

The Influence of Digital Marketing and Branding on Competitive Advantage of Culinary MSMEs in Bangkinang City

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Abstract

Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, play a vital role in local economic development but face increasing competition in the digital era. Limited market reach and weak brand identity remain key challenges that hinder their competitiveness. This study aims to examine the influence of digital marketing and branding on the competitive advantage of culinary MSMEs in Bangkinang City. The research employed a quantitative approach using a survey method, with data collected from 85 culinary MSME owners selected through purposive sampling. Primary data were analyzed using multiple linear regression with SPSS 25 to assess both partial and simultaneous effects of the independent variables. The results reveal that digital marketing and branding have a significant positive effect on competitive advantage, both individually and jointly. Digital marketing enhances market reach, customer engagement, and brand awareness, while branding strengthens brand identity, trust, and customer loyalty. Simultaneously, the integration of these strategies contributes to stronger product differentiation, improved market visibility, and sustainable competitiveness. In conclusion, effective and integrated implementation of digital marketing and branding is essential for improving the competitive position of culinary MSMEs in dynamic markets. This study contributes empirically by providing evidence on the strategic role of digital marketing and branding in strengthening MSME competitiveness and offers practical insights for MSME practitioners and policymakers in formulating sustainable business development strategies.

Keywords

Branding; Competitive Advantage; Culinary Msmes, Digital Marketing.



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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in driving economic growth and fostering community development in Indonesia. MSMEs, which encompass businesses run by individuals, groups, small business entities, or households, are considered the backbone of the national economy due to their ability to create employment opportunities, stimulate local economic activity, and enhance community independence (Aliyah, 2022; Vinatra et al., 2023). According to Law Number 20 of 2008 concerning MSMEs, these enterprises are classified into micro, small, and medium categories, based on criteria such as capital and annual revenue. Despite relatively small capital,

MSMEs have demonstrated significant potential in contributing to regional economic development and enhancing societal welfare, thereby making the Indonesian economic structure heavily reliant on the MSME sector (Firmansyah et al., 2019).

The growth of MSMEs in Indonesia has been substantial. By 2023, there were approximately 66 million MSMEs, contributing around 61% to the national Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. These enterprises also absorb nearly 117 million workers, representing 97% of the national workforce (Indonesian Chamber of Commerce and Industry 2023; Novrizaldi, 2023). Beyond economic contribution, MSMEs serve as a social safety net, providing productive economic activities for low-income populations and supporting poverty alleviation efforts (PPN/Bappenas, 2019; Siarno, 2015). Despite their critical role, the performance of Indonesian MSMEs in terms of GDP contribution and export remains below that of several other ASEAN countries, such as Myanmar, Thailand, and Singapore. This performance gap highlights the need for enhanced competitiveness, innovation, and strategic interventions to increase both domestic and international market presence (Ahdiat, 2022).

In Riau Province, particularly in Kampar Regency, MSMEs contribute significantly to local economic development. The district hosts 3,360 MSMEs, with trade and culinary sectors being particularly dominant (Rawidiah et al., 2022). Bangkinang Kota, serving as the administrative and economic hub of Kampar Regency, was selected as the focus of this study due to its high concentration of MSMEs, especially in the culinary sector, totaling 539 units (Sarah & Ibrahim, 2022). Culinary MSMEs are particularly resilient, as they can adapt to changing market demands and evolving consumer preferences. However, in an increasingly competitive environment, these enterprises must innovate, possess adequate entrepreneurial competencies, and adopt effective marketing strategies to sustain and grow their businesses (Sari et al., 2023; Nurmala et al., 2022).

The rise of digital technology has provided MSMEs with new opportunities to expand their reach and improve business performance. Digital marketing, defined as the use of internet and digital technologies to facilitate two-way communication between businesses and consumers, allows enterprises to reach a broader audience without constraints of time and space (Chaffey & Ellis-Chadwick, 2019; Padli, 2022; (Albanjari & Syakarna, 2022). Digital marketing encompasses multiple platforms, including websites, social media, mobile applications, and online advertising, providing enterprises with effective channels for promoting products, building brand awareness, maintaining customer loyalty, and increasing sales (R. Dewi, 2022; Kotler & Armstrong, 2018).

In parallel, branding plays a crucial role in differentiating products, establishing unique identities, and fostering meaningful connections with consumers. Branding involves building and strengthening a product or business's image through communication activities, visual design, and symbolic interaction, ultimately creating a distinctive identity that can enhance competitiveness in the marketplace (Aristawidja, 2020; Susan, 2014; Yuristiadhi & Sari, 2017). For MSMEs, the combination of digital marketing and branding is particularly effective in expanding market reach, improving visibility, and creating sustainable competitive advantages (Oktavianingrum et al., 2023; Deyantara & Zawawi, 2023).

Empirical studies have demonstrated the positive effects of digital marketing on MSME performance. Wandra (2022) found that digital marketing significantly increased the revenue of MSMEs in Pesisir Barat, while Cecilia & Kuswoyo (2023) highlighted its effectiveness in the food and beverage sector due to ease of system-based marketing and service delivery through social media platforms. Despite these findings, a research gap remains in understanding the specific strategies and techniques by which digital marketing and branding contribute to competitive advantage in MSMEs. Few studies have comprehensively explored how MSMEs can integrate these tools to enhance visibility, customer engagement, and market share, particularly in the culinary sector (Low et al., 2020).

Furthermore, while digitalization has been widely recognized as a key factor for MSME growth, adoption rates remain uneven. Data from the Indonesian Chamber of Commerce and Industry Kadin (2024) indicate that only 36% of MSMEs have implemented digital technologies in their operations,

leaving 64% yet to leverage digital platforms. This underscores the critical need for increased awareness and strategic application of digital tools to foster business sustainability and competitive advantage.

Based on these considerations, this study aims to examine the effect of digital marketing and branding on the competitive advantage of culinary MSMEs in Bangkinang Kota, Kampar Regency. By investigating the relationship between digital marketing practices, branding strategies, and competitive outcomes, this research seeks to provide empirical insights into how MSMEs can effectively leverage digital technologies to strengthen their market position, enhance customer engagement, and contribute to local economic development. The findings of this study are expected to inform policymakers, entrepreneurs, and practitioners in designing strategies that promote sustainable growth and competitiveness in the MSME sector.

2. METHODS

This study uses a quantitative approach grounded in positivist philosophy to examine the effects of digital marketing and branding on the competitive advantage of culinary MSMEs in Bangkinang Kota. The research was conducted as field research, collecting primary data directly from business actors to capture real-world practices (Sugiyono, 2019). The population consists of 539 culinary MSMEs (Sarah & Ibrahim, 2022), and purposive sampling was applied based on criteria such as utilization of digital marketing and established branding, resulting in 85 respondents. Data were collected using structured questionnaires on a five-point Likert scale, complemented by observation of business operations and documentation from reports and archival sources.

Data were analyzed using multiple linear regression to examine the effects of digital marketing (X_1) and branding (X_2) on competitive advantage (Y). Prior to regression, normality and heteroscedasticity tests were conducted to validate assumptions. F-test and t-test were used to evaluate joint and individual effects, while R^2 measured the explanatory power of the model. All analyses were performed using SPSS 25.0, providing empirical evidence of the relationships among the variables.

The research framework illustrates the hypothesized relationships between independent and dependent variables in this study. The independent variables are Digital Marketing (X_1) and Branding (X_2), while the dependent variable is Competitive Advantage (Y).

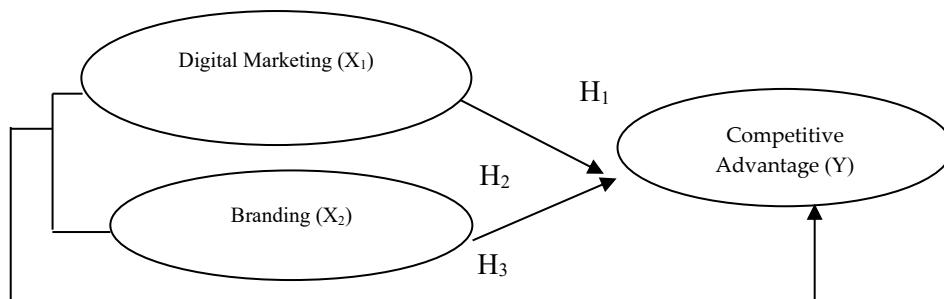


Figure 1. The independent variables

3. FINDINGS AND DISCUSSION

Validity test

The validity of the questionnaire was evaluated using SPSS Statistics Version 25.0 to determine whether the items accurately measured the intended constructs. A total of 85 respondents participated in this analysis, with a significance level of 5%. Item validity was assessed by comparing the Pearson correlation coefficient of each item with the total score, following the product-moment correlation method. An item was considered valid if the calculated correlation (r_{count}) exceeded the critical value ($r_{table}=0.213$) for 85 respondents at $\alpha = 0.05$. Conversely, items with $r_{count} < r_{table}$ were deemed invalid.

Table 1. Validity Test

Variable	Item	Pearson Correlation	R table	Description
Digital Marketing (X ₁)	DM1	0,781		Valid
	DM2	0,773		Valid
	DM3	0,793		Valid
	DM4	0,791		Valid
	DM5	0,854		Valid
	DM6	0,874		Valid
	DM7	0,846		Valid
	DM8	0,843		Valid
	DM9	0,814		Valid
	DM10	0,873		Valid
	DM11	0,863		Valid
	DM12	0,843		Valid
Branding (X ₂)	BR1	0,873		Valid
	BR2	0,842	0,213	Valid
	BR3	0,865		Valid
	BR4	0,770		Valid
	BR5	0,870		Valid
	BR6	0,823		Valid
	BR7	0,814		Valid
	BR8	0,803		Valid
	BR9	0,809		Valid
	CA1	0,858		Valid
Competitive Advantage (Y)	CA2	0,841		Valid
	CA3	0,844		Valid
	CA4	0,773		Valid
	CA5	0,868		Valid
	CA6	0,826		Valid

Based on the analysis, all items measuring Digital Marketing (X₁), Branding (X₂), and Competitive Advantage (Y) were valid, as each item's Pearson correlation coefficient exceeded the critical value (0,213), indicating that the questionnaire reliably measured the intended variables.

Reliability Test

To ensure the consistency of the research instrument, the reliability of the questionnaire was assessed using SPSS Statistics Version 25.0 with Cronbach's Alpha. The criteria applied in this study were as follows: an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60.

Table 2. Reliability Test

Variable	Coeficient Reliabilitas	Cronbach's Alpha	Description
Competitive Advantage (Y)	6 item	0,680	reliable
Digital Marketing (X ₁)	12 item	0,788	reliable
Branding (X ₂)	10 item	0,784	reliable

Normality Test

Table 3. Normality Test

		Unstandardized Residual
N		85
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.66917911
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.086
Test Statistic		.088
Asymp. Sig. (2-tailed)		.099 ^c

The normality of the data was assessed using the One-Sample Kolmogorov-Smirnov test. Based on the results presented in the table above, the residual values of both the independent and dependent variables for the sample size of N = 85 yielded a significance value of 0.099. Since the significance value is greater than the threshold of 0.05 (0.099 > 0.05), the residuals are considered to be normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	2.831	1.442		1.963	.053		
X1	.118	.040	.238	2.941	.004	.439	2.277
X2	.444	.053	.682	8.440	.000	.439	2.77

a. Dependent Variable: Y

Multicollinearity among the independent variables was assessed using tolerance and the Variance Inflation Factor (VIF). The SPSS output indicated that the tolerance values for all independent variables were greater than 0.10, and the VIF values did not exceed 10. Based on these criteria, it can be concluded that multicollinearity is not present in the regression model, indicating that the independent variables are sufficiently independent for regression analysis.

Heteroscedasticity test

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	t		
1 (Constant)	3.152	0.986		3.197	.002	
Digital_Marketing	.019	.027	.072	0.444	.658	
Branding	-.061	.036	-.276	-1.703	.092	

a. Dependent Variable: Abs_RES

Heteroscedasticity in the regression model was evaluated based on the significance values of the independent variables using SPSS. The results showed that the significance value for Digital Marketing (X1) was 0.658, and for Branding (X2) it was 0.092. Since the significance values for both variables are greater than 0.05, it can be concluded that heteroscedasticity is not present in the

regression model.

Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.831	1.442			1.963	.053
X1	.118	.040	.238	.2941	.004	
X2	.444	.053	.682	8.440	.000	

a. Dependent Variable: Y

$$Y1 = 0,238 X1 + 0,682 X2 + e$$

- a. The regression coefficient for Digital Marketing is 0.238 and is positive, indicating that an improvement in digital marketing activities is associated with an increase in the competitive advantage of culinary MSME owners.
- b. The regression coefficient for Branding is 0.682 and is also positive, suggesting that better branding efforts lead to higher competitive advantage among the MSME owners.

Simultan Test (F)

Table 7. Simultan Test (F)

Model	Sum of Squares		Mean Square		
			df	F	Sig.
1 Regression	1110.458		2	555.229	133.285
Residual	341.589		82	4.166	
Total	1452.047		84		

a. Dependent Variable: Competitive Advantage

b. Predictors: (Constant), , Branding, Digital Marketing

The results of the F-test are presented in Table X. The calculated F-value (F count) is 133.285, which is greater than the critical F-value (F table) of 3.95. This indicates that all independent variables, namely Digital Marketing and Branding, simultaneously have a positive and significant effect on the competitive advantage of culinary MSMEs in Bangkinang City.

Partial Test (t)

Table 8. Partial Test (t)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.831	1.442			1.963	.053
X1	.118	.040	.238	.2941	.004	
X2	.444	.053	.682	8.440	.000	

a. Dependent Variable: Y

- a. For Digital Marketing (X1), the calculated t-value (t count) is 2.941 with a significance level of 0.004. Since t-value > t-table (2.941 > 1.988) and p-value < 0.05 (0.004 < 0.05), the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that Digital Marketing has a significant positive effect on the competitive advantage of culinary MSMEs in Bangkinang City.
- b. For Branding (X2), the calculated t-value (t count) is 8.440 with a significance level of 0.000. Since t-value > t-table (8.440 > 1.988) and p-value < 0.05 (0.000 < 0.05), the null hypothesis (H0) is

rejected and the alternative hypothesis (H_a) is accepted. This demonstrates that Branding has a significant positive effect on the competitive advantage of culinary MSMEs in Bangkinang City.

Coefficient of Determination (R2)

Table 9. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.765	.758	2.047

a. Predictors: (Constant), X2, X1

The results of the coefficient of determination (R^2) are presented in Table X. The regression model yielded an R^2 value of 0.765, indicating that 76.5% of the variation in competitive advantage can be explained by variations in Digital Marketing and Branding. The remaining 23.5% of the variation is attributed to other factors not included in this study.

The study indicates that digital marketing has a significant positive effect on the competitive advantage of culinary MSMEs in Bangkinang City, with a t-value of 2.941 and a significance level of 0.004. Digital marketing enhances market reach, strengthens customer relationships, and improves brand awareness through online platforms. This aligns with Wardhana (2015) and Swastuti (2020), who highlight the positive role of digital marketing in creating competitive superiority.

Despite its benefits, many MSMEs implement digital marketing partially, often relying only on social media without integrating other channels like websites or e-commerce platforms. Limited understanding of digital marketing strategies and insufficient use of analytic tools reduce its effectiveness. Well-planned digital marketing enables businesses to gather real-time feedback, tailor marketing strategies, and build customer loyalty, ultimately contributing to sustained competitive advantage.

Branding also demonstrates a significant positive impact, with a t-value of 8.440 and a significance level of 0.000. Branding establishes a strong identity and image, differentiates products, fosters customer loyalty, and communicates value effectively. These findings support Gobel et al., (2022) and Sirait et al., (2021), who emphasize branding as a critical factor for achieving competitive advantage.

Effective branding for MSMEs includes not only visual elements such as logos and packaging but also consistent product quality and positive customer experiences. Digital platforms offer additional opportunities to enhance brand awareness through creative campaigns and direct interaction with consumers. Strong branding builds trust, recognition, and long-term relationships, further reinforcing competitive advantage.

The F-test results ($F = 133.285 > 3.95$) indicate that digital marketing and branding simultaneously exert a significant positive effect on competitive advantage. Together, these strategies improve product differentiation, market visibility, and customer engagement, providing MSMEs with a stronger competitive position.

Integration of both approaches is essential: digital marketing promotes the brand and engages consumers, while branding adds value and meaning to the products. Innovation, consistency, and responsiveness to consumer trends are key to maximizing their effectiveness. MSMEs that strategically apply digital marketing and branding can achieve sustainable growth, enhance consumer loyalty, and maintain competitiveness in increasingly dynamic markets.

The findings of this study confirm that digital marketing has a significant positive influence on the competitive advantage of culinary MSMEs in Bangkinang City. This result supports the theoretical perspective of digital marketing as an enabler of market expansion, interactive communication, and value creation through digital platforms (Chaffey & Ellis-Chadwick, 2019). By utilizing social media, online marketplaces, and digital content, MSMEs are able to reach broader consumer segments, enhance brand awareness, and strengthen customer engagement. These results are consistent with

empirical studies by Wardhana (2015) and Padli (2022), which demonstrate that digital marketing contributes to superior competitive positioning by enabling cost efficiency, real-time market feedback, and adaptive marketing strategies. However, the findings also imply that the effectiveness of digital marketing depends on strategic integration rather than fragmented usage, as MSMEs that rely solely on basic social media promotion may not fully capture its competitive potential (Low et al., 2020).

In addition, branding emerged as the most dominant factor influencing competitive advantage, as indicated by the higher standardized coefficient. From a theoretical standpoint, branding functions as a strategic asset that differentiates products, builds emotional connections, and communicates value propositions to consumers (Kotler & Armstrong, 2018). Strong branding enhances perceived quality, trust, and customer loyalty, which are essential sources of sustainable competitive advantage according to the resource-based view (RBV) theory. The results align with previous research by Gobel et al. (2022) and Sirait et al. (2021), which emphasize that a well-established brand identity significantly strengthens market positioning and long-term competitiveness. For culinary MSMEs, branding extends beyond logos and packaging to include consistent product quality, storytelling, and customer experience, all of which are increasingly amplified through digital platforms.

Furthermore, the simultaneous effect of digital marketing and branding highlights the importance of strategic integration in achieving competitive advantage. Digital marketing serves as a vehicle to disseminate brand values, while branding provides meaning and differentiation to digital communication efforts. This synergy supports the concept of integrated marketing communication, where consistency across channels enhances consumer trust and brand recall (Susan, 2014). The strong explanatory power of the model ($R^2 = 0.765$) indicates that these two variables play a critical role in shaping MSME competitiveness, reinforcing findings by Oktavianingrum et al. (2023) and Deyantara & Zawawi (2023). Consequently, culinary MSMEs that combine innovative digital marketing practices with coherent branding strategies are better positioned to respond to market dynamics, strengthen customer loyalty, and sustain competitive advantage in increasingly competitive environments.

4. CONCLUSION

This study concludes that digital marketing and branding both have significant positive effects on the competitive advantage of culinary MSMEs in Bangkinang City. Digital marketing enhances market reach, brand awareness, and customer engagement, while branding builds a strong identity, consumer trust, and loyalty. When applied simultaneously and strategically, these two approaches strengthen product differentiation, market visibility, and overall competitiveness, enabling MSMEs to achieve sustainable growth and long-term success in a dynamic and competitive market.

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