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The Role of Social Media and Digital Content in Increasing Sales of Culinary MSMEs in Lubuklinggau

Tri Umriyani[1], Fatma Oktarendah[2], Ratih Eka Sakti[3]
[1)]Universitas PGRI Silampari, Jl. Mayor Toha, Air Kuti, Kec. Lubuk Linggau Tim. I, Kota Lubuklinggau, Sumatera Selatan 31625
[2)] Universitas PGRI Silampari, Jl. Mayor Toha, Air Kuti, Kec. Lubuk Linggau Tim. I, Kota Lubuklinggau, Sumatera Selatan 31625
[3)]Universitas PGRI Silampari, Jl. Mayor Toha, Air Kuti, Kec. Lubuk Linggau Tim. I, Kota Lubuklinggau, Sumatera Selatan 31625
triumriani@gmail.com

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ABSTRACT

This study aims to determine and analyze the role of social media and digital content in increasing sales of culinary Micro, Small, and Medium Enterprises (MSMEs) in Lubuklinggau, both partially and simultaneously. This research used a quantitative approach with an associative research design. The data were collected through questionnaires distributed to 77 culinary MSME respondents in Lubuklinggau who were selected using purposive sampling. The collected data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results showed that Social Media (X1) had a positive and significant effect on Sales Increase (Y), as indicated by a t-value of 11.029. Digital Content (X2) also had a positive and significant effect on Sales Increase (Y), with a t-value of 12.078. Simultaneously, Social Media and Digital Content had a significant effect on Sales Increase, with an F-value of 143.128. The R Square value of 0.795 indicates that Social Media and Digital Content jointly explain 79.5% of the variation in Sales Increase, while the remaining 20.5% is influenced by other factors outside the scope of this study. These findings indicate that the more optimally social media is utilized and the better the quality of digital content used for promotional activities, the greater the opportunity to increase sales of culinary MSMEs in Lubuklinggau.

Keywords: Social Media, Digital Content, Sales Increase, Culinary MSMEs, Lubuklinggau.

1. Introduction

The rapid development of information and communication technology has changed the way people interact, communicate, and conduct economic transactions. The emergence of the digital era encourages businesses to adapt to internet-based marketing, with social media becoming an important and affordable instrument for MSMEs to reach consumers. Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing more than 60% to national GDP and absorbing a large number of workers. Suci (2017) noted that Indonesia had more than 56 million MSME units, most of which operated in the trade, service, and culinary sectors.

The culinary sector is one of the MSME sectors with high growth and competition. The viral Pempek Tumpah phenomenon in Palembang demonstrates that innovation, visual appeal, and product uniqueness promoted through social media can increase consumer purchase interest.

This indicates that culinary MSMEs in South Sumatra have opportunities to strengthen their competitiveness through innovation and appropriate digital marketing strategies.

Lubuklinggau has considerable potential in the culinary MSME sector due to its strategic location. However, many business actors still rely on conventional marketing, while the use of social media and planned digital content remains limited. Based on Linggau Smart Service data as of April 2026, there were approximately 4,522 registered MSMEs, with around 2,300 actively operating, generating monthly turnover of Rp824.6 million and absorbing 5,198 workers. This indicates the contribution of MSMEs to the regional economy while also showing challenges in business management, marketing, and sustainability.

The culinary sector is also dominant, with more than 2,000 food and beverage MSMEs among approximately 12,000 MSMEs operating in Lubuklinggau in 2026. Nevertheless, many culinary businesses still face difficulties in devel-

* Corresponding author
E-mail addresses: triumriani@gmail.com
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oping brand identity, creating attractive content, maintaining consistency, and utilizing social media to reach new consumers.

Social media platforms such as Instagram, Facebook, and TikTok are effective in increasing product visibility and sales. Hadi & Zakiah (2021) stated that digital marketing can reduce promotional costs and expand market reach, while Jasin (2022) found that social media marketing positively affects brand image and consumer purchase interest. Regina (2024) emphasized the importance of social media for reaching new consumers and maintaining customer loyalty, particularly when supported by quality and consistent content. Fauzi & Pratama (2022) found that appropriate digital marketing increases MSME competitiveness, while Fadhilah (2024) stated that good social media and content management can increase sales volume. Kotler & Keller (2016) explained that modern marketing focuses on creating consumer value and experience, which in the digital era is largely shaped through social media content. Rianti et al. (2025) further emphasized the role of digital marketing and branding in increasing MSME competitiveness.

Initial observations indicate that most culinary MSMEs in Lubuklinggau already have social media accounts, but their management is still irregular and unplanned. Content is often inconsistent and lacks attractive visual presentation and structured promotional strategies, resulting in limited digital interaction and sales conversion. Gulo et al. (2025) found that social media content significantly influences consumer purchase interest, while Widodo & Hapsari (2023) emphasized that social media-based digital marketing needs to be systematically designed to increase sales volume.

Therefore, this research is important to examine the role of social media and digital content in increasing culinary MSME sales in Lubuklinggau. The study is expected to contribute to the development of digital marketing knowledge and provide practical insights for culinary MSMEs in optimizing social media-based marketing strategies.

2. Literature Review

2.1 Social Media

Social media is a digital marketing medium that allows users to create, share, and interact with content online. Hadi & Zakiah (2021) explain that social media is relatively easy to utilize for online marketing compared with developing a website that requires specific skills. Social media also facilitates communication, information sharing, and interaction without being limited by distance and time (Cahyono, 2016). Platforms such as Instagram, Facebook, and TikTok are widely used by MSMEs to promote products and communicate with consumers (Qadir et al., 2024).

In a business context, social media plays an important role in building relationships between businesses and consumers. Through social media, culinary MSMEs can introduce products, build brand awareness, interact with customers, and reach new consumers (Jasin, 2022). Regina et al. (2025) also explain that Instagram, Facebook, and TikTok are important platforms in digital marketing strategies for culinary MSMEs.

In this study, social media is measured through frequency of use, type of platform, consumer interaction, account management consistency, utilization of features, and ability to reach new consumers.

2.2 Digital Content

Digital content refers to promotional content published through social media to attract consumer attention and provide information about products. In culinary MSMEs, digital content may include product photos, product videos, food preparation videos, promotional discount content, customer testimonials, and product information. Effective digital content should be attractive, informative, relevant, and consistently produced.

Putri & Fasihat (2026) state that good content quality can increase consumer engagement and positive perceptions of a brand. Fadhilah (2024) further explains that social media management supported by an appropriate content strategy can increase sales volume. Meanwhile, Baltes (2015) emphasizes that attractive content should provide useful and relevant information as well as added value for consumers. Rimiyati & Hilmawan (2026) found that interactivity, novelty, and content type are important characteristics influencing customer engagement.

In this study, digital content is measured through visual quality of photos and videos, promotional message content, creativity, upload consistency, engagement, and customer testimonials.

2.3 Sales Increase

Sales are one of the main indicators of business development because they reflect the ability of a business to attract consumers and generate revenue. In the context of culinary MSMEs, sales increase can be observed through changes in the number of customers, transactions, sales turnover, new customers, and marketing reach.

The utilization of social media and digital content can support sales growth by helping businesses introduce products, communicate promotional information, attract consumer attention, and expand market reach. In this study, sales increase is measured through increased sales turnover, number of customers, number of transactions, business development, and expanded marketing reach.

2.4 Theoretical Framework and Hypothesis Development

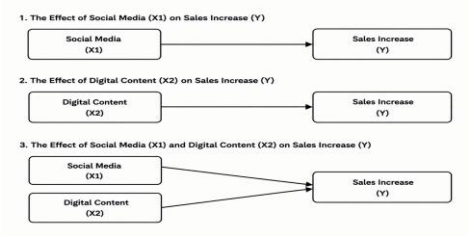


Figure 1. Theoretical Framework

2.5 Research Hypotheses

A research hypothesis is a tentative answer to a research problem based on relevant theory that has not yet been empirically tested (Sugiyono,

2020). Based on the theoretical review, previous studies, and conceptual framework, the hypotheses are formulated as follows:

H1: The utilization of social media has a positive and significant effect on sales increase of culinary MSMEs in Lubuklinggau. This hypothesis is supported by Jasin (2022), Regina (2024), and Widodo and Hapsari (2023), who found that social media marketing can increase consumer interest and sales of culinary MSMEs.

H2: The quality of digital content has a positive and significant effect on sales increase of culinary MSMEs in Lubuklinggau. This hypothesis is supported by Gulo et al. (2025), Fadhilah (2024), and Regina (2024), who emphasized the importance of content quality and consistency in attracting consumers and increasing sales.

H3: The utilization of social media and the quality of digital content simultaneously have a positive and significant effect on sales increase of culinary MSMEs in Lubuklinggau. This hypothesis is supported by Rianti et al. (2025) and Fauzi and Pratama (2022), who stated that integrated digital marketing strategies involving social media and content can improve MSME competitiveness and business performance.

The three hypotheses will be tested empirically using multiple linear regression analysis based on primary data collected from culinary MSME actors in Lubuklinggau.

3. Method

This study used a quantitative research method with a descriptive and associative approach to analyze the effect of social media and digital content on the sales increase of culinary MSMEs in Lubuklinggau. The research was conducted among culinary MSMEs in Lubuklinggau that utilize social media such as Instagram, Facebook, or TikTok for promotional activities.

The population consisted of culinary MSMEs in Lubuklinggau that had operated for at least one year, had an active social media account, had created digital content, and were willing to participate as respondents. Based on data from the Lubuklinggau Office of Cooperatives and MSMEs in 2025, the population consisted of 329 culinary MSMEs. Using the Slovin formula with a 10% error tolerance, the sample was 77 respondents, selected through purposive sampling based on the predetermined criteria.

Data were collected through questionnaires, observation, and documentation. The questionnaire used a five-point Likert scale and consisted of 17 statements: six items for Social Media (X1), six items for Digital Content (X2), and five items for Sales Increase (Y).

Data analysis was conducted using SPSS. The analysis included validity and reliability tests, descriptive analysis, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis. Hypotheses were tested using the t-test, F-test, and coefficient of determination (R^2).

3.1 Research Location and Time

The research was conducted in Lubuklinggau, South Sumatra Province, with the research object being culinary Micro, Small, and Medium Enterprises (MSMEs) that operate food and beverage businesses and utilize social media platforms such as Instagram, Facebook, or TikTok as promotional media.

The selection of Lubuklinggau as the research location was based on the focus of the study, which examines the role of social media and digital content in increasing sales of culinary MSMEs in the city. The population data used in the study were obtained from the Lubuklinggau Office of Cooperatives and MSMEs in 2025.

3.2 Population and Sample

According to Sugiyono (2020:126), population is a generalization area consisting of objects or subjects with certain quantities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consisted of culinary MSMEs in Lubuklinggau that met the following criteria: (1) culinary MSME actors operating in Lubuklinggau; (2) having operated for at least one year; (3) having an active social media account, such as Instagram, Facebook, or TikTok; (4) having created digital content in the form of photos, videos, promotions, or product information; and (5) being willing to participate as respondents.

According to Sugiyono (2020:127), a sample is a part of the population that possesses the characteristics of the population. Based on data from the Lubuklinggau Office of Cooperatives and MSMEs in 2025, the population of culinary MSMEs was 329 business units. The sample size was determined using the Slovin formula with an error tolerance of 10%, resulting in 76.69, which was rounded to 77 respondents.

The sampling technique used was purposive sampling, namely selecting respondents based on predetermined criteria. The respondents were selected from culinary MSME actors in Lubuklinggau who had operated for at least one year, had an active social media account such as Instagram, Facebook, or TikTok, had utilized digital content for business activities, and were willing to participate as respondents. Thus, the Slovin formula was used to determine the sample size, while purposive sampling was used to select respondents who met the research criteria.

3.3 Research Instrument

According to Sugiyono (2020:296), data collection is one of the most important stages in research because the main objective of research is to obtain data. In this study, data were collected directly from culinary MSME actors in Lubuklinggau who utilize social media as a promotional tool. The data collection focused on the relationship between social media utilization, digital content implementation, and sales increase experienced by business actors. The techniques used were questionnaires, observation, and documentation.

3.4 Data Analysis Technique

A. Validity Test

The validity test is used to determine whether each questionnaire item is able to measure the

variable being studied. A questionnaire item is considered valid if the calculated r-value (r-count) is greater than the r-table value at a 5% significance level.

B. Reliability Test

The reliability test is used to determine the consistency of respondents' answers to the questionnaire items. The research instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60.

C. Classical Assumption Test

Normality Test

The normality test aims to determine whether the data are normally distributed. The test can be conducted using the Kolmogorov-Smirnov test or by examining the Normal P-P Plot. If the significance value is > 0.05, the data are considered to be normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong relationship among the independent variables. A good regression model should not have multicollinearity. The criteria used are:

- Tolerance value > 0.10
- VIF value < 10

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is unequal variance of errors in the regression model. A good regression model should not exhibit heteroscedasticity. The test can be conducted by examining the scatterplot or using the Glejser test.

D. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of Social Media (X1) and Digital Content (X2) on Culinary MSME Sales (Y). The regression equation used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:
Y = Sales
a = Constant
b_1 = Regression coefficient of Social Media
b_2 = Regression coefficient of Digital Content
X_1 = Social Media
X_2 = Digital Content
e = Error term

E. t-Test

The t-test is used to determine the individual effect of each independent variable on the dependent variable.
Decision-making criteria:
If Sig. < 0.05, the hypothesis is accepted.
If Sig. > 0.05, the hypothesis is rejected.
This means:
Social Media has an effect on Sales.
Digital Content has an effect on Sales.

F. F-Test

The F-test is used to determine the simultaneous effect of Social Media (X1) and Digital Content (X2) on Sales (Y).
Decision-making criteria:

- If Sig. < 0.05, the hypothesis is accepted.
- If Sig. > 0.05, the hypothesis is rejected.

G. Coefficient of Determination

The coefficient of determination (R^2) is used to determine how well Social Media and Digital Content explain the Sales variable. The higher the R^2 value, the greater the contribution of the independent variables in explaining the dependent variable.

4. Results and Discussion

4.1 Respondent Characteristics

The characteristics of respondents provide an overview of the 77 culinary MSME actors in Lubuklinggau who participated in this study. The characteristics include gender, type of culinary product, length of business operation, and social media platform used. Based on gender, 39 respondents (50.65%) were female and 38 respondents (49.35%) were male, indicating a relatively balanced distribution.

In terms of culinary products, the respondents consisted of businesses selling snacks and main meals. Regarding business duration, 47 respondents (61.04%) had operated their businesses for 1–3 years, 20 respondents (25.97%) for 3–5 years, and 10 respondents (12.99%) for more than 5 years.

Regarding social media platforms, Instagram was the most widely used, with 51 respondents (66.23%), followed by Facebook and TikTok, each used by 25 respondents (32.47%). Overall, these characteristics provide a general description of the culinary MSME respondents involved in the study.

4.2 Data Analysis Results

1. Validity Test

The validity test was conducted to determine whether the data collected were valid. The test was performed by examining the calculated r-value (r-count) presented in the Correlation table from the SPSS 25 output. The results of the validity test are presented in the following Figure.

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.796**	.675**	.601**	.614**	.681**	.883**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X1.2	Pearson Correlation	.796**	1	.545**	.537**	.568**	.598**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X1.3	Pearson Correlation	.675**	.545**	1	.617**	.606**	.726**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X1.4	Pearson Correlation	.601**	.537**	.617**	1	.528**	.584**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	77	77	77	77	77	77	77
X1.5	Pearson Correlation	.614**	.568**	.606**	.528**	1	.617**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	77	77	77	77	77	77	77
X1.6	Pearson Correlation	.681**	.598**	.726**	.584**	.617**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	77	77	77	77	77	77	77
X1	Pearson Correlation	.883**	.819**	.838**	.781**	.789**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77

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

Figure 2. Social Media Validity Test

The results in Figure 2 show that all statement items for the Social Media (X1) variable have a calculated r-value greater than the r-table value (0.224). In addition, all items have a significance value of 0.000 < 0.05. Therefore, all six statement items, X1.1 to X1.6, are declared valid and can be used in the study.

These results indicate that each statement used to measure the Social Media variable is able to represent the variable being studied. Therefore, all items for variable X1 are eligible to proceed to the reliability test.

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1	Pearson Correlation	1	.677**	.691**	.633**	.636**	.646**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X2.2	Pearson Correlation	.677**	1	.649**	.696**	.558**	.689**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X2.3	Pearson Correlation	.691**	.649**	1	.585**	.611**	.681**	.837**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	77	77	77	77	77	77	77
X2.4	Pearson Correlation	.633**	.696**	.585**	1	.639**	.646**	.834**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	77	77	77	77	77	77	77
X2.5	Pearson Correlation	.636**	.558**	.611**	.639**	1	.698**	.816**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	77	77	77	77	77	77	77
X2.6	Pearson Correlation	.646**	.689**	.681**	.646**	.698**	1	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	77	77	77	77	77	77	77
X2	Pearson Correlation	.846**	.850**	.837**	.834**	.816**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77

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

Figure 3. Digital Content Validity Test

The results in Figure 3 show that all statement items for the Digital Content (X2) variable, from X2.1 to X2.6, have a calculated r-value greater than the r-table value (0.224) and a significance value of 0.000 < 0.05. Therefore, all six statement items for the Digital Content (X2) variable are declared valid and suitable for further reliability analysis.

Correlations

		Y1	Y2	Y3	Y4	Y5	Y
Y1	Pearson Correlation	1	.595**	.482**	.602**	.481**	.764**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	77	77	77	77	77	77
Y2	Pearson Correlation	.595**	1	.754**	.680**	.572**	.875**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	77	77	77	77	77	77
Y3	Pearson Correlation	.482**	.754**	1	.677**	.662**	.866**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	77	77	77	77	77	77
Y4	Pearson Correlation	.602**	.680**	.677**	1	.534**	.848**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	77	77	77	77	77	77
Y5	Pearson Correlation	.481**	.572**	.662**	.534**	1	.780**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	77	77	77	77	77	77
Y	Pearson Correlation	.764**	.875**	.866**	.848**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77

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

Figure 4. Sales Increase Validity Test

The results in Figure 4 show that all instrument items for the Sales Increase (Y) variable have calculated r-values ranging from 0.764 to 0.875. All values are greater than the r-table value of 0.224, with a significance value of 0.000 < 0.05. Therefore, all five statement items for the Sales Increase (Y) variable are declared valid. This indicates that all statements are suitable for measuring sales increase and can proceed to the reliability test.

2. Reliability Test

Table 1. Reliability Test

Variable	Cronbach's Alpha	Number of Items
Sales Increase (Y)	0.885	5
Social Media (X1)	0.907	6
Digital Content (X2)	0.917	6

Based on the reliability test results presented in Table 1, the Social Media (X1) variable obtained a Cronbach's Alpha value of 0.907, the Digital Content (X2) variable obtained 0.917, while the Sales Increase (Y) variable obtained 0.885. All values are above the minimum threshold of 0.60. Therefore, all statement items for each variable are declared reliable, indicating that the research instrument has good consistency and can be used for further analysis.

4.3 Classical Assumption Test

1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.45884462
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.062
Test Statistic		.084
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 5 Normality Test

Based on the normality test results presented in the figure, the Asymp. Sig. (2-tailed) value of the One-Sample Kolmogorov-Smirnov test was 0.200. This value is greater than 0.05 (0.200 > 0.05), indicating that there is no problem with the distribution of the residual data. Therefore, the residual data in this study are normally distributed and meet the requirements for further hypothesis testing.

2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-3.169	1.080		-2.934	.004		
	SOCIAL MEDIA	.483	.044	.582	11.029	.000	.996	1.004
	DIGITAL CONTENT	.517	.043	.638	12.078	.000	.996	1.004

a. Dependent Variable: SALES INCREASE

Figure 6. Multicollinearity Test

The results of the multicollinearity test in Figure 6 show that the Social Media (X1) variable has a Tolerance value of 0.996 and a VIF value of 1.004. Similarly, the Digital Content (X2) variable has a Tolerance value of 0.996 and a VIF value of 1.004. These values meet the required criteria, with the Tolerance value above 0.10 and the VIF value below 10.

Therefore, it can be concluded that there is no multicollinearity between Social Media and Digital Content. This means that the two independent variables do not have an excessively strong relationship and can be used simultaneously in the regression analysis

3. Heteroscedasticity Test

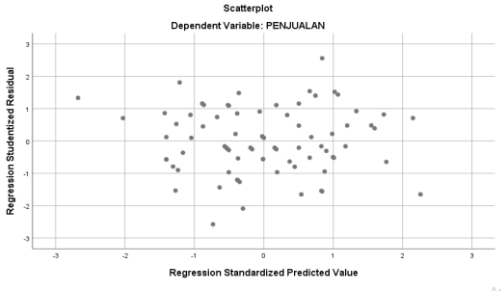


Figure 7. Heteroscedasticity test

The results of the heteroscedasticity test in Figure 7 show that the residual points are randomly distributed above and below zero. In

addition, no specific pattern, such as lines, waves, or a funnel shape, can be observed. This indicates that heteroscedasticity does not occur in the regression model. Therefore, the regression model meets the requirements for further analysis and hypothesis testing.

4.4 Regression Analysis

1. Multiple Linear Regression

This study uses multiple linear regression analysis to determine the effect of Social Media (X1) and Digital Content (X2) on Sales Increase (Y) among culinary MSMEs in Lubuklinggau. This analysis is also used to determine the direction and magnitude of the effect of each independent variable on the dependent variable. The results of the multiple linear regression analysis are presented in Figure 8 below.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.169	1.080		-2.934	.004
	SOCIAL MEDIA	.483	.044	.582	11.029	.000
	DIGITAL CONTENT	.517	.043	.638	12.078	.000

a. Dependent Variable: SALES INCREASE

Figure 8 Multiple Linear Regression

The multiple linear regression analysis presented in Figure produced the following regression equation:

Y = -3.169 + 0.483X1 + 0.517X2 + e

The equation can be interpreted as follows:

1. The constant value of -3.169 indicates that when Social Media (X1) and Digital Content (X2) remain constant, the Sales Increase (Y) value is -3.169.
2. The Social Media (X1) coefficient of 0.483 indicates a positive relationship. This means that an increase in Social Media utilization tends to increase Sales Increase by 0.483, assuming Digital Content remains constant.
3. The Digital Content (X2) coefficient of 0.517 also indicates a positive relationship. This means that better Digital Content tends to increase Sales Increase by 0.517, assuming Social Media remains constant.

Based on these coefficients, both Social Media and Digital Content have a positive direction of effect on Sales Increase. The Digital Content coefficient (0.517) is higher than the Social Media coefficient (0.483), indicating that Digital Content has a greater coefficient in explaining Sales Increase within this regression model.

Thus, the regression results indicate that better utilization of Social Media and Digital Content tends to be followed by increased sales among culinary MSMEs in Lubuklinggau. These results provide the basis for determining whether the effects are statistically significant through the t-test and F-test.

4.5 Partial Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.169	1.080		-2.934	.004
	SOCIAL MEDIA	.483	.044	.582	11.029	.000
	DIGITAL CONTENT	.517	.043	.638	12.078	.000

a. Dependent Variable: SALES INCREASE

Figure 8. Partial Test (t-Test)

Based on the partial t-test results in the figure, the findings can be explained as follows:

1. Social Media (X1) obtained a t-value of 11.029 with a significance value of 0.000. Since 0.000 < 0.05, Social Media has a significant effect on Sales Increase (Y). This means that better utilization of social media for promotional activities tends to increase MSME sales.
2. Digital Content (X2) obtained a t-value of 12.078 with a significance value of 0.000. Since 0.000 < 0.05, Digital Content also has a significant effect on Sales Increase (Y). This means that better promotional content tends to increase MSME sales.

Therefore, Social Media (X1) and Digital Content (X2) each have a significant partial effect on Sales Increase (Y) among culinary MSMEs in Lubuklinggau.

4.6 Simultaneous Test (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	655.683	2	312.842	143.128	.000[b]
	Residual	161.745	74	2.186		
	Total	787.429	76			

a. Dependent Variable: SALES INCREASE

b. Predictors: (Constant), DIGITAL CONTENT, SOCIAL MEDIA

Figure 9. Simultaneous Test (F-Test)

Based on the data analysis results, the simultaneous F-test (F-test) was used to determine whether Social Media (X1) and Digital Content (X2) jointly affect Sales Increase (Y). This is consistent with the research objective of examining the simultaneous effect of the two independent variables on culinary MSME sales in Lubuklinggau.

The results show an F-value of 143.128 with a significance value of 0.000. Since 0.000 < 0.05, it can be concluded that Social Media (X1) and Digital Content (X2) simultaneously have a significant effect on Sales Increase (Y). Therefore, H3 is accepted.

4.7 Coefficient of Determination Test (R^2)

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891[a]	.795	.789	1.47843

a. Predictors: (Constant), DIGITAL CONTENT, SOCIAL MEDIA

Figure 10. Coefficient of Determination Test (R^2)

The results of the coefficient of determination test (R^2) in Table 4.12 show an R-squared value of 0.795. This means that Social Media (X1) and Digital Content (X2) jointly explain 79.5% of the variation in Sales Increase (Y), while the remaining 20.5% is influenced by other factors outside the scope of this study. Therefore, Social Media and Digital Content have a strong contribution to Sales Increase among culinary MSMEs in Lubuklinggau.

4.8 Discussion

The discussion in this study is based on the results of data processing obtained from 77 respondents who were culinary MSME owners in Lubuklinggau. The results of the analysis show that Social Media (X1) and Digital Content (X2) have relationships and effects on Sales Increase

(Y). The following discussion explains the research findings by relating them to the theories and previous studies used in the research.

1. The Role of Social Media in Increasing Sales of Culinary MSMEs in Lubuklinggau

The results show that Social Media (X1) has a positive and significant effect on Sales Increase (Y) among culinary MSMEs in Lubuklinggau. The partial test results show a t-value of 11.029 with a significance value of 0.000. Since the significance value is less than 0.05, Social Media can be stated to have a significant effect on Sales Increase.

These results indicate that the better MSME owners utilize social media for their business activities, the greater the opportunity for increased sales. In this study, social media is not only viewed in terms of account ownership, but also its utilization as a means of promotion, communication with consumers, account management, use of social media features, and ability to reach new consumers.

This condition can be seen from the social media platforms used by the respondents. Instagram is the most widely used platform, followed by TikTok and Facebook. Some business owners also use more than one platform. This indicates that social media has become one of the means used by culinary MSMEs to introduce their products and reach a wider range of consumers.

Theoretically, the utilization of social media can help businesses communicate with consumers, introduce products, and expand their marketing reach. Previous studies cited in the proposal, including Fadhilah (2024), Regina et al. (2024), and Qadir et al. (2024), also demonstrate the importance of social media utilization in MSME marketing activities. Thus, the findings of this study strengthen the view that social media can serve as a marketing tool that helps culinary MSMEs introduce products, communicate with consumers, and expand their markets. Therefore, the first hypothesis stating that Social Media affects Sales Increase is accepted.

2. The Role of Digital Content in Increasing Sales of Culinary MSMEs in Lubuklinggau

The results further show that Digital Content (X2) has a positive and significant effect on Sales Increase (Y). This is indicated by a regression coefficient of 0.517, a t-value of 12.078, and a significance value of 0.000. Since the significance value is less than 0.05, Digital Content is proven to have a significant effect on Sales Increase.

These results indicate that the content created by MSME owners plays a role in attracting consumer attention. In this study, digital content relates to the quality of product photos or videos, clarity of promotional information, creativity, consistency in uploading content, interaction with consumers, and the use of customer testimonials. For culinary MSMEs, product presentation is important because consumers generally obtain initial product information through digital media. Clear photos or videos, easy-to-understand information, attractive promotions, and customer testimonials can help increase consumer interest in products. Therefore, the use of social media will be more effective when supported by attractive, informative, and consistently created content.

These findings are also consistent with the theory of Pulizzi (2014), which emphasizes that valuable, relevant, and consistently produced content can attract audience attention and encourage consumer action. Previous studies by Gulo et al. (2025), Putri and Fasihat (2026), and Rimiyati and Hilmawan (2026) also demonstrate the importance of content quality, creativity, interaction, and consistency in digital marketing activities. Thus, the better the quality and management of digital content carried out by culinary MSMEs, the greater the opportunity for increased sales. Based on these findings, the second hypothesis stating that Digital Content affects Sales Increase is accepted.

3. The Role of Social Media and Digital Content Simultaneously in Increasing Sales of Culinary MSMEs in Lubuklinggau

Based on the simultaneous test results, Social Media (X1) and Digital Content (X2) jointly have a significant effect on Sales Increase (Y). The F-test results show an F-value of 143.128 with a significance value of less than 0.05. This indicates that the two independent variables jointly have a significant effect on Sales Increase among culinary MSMEs in Lubuklinggau.

The coefficient of determination test also shows an R-Square value of 0.795, or approximately 79.5%. This means that Social Media and Digital Content jointly explain approximately 79.5% of the changes in Sales Increase. Meanwhile, the remaining 20.5% may be influenced by other factors not included in this study. These results indicate that social media and digital content are two interrelated elements in digital marketing activities. Social media serves as a means of delivering information and interacting with consumers, while digital content serves as material used to attract attention and provide information to consumers. Therefore, active use of social media will be more optimal when accompanied by content that is attractive, clear, and consistent.

This finding is also consistent with the research framework, which positions Social Media and Digital Content as two variables that are expected to increase culinary MSME sales. Previous studies used in the proposal also indicate that social media and digital content play roles in marketing, customer interaction, purchase intention, and MSME sales development. Thus, it can be concluded that the more optimally Social Media is utilized and the better the Digital Content created by MSME owners, the greater the opportunity for increased sales. Based on these results, the third hypothesis stating that Social Media and Digital Content jointly affect Sales Increase is accepted.

5. Conclusions and Suggestions

5.1 Conclusions

Based on the results of the data analysis and discussion on the Role of Social Media and Digital Content in Increasing Sales of Culinary MSMEs in Lubuklinggau, the following conclusions can be drawn:

1. Social Media has a positive and significant effect on Sales Increase. This is indicated by a t-value of 11.029 with a significance value of

< 0.001. This means that better utilization of social media tends to increase sales.
2. Digital Content has a positive and significant effect on Sales Increase. The t-test results show a t-value of 12.078 with a significance value of < 0.001. This means that attractive, clear, creative, and consistent content can support increased sales.
3. Social Media and Digital Content simultaneously have a significant effect on Sales Increase. The F-value of 143.128 and R-Square value of 79.5% indicate that the two variables jointly explain most of the variation in Sales Increase.

5.2 Suggestions

1. For Culinary MSME Owners: Culinary MSME owners are encouraged to use social media actively and consistently and to create attractive, clear, creative content that meets consumer needs.
2. For Local Government: The local government is expected to provide training and assistance to MSME owners on social media management and digital content creation to help expand their marketing reach.
3. For Future Researchers: Future research is recommended to include other variables that may affect sales and to involve a larger number of respondents or a broader research area.

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