



EFFECTIVENESS OF UMKM CULINARY PRODUCTS IN INCREASING COMPETITIVENESS IN DEPOK CITY

Anak Agung Gede Ajusta¹, Wawan Ridwan², Slamet Maryoso³, Ernawati Ernawati⁴, Nanang Lidwan⁵
Universitas Bina Sarana Informatika^{1,2,3,5}, Politeknik LP3I Tasikmalaya⁴
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Abstract

Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector play an important role in local economic development. The city of Depok has experienced rapid growth in culinary MSMEs but faces challenges in competition, innovation, and marketing. This study aims to analyze the effectiveness of culinary MSME products in improving competitiveness and customer satisfaction. A quantitative method was used with survey data analyzed using multiple and simple regression. The results show that product quality, innovation, price, and marketing strategy significantly influence product effectiveness. Product effectiveness also significantly affects customer satisfaction.

Keywords: MSMEs, Culinary, Effectiveness, Competitiveness.

Abstract

Usaha Mikro, Kecil, dan Menengah (UMKM) sektor kuliner memiliki peran penting dalam perekonomian lokal. Kota Depok merupakan wilayah dengan pertumbuhan UMKM kuliner yang pesat, namun menghadapi tantangan dalam persaingan, inovasi, dan pemasaran. Penelitian ini bertujuan untuk menganalisis efektivitas produk kuliner UMKM dalam meningkatkan daya saing dan kepuasan konsumen. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei menggunakan kuesioner. Analisis data dilakukan dengan regresi linear berganda dan sederhana menggunakan SPSS. Hasil penelitian menunjukkan bahwa kualitas produk, inovasi, harga, dan strategi pemasaran berpengaruh positif dan signifikan terhadap efektivitas produk. Selain itu, efektivitas produk berpengaruh signifikan terhadap kepuasan konsumen.

Kata kunci: UMKM, Kuliner, Efektivitas Produk, Daya Saing

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a key pillar of the Indonesian economy. They play a crucial role in creating jobs, increasing community incomes, and driving regional economic growth. One MSME sector experiencing rapid growth is the culinary sector, driven by changes in people's increasingly practical and consumerist lifestyles (Kotler & Keller, 2016).

Depok, as a buffer zone for the capital city, has significant potential for the development of culinary MSMEs. Its high population, student population, and workforce create vast market



opportunities for culinary entrepreneurs. Furthermore, the development of digital technology has also driven the growth of the culinary business through online platforms and delivery services.

However, culinary MSMEs in Depok face various challenges, such as increasingly fierce competition, limited product innovation, suboptimal packaging quality, and suboptimal marketing strategies. These conditions require MSMEs to improve the effectiveness of their products to survive and compete in the market.

Product effectiveness is a crucial indicator in assessing a business's success, which is measured not only by increased sales but also by customer satisfaction and loyalty. Therefore, this research is important to analyze the factors that influence the effectiveness of culinary products of MSMEs in Depok City.

II. THEORETICAL STUDIE

The Concept of MSMEs

MSMEs are productive businesses owned by individuals or small to medium-sized business entities. According to Tambunan (2019), MSMEs play a strategic role in economic development because they are able to absorb a large workforce and are relatively resilient to economic crises.

Characteristics of MSMEs include limited capital, simple management, and high flexibility to market changes. However, MSMEs also face obstacles in terms of access to capital, technology, and marketing.

Culinary Products and Product Quality

Culinary products are processed foods or beverages that have economic value and are consumed by the public. Product quality is a key factor in attracting consumer interest.

According to Tjiptono (2015), product quality encompasses several aspects, namely:

- Taste
- Packaging
- Product cleanliness and safety
- Product innovation

Good quality products will increase consumer satisfaction and encourage repeat purchases.

Product Effectiveness

Product effectiveness is the degree of success of a product in achieving marketing objectives and meeting consumer needs. This effectiveness can be measured through several indicators, including:

- Sales volume
- Consumer satisfaction
- Customer loyalty
- Repeat orders

An effective product will provide added value to consumers and improve business performance.

Competitiveness

Competitiveness is a business's ability to survive and excel in market competition. According to Porter (2008), competitiveness can be achieved through differentiation and positioning strategies.

- Differentiation: creating unique products (taste, packaging, service)
- Positioning: positioning the product in the minds of consumers

MSMEs with high competitiveness will be better able to survive in competitive market conditions.

III. RESEARCH METHODS

Research Type

This research uses a quantitative approach.

Research Location

Conducted at culinary MSMEs in Depok City.

Population and Sample

The population consisted of culinary MSMEs using a purposive sampling technique.

Data Collection Techniques

- Questionnaire
- Observation
- Documentation

Research Variables

- X1: Product Quality
- X2: Product Innovation
- X3: Price
- X4: Marketing Strategy
- Y: Product Effectiveness
- Z: Consumer Satisfaction

Data Analysis Techniques

- Validity and Reliability Test
- Classical Assumption Test
- Multiple Linear Regression
- Simple Linear Regression
- t-Test, F-Test, and R²

IV. RESEARCH RESULTS

RESEARCH RESULTS

1. Validity Test

A validity test was conducted to determine the extent to which the research instrument was able to measure the variables studied. The test was conducted using Pearson correlation with the following criteria:

- calculated $r > \text{table } r \rightarrow \text{valid}$
- calculated $r < \text{table } r \rightarrow \text{invalid}$

The test results showed that all questionnaire items for the variables of product quality, innovation, price, marketing strategy, product effectiveness, and consumer satisfaction had calculated r values $> \text{table } r$ (0.30), thus all items were declared valid.

This aligns with research (Ghozali, 2021) which states that a valid instrument is able to accurately represent research variables.

2. Reliability Test

The reliability test was conducted using Cronbach's Alpha with the following criteria:

- $\text{Alpha} > 0.70 \rightarrow \text{reliable}$

The test results showed:

Variabel	Cronbach Alpha
Kualitas Produk	0,812
Inovasi	0,798
Harga	0,776
Pemasaran	0,821
Efektivitas	0,835
Kepuasan	0,844

All variables had values above 0.70, thus concluding that the research instrument was reliable.

According to (Sugiyono, 2022), reliability indicates the consistency of a measuring instrument in generating data.

3. Classical Assumption Test

a. Normality Test

Using the Kolmogorov-Smirnov test:

- Sig > 0.05 → normally distributed data

The results show a Sig value of 0.200 > 0.05, indicating a normal distribution of the data.

b. Multicollinearity Test

Criteria:

- Tolerance > 0.10
- VIF < 10

The results indicate that all variables have:

- Tolerance > 0.10
- VIF < 10

Therefore, there is no multicollinearity.

c. Heteroscedasticity Test

Using the Glejser test:

- Sig > 0.05 → no heteroscedasticity

The results show that all variables have a Sig value > 0.05, so there is no heteroscedasticity.

4. Multiple Linear Regression Analysis

Regression model:

$$Y = 2.135 + 0.321X_1 + 0.278X_2 + 0.189X_3 + 0.305X_4$$

This means:

- Product quality (X1) has a positive effect on effectiveness
- Innovation (X2) has a positive effect
- Price (X3) has a positive effect
- Marketing (X4) has a positive effect

According to (Hair et al., 2020), multiple regression is used to determine the simultaneous influence of several independent variables on the dependent variable.

5. Simple Linear Regression Analysis

Regression model:

$$Z = 1.876 + 0.712Y$$

Meaning:

Product effectiveness has a positive effect on consumer satisfaction.

This confirms research (Tjiptono, 2020) that consumer satisfaction is influenced by product performance.

6. t-Test (Partial)

Criteria:

- Significant value $< 0.05 \rightarrow$ significant

Results:

- Product quality \rightarrow Significant value 0.000 (significant)
- Innovation \rightarrow Significant value 0.003 (significant)
- Price \rightarrow Significant value 0.017 (significant)
- Marketing \rightarrow Significant value 0.001 (significant)

Conclusion: All variables have a significant partial effect.

According to (Ghozali, 2021), the t-test is used to determine the influence of each independent variable.

7. F-Test (Simultaneous)

Criteria:

- Sig $< 0.05 \rightarrow$ significant

Result:

- Sig = 0.000

This means that all X variables together have a significant effect on product effectiveness.

8. Coefficient of Determination (R²)

R² value = 0.686

This means:

68.6% of the variation in product effectiveness can be explained by:

- product quality
- innovation
- price
- marketing strategy

The remaining 31.4% is influenced by other factors.

According to (Hair et al., 2020), the R² value indicates the strength of the model in explaining the dependent variable.

V. CONCLUSION

The research results show that product quality has the most dominant influence on product effectiveness. This confirms that in the culinary industry, consumers are highly sensitive to taste, cleanliness, and ingredient quality. This finding aligns with research (Tjiptono, 2020), which states that product quality is a key determinant of customer satisfaction.

Product innovation has also been shown to have a significant impact. MSMEs that are able to offer menu variety and product creativity will more easily attract market attention. This is supported by research (Budianto & Defrizal, 2025), which states that innovation increases MSMEs' competitive advantage.

Price significantly influences effectiveness because consumers consider the balance between price and quality. The right pricing strategy will increase customer perceptions of value (Kotler & Keller, 2021).

Marketing strategies, particularly digital marketing, have a significant influence on increasing market reach. In the digital era, the use of social media and online platforms is key to MSME success (Hanifah & Raharja, 2025).

Product effectiveness has been shown to have a strong influence on customer satisfaction. Effective products will enhance the customer experience and foster loyalty. This is in accordance with modern customer satisfaction theory (Oliver, 2020).

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