marketing strategies but also on the socio-cultural context underlying local economic activities.

Based on these conclusions, it is recommended that SME operators continue to develop more innovative promotional strategies by leveraging broader digital platforms such as marketplaces and interactive social media. Although it has not yet shown significant

results, digital marketing has great potential to expand market reach if consistently optimized. Additionally, it is important for SME operators to improve service quality and develop pricing strategies tailored to the purchasing power of the community. Local governments and policymakers are also encouraged to provide support not only through technical training but also by strengthening local communities, developing a culture-based SME ecosystem, and offering sustained mentoring that preserves the unique character of the grassroots economy thriving in Dodolan Kampung. Further research is recommended to explore other social and cultural variables that may have a greater impact on the sustainability of SMEs in similar regions.

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