

The Effect of Product Innovation and Promotional Strategies on Sales at Chika Dimsum MSME in Lubuklinggau

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ABSTRACT

This study aims to determine the effect of product innovation and promotional strategy on sales at Chika Dimsum MSME in Lubuklinggau, both partially and simultaneously. This research used a quantitative approach with an explanatory research method. Data were collected through questionnaires distributed to 100 consumers of Chika Dimsum in Lubuklinggau. The sampling technique used was simple random sampling, with respondents selected based on predetermined criteria. Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) version 23, including validity and reliability tests, classical assumption tests, simple and multiple linear regression analysis, correlation coefficient, coefficient of determination, t-test, and F-test. The results showed that product innovation had a significant effect on sales, as indicated by a t-value of 6.036, which was greater than the t-table value of 1.98472. Promotional strategy also had a significant effect on sales, with a t-value of 8.662, which was greater than the t-table value of 1.98472. Furthermore, product innovation and promotional strategy simultaneously had a positive and significant effect on sales, as demonstrated by an F-value of 39.497, which was greater than the F-table value of 3.09, with a significance level of $0.000 < 0.05$. These findings indicate that improving product innovation and implementing effective promotional strategies can contribute to increasing sales at Chika Dimsum MSME in Lubuklinggau.

Keywords: Product Innovation, Promotional Strategy, Sales, MSME, Chika Dimsum.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the independent, healthy, strong, and competitive business sectors that have the potential to grow and contribute to national economic development. MSMEs make a significant contribution to job creation and economic strengthening as a flexible and innovative sector (Romzatul Widad, Sri Rahayu, & Winda Wati, 2024). MSMEs play a vital role in the economy of a country because they are major drivers of economic growth, create employment opportunities, and produce a wide variety of products and services. However, MSMEs often face complex challenges, such as limited resources, intense competition, technological changes, and market fluctuations. Therefore, the adoption of appropriate innovation strategies can help MSMEs adapt,

grow, and remain relevant in an ever-changing market (Alin Marlinda, 2024).

In Lubuklinggau, Chika Dimsum is one of the growing modern culinary MSMEs known for offering various dimsum menu options and other food products to local consumers. Ideally, Chika Dimsum has become known among the community through the sale of various dimsum products with a contemporary snack concept that is easily accessible, whether for dine-in consumption or takeaway.

Along with the increasing public interest in practical yet affordable ready-to-eat food, Chika Dimsum has taken advantage of this opportunity by offering various flavors and attractive packaging, gradually building a loyal customer base in the Lubuklinggau area. Chika Dimsum MSME was selected as the research object because it

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meets the criteria of being a representative local culinary business that is rapidly developing in Lubuklinggau. First, Chika Dimsum has demonstrated its ability to adapt to the market through the establishment of several outlets, indicating significant business growth. Second, as a medium-scale MSME with several outlets, Chika Dimsum actively implements product innovation strategies, such as introducing new flavor variants, digital promotional strategies through social media, and strengthening its local brand image through grand opening events and attractive promotional programs. Therefore, Chika Dimsum represents an appropriate case for examining the influence of product innovation, promotional strategies, and brand image on consumer purchase intention in the context of local culinary MSMEs.

This MSME is expected to maintain and increase consumer purchase intention through product innovation, the selection of appropriate promotional strategies, both offline and online, and the strengthening of its brand image so that it becomes easily recognized and trusted by consumers. However, in reality, MSMEs often face various challenges, such as limited resources, increasingly intense competition, and rapidly changing consumer preferences, which may potentially reduce purchase intention if they are not supported by appropriate marketing strategies (Abdurrauf, 2026; Alin Marlinda, 2024).

Product innovation refers to a company's efforts to create or modify products in order to provide added value, differentiate them from competitors, and meet consumer needs and preferences (Ernawati, 2019; Adam Rizqi Gustami & Nandang, 2023). For Chika Dimsum MSME, innovation may include developing new dimsum flavor variants, creating more attractive packaging, improving the quality of raw materials, and providing new menu items that suit the preferences of the local Lubuklinggau market. If product innovation is not optimized, consumers may experience boredom, which may potentially reduce their purchase intention, particularly when many alternative dimsum products are available in the market (Potabuga et al., 2022; Pebriani & Busyra, 2023).

In addition to product innovation, promotional strategy also plays an important role in building consumer awareness and interest. Culinary MSMEs can utilize various promotional media, such as social media, price discounts, bundling programs, local endorsements, as well as grand opening activities and other events to attract the attention of potential consumers. Promotional strategies that are poorly targeted, inconsistent, or insufficiently creative may result in product information not being effectively communicated, thereby preventing consumer purchase intention from developing optimally (Romzatul Widad, Sri Rahayu, & Winda Wati, 2024; Gunawan et al., 2025).

Sales are one of the main indicators used to measure the success of a company's marketing activities. Sales performance can be assessed through various measures, such as sales volume, sales growth, number of customers, market share, and revenue generated by the company. A

high level of sales indicates that a company is able to effectively meet consumer needs and preferences and has strong competitiveness in the market.

Increased sales are not influenced by a single factor but are the result of various integrated marketing activities. Several factors have been shown to influence sales, including product quality, price, product innovation, promotional strategy, service quality, distribution, the utilization of digital media, and the company's ability to understand consumer behavior (Saputra et al., 2023; Azhari & Ali, 2024).

Among the various factors influencing sales, product innovation and promotional strategy are among the factors most frequently found to have a significant effect on increasing sales (A.S. & Ali, 2025; Safitri & Purwatiningsih, 2025). Product innovation enables companies to develop products that are more relevant, unique, and aligned with evolving market needs, thereby increasing purchase intention and customer loyalty (Azhari & Ali, 2024). Promotional strategies play a role in communicating product value to consumers, increasing brand awareness, creating positive perceptions, and encouraging purchasing decisions (Wardoyo et al., 2026).

Various studies have shown that companies that consistently implement product innovation and effective promotional strategies tend to achieve higher sales volume growth than companies that are less active in these two aspects (Azhari & Ali, 2024).

2. Literature Review

2.1 Product Innovation

Product innovation refers to the process of developing or improving products to create added value, meet changing consumer needs, and strengthen a company's competitive advantage. Innovation may involve the creation of new products or significant improvements to existing products in terms of features, quality, design, and function. In the context of MSMEs, product innovation is important because consumer preferences and market competition continue to change. The ability to continuously develop products allows businesses to remain relevant and differentiate their offerings from competitors.

According to Raymond et al. (2025), product innovation can take several forms, including incremental innovation, radical innovation, disruptive innovation, differentiation innovation, architectural innovation, modular innovation, platform innovation, and product-line innovation. In this study, product innovation is measured through three indicators: line extensions, me-too products, and new-to-the-world products. Line extensions refer to products that are familiar to the business but new to the market; me-too products are products considered new by the business but already familiar to the market, while new-to-the-world products are products perceived as new by both the business and the market.

For Chika Dimsum, product innovation can be implemented through the development of new dimsum flavors, attractive packaging, improvements in product quality, and the introduction of

new menu items based on local consumer preferences. Product innovation can provide benefits such as improving product quality, creating new markets, expanding product reach, and replacing outdated products or services.

Previous studies support the importance of product innovation in improving business performance. Azhari and Ali (2024) found that product innovation, marketing strategy, and service quality play an important role in improving company performance. Therefore, the implementation of appropriate product innovation is expected to contribute positively to sales performance at Chika Dimsum.

2.2 Promotional Strategy

Promotional strategy is a planned set of activities used by a company to communicate product value, create consumer awareness, and encourage purchasing behavior. A promotional strategy combines various communication activities that are directed toward target consumers. In practice, promotional activities may include advertising, sales promotion, personal selling, direct marketing, and public relations.

For MSMEs, promotional strategies are particularly important because they can help businesses reach a broader market despite having limited resources. Digital media, price discounts, bundling programs, local endorsements, grand-opening activities, and other promotional events can be used to attract consumer attention. An effective promotional strategy should be targeted, consistent, informative, and creative so that consumers can understand the value offered by the product.

The indicators of promotional strategy used in this study consist of advertising, sales promotion, personal selling, direct marketing, and public relations. Advertising refers to promotional activities used to communicate ideas, products, or services to consumers. Sales promotion involves short-term incentives designed to encourage consumers to try or purchase products. Personal selling involves direct interaction between sellers and prospective buyers, while direct marketing uses communication media to obtain direct responses from customers. Public relations consists of programs designed to promote or maintain a positive image of the company or its products.

Previous research has demonstrated the importance of promotional activities in improving consumer responses and business performance. Hasanudin et al. (2023), for example, examined promotional strategies and found their relevance to increasing sales volume. Gunawan et al. (2025) also examined marketing and promotional strategies in relation to consumer purchase intention. These findings indicate that an appropriate promotional strategy can help businesses communicate product advantages and ultimately support sales growth.

2.3 Sales

Sales are an important indicator of business performance because they reflect the ability of a business to offer products that meet consumer needs and generate revenue. Sales performance is influenced by various marketing activities,

including product quality, price, promotion, and distribution.

According to Kotler, as cited in Rendelangi and Sahyuni (2023), sales are measured through five indicators: selling price, products or services offered, promotional activities designed, distribution channels, and quality.

The first indicator, selling price, relates to the price offered by the business and its suitability for consumers. The second indicator, products or services offered, relates to the products provided by the business to meet consumer needs. The third indicator, promotional activities designed, refers to the promotional activities carried out to encourage consumers to purchase. The fourth indicator, distribution channels, relates to how products are delivered or made accessible to consumers. The fifth indicator, quality, refers to the quality of the products offered to consumers.

For Chika Dimsum, these indicators can be observed through the suitability of product prices, the variety of dimsum products offered, promotional programs, product accessibility through its outlets or other distribution channels, and the quality of the food products provided to consumers.

2.4 Theoretical Framework and Hypothesis Development

To facilitate the research process, a conceptual framework is needed to illustrate the relationship between the variables examined in this study. The conceptual framework of this research is presented as follows:

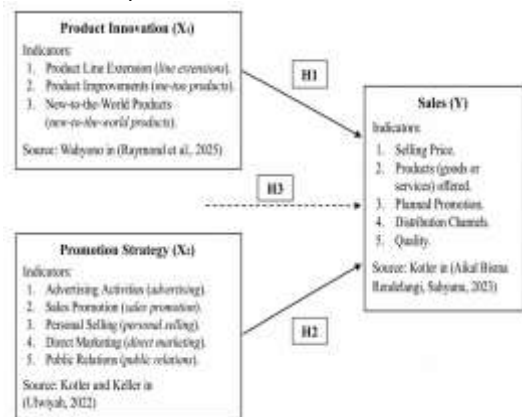


Figure 1. Theoretical Framework

2.5 Research Hypotheses

Based on the theoretical review, relevant previous studies, and conceptual framework described above, the hypotheses of this study are formulated as follows:

- H1: Product innovation has a positive and significant effect on sales at Chika Dimsum MSME in Lubuklinggau.
- H2: Promotional strategy has a positive and significant effect on sales at Chika Dimsum MSME in Lubuklinggau.
- H3: Product innovation and promotional strategy simultaneously have a positive and significant effect on sales at Chika Dimsum MSME in Lubuklinggau.

3. Method

This study uses a quantitative approach with a survey research method. Quantitative research is a research method based on the philosophy of positivism, which is used to examine a particular population or sample. Data are collected using research instruments and analyzed quantitatively or statistically with the aim of testing predetermined hypotheses (Sugiyono, 2019).

This study engages an explanatory research design, which aims to explain causal relationships between research variables through hypothesis testing (Sugiyono, 2019). The study examines the effect of the independent variables, namely product innovation and promotional strategy, on the dependent variable, namely sales, at Chika Dimsum MSME in Lubuklinggau. Product innovation is measured through line extensions, me-too products, and new-to-the-world products, while promotional strategy is measured through advertising, sales promotion, personal selling, direct marketing, and public relations. Sales are measured through selling price, products or services offered, promotional activities, distribution channels, and quality.

3.1 Research Model

The research model in this study explains the relationship between product innovation, promotional strategy, and sales at Chika Dimsum MSME in Lubuklinggau. Product innovation is measured through three indicators: line extensions, me-too products, and new-to-the-world products. Promotional strategy is measured through five indicators: advertising, sales promotion, personal selling, direct marketing, and public relations. Meanwhile, sales are measured through five indicators: selling price, products or services offered, promotional activities, distribution channels, and quality.

Based on the research model, product innovation is expected to have a positive and significant effect on sales. Promotional strategy is also expected to have a positive and significant effect on sales. Furthermore, product innovation and promotional strategy are expected to simultaneously have a positive and significant effect on sales at Chika Dimsum MSME in Lubuklinggau. Therefore, this research examines three relationships: the effect of product innovation on sales, the effect of promotional strategy on sales, and the simultaneous effect of product innovation and promotional strategy on sales.

3.2 Research Location and Time

This research was conducted at the outlets of Chika Dimsum MSME located in Lubuklinggau, South Sumatra, Indonesia. The research locations consisted of four Chika Dimsum outlets, namely the Taba Jemekeh outlet, Ex Kompi outlet, Jalan Garuda outlet, and the Sunday outlet at Silampari Sports Park. The selection of these locations was based on the development of Chika Dimsum as a growing culinary MSME in Lubuklinggau, the accessibility of the locations for data collection, the availability of sufficient respondents, and the limited number of previous

studies conducted on culinary MSMEs in Lubuklinggau.

The research was conducted during the 2025–2026 period, covering the stages of research preparation, proposal preparation, proposal seminar, data collection and processing, preparation of the research results, thesis examination, and revision.

3.3 Population and Sample

Population is a general area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions are subsequently drawn (Sugiyono, 2019). The population in this study consisted of all consumers who had purchased or consumed Chika Dimsum products in Lubuklinggau.

A sample is a part of the population that possesses the characteristics and number of elements represented by the population. The sampling technique used in this study was simple random sampling, which gives every element of the population an equal opportunity to be selected. This technique was used to obtain a representative sample and minimize bias. It is considered appropriate for explanatory research that examines causal relationships between variables. Simple random sampling is also suitable for a relatively homogeneous population, such as culinary MSME consumers who have similar purchasing behavior (Sugiyono, 2019).

The sample size in this study consisted of 100 respondents, selected using the simple random sampling technique. The respondents were selected to represent the population and had direct experience with Chika Dimsum products. The criteria for respondents were as follows: (1) aged 18–50 years, representing adults who are active as culinary MSME consumers; (2) had purchased Chika Dimsum products at least once within the previous year; (3) lived or resided in Lubuklinggau to ensure geographical relevance; and (4) were willing to complete the questionnaire fully and voluntarily, either online or offline.

3.4 Research Instrument

The research instruments used in this study consisted of observation, interview, documentation, and questionnaire. These instruments were used to obtain accurate and relevant data concerning product innovation, promotional strategy, and sales at Chika Dimsum MSME in Lubuklinggau.

1. Observation

Observation was conducted using a non-participant observation method, in which the researcher directly observed the research object without participating in the activities being observed. This observation was conducted to obtain information regarding the actual conditions and activities of Chika Dimsum MSME in Lubuklinggau, particularly those related to product innovation, promotional strategy, and sales.

2. Interview

The interview was used as a supporting data collection instrument through direct question-and-answer activities with relevant sources. The inter-

view was conducted using a structured interview approach because the researcher had determined the information to be obtained beforehand. The interview respondents consisted of the owner and employees of Chika Dimsum, with questions focusing on information related to the business, product innovation, promotional activities, and sales.

3. Documentation

Documentation was used as supporting data in the form of materials such as photographs, videos, letters, and other relevant documents. Documentation was used to complement information obtained through observation and interviews and to provide supporting evidence concerning the research object and the research activities conducted at Chika Dimsum MSME.

4. Questionnaire

The questionnaire was the main instrument for collecting quantitative data from consumers of Chika Dimsum. The questionnaire consisted of statements developed based on the indicators of the research variables. Product Innovation (X1) was measured through line extensions, me-too products, and new-to-the-world products. Promotional Strategy (X2) was measured through advertising, sales promotion, personal selling, direct marketing, and public relations. Sales (Y) was measured through selling price, products or services offered, promotional activities designed, distribution channels, and quality.

The questionnaire was distributed to consumers of Chika Dimsum who met the predetermined respondent criteria. The collected questionnaire data were used as the primary quantitative data for testing the hypotheses concerning the effect of product innovation and promotional strategy on sales.

3.5 Data Analysis Technique

1. Validity Test

The validity test is conducted to determine whether the questionnaire items are able to measure the variables intended by the researcher. A questionnaire is considered valid if its statements are able to appropriately reveal the aspects that are intended to be measured. In this study, the validity test was conducted at Chika Dimsum MSME in Lubuklinggau. The validity test used the Pearson product-moment correlation. An item was declared valid if the r-count value was greater than the r-table value at a 5% significance level (Sahir, 2021).

The Pearson Product Moment correlation was used to determine the correlation between the score of each questionnaire item and the total variable score. The calculation was performed based on the following formula (Sahir, 2021):

$$r = \frac{[n\sum XY - (\sum X)(\sum Y)]}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

where:

r = correlation coefficient

n = number of observations

X = score of the variable/item

Y = total variable score

2. Reliability Test

The reliability test is used to examine the consistency of respondents' answers. Reliability is expressed numerically, generally in the form of a

coefficient. A higher coefficient indicates a higher level of reliability or consistency of respondents' answers (Sahir, 2021).

In this study, reliability was tested using Cronbach's Alpha with the assistance of SPSS 23 for Windows (Statistical Package for Social Sciences). Cronbach's Alpha was used to measure the consistency and stability of the research instrument. An instrument is considered reliable if it can provide consistent results when used repeatedly. The instrument was declared reliable if the Cronbach's Alpha value was greater than the r-table value (Sahir, 2021).

The Cronbach's Alpha formula is as follows:

$$\alpha = \frac{k}{(k-1)} \left[1 - \frac{(\sum \sigma_i^2 / \sigma_t^2)}{k} \right]$$

where:

α = Cronbach's Alpha reliability coefficient

k = number of questionnaire items

$\sum \sigma_i^2$ = total variance of the items

σ_t^2 = total variance

3. Classical Assumption Test

The classical assumption tests conducted in this study consisted of the normality test and linearity test, as follows:

Normality Test

The use of parametric statistics requires that the data for each variable to be analyzed are normally distributed. Therefore, before testing the research hypotheses, a normality test is conducted to determine whether the collected data follow a normal distribution. One of the techniques that can be used to test data normality is the **Chi-Square test** (Sugiyono, 2019).

The basic formula for the Chi-Square test (χ^2) is as follows:

$$\chi^2 = \sum \frac{(fo - fh)^2}{fh}$$

where:

- χ^2 = Chi-Square
- fo = observed frequency
- fh = expected frequency

Linearity Test

One of the assumptions in regression analysis is linearity. Linearity refers to whether the regression line between variable X and variable Y forms a linear relationship. If the relationship is not linear, regression analysis cannot be continued. The linearity test in this study was conducted to determine whether there was a linear relationship between the independent variables and the dependent variable (Sugiyono, 2019).

The criteria for testing linearity are as follows:

- a. If the probability value is > 0.05 , the relationship between variable X and variable Y is considered linear.
- b. If the probability value is < 0.05 , the relationship between variable X and variable Y is considered non-linear.

4. Simple Linear Regression

Simple linear regression is used to analyze the relationship between one independent variable and one dependent variable. In this study, simple linear regression is used to analyze the effect of the independent variable on the dependent variable. The simple linear regression equation is expressed as follows (Sugiyono, 2019):

$$Y = a + bX$$

Where:

Y = Sales

X = Product Innovation and Promotional Strategy

b = Regression coefficient

a = Constant

5. Correlation Coefficient

The correlation coefficient is used to determine the degree or strength and direction of the relationship between two variables. The correlation coefficient is calculated using the following formula (Sugiyono, 2019):

Where:

- r = Correlation coefficient
- n = Number of respondents
- X_i = Product Innovation
- X_{ii} = Promotional Strategy
- Y_i = Sales

To determine the strength of the relationship obtained, the researcher used the following guidelines to interpret the correlation coefficient:

Table 1. Interpretation of the Correlation Coefficient

Coefficient Interval	Level of Influence
0.00–0.199	Very Low
0.20–0.399	Low
0.40–0.599	Moderate
0.60–0.799	Strong
0.80–1.000	Very Strong

Source: Sugiyono (2019)

6. t-Test

The t-test is used to determine the validity of a statement or hypothesis proposed in the study. The t-test formula used in this study is as follows (Sugiyono, 2019):

$t = [\text{formula as stated in the research instrument}]$

Where:

t = t-value

r = correlation value

n = number of respondents

7. Coefficient of Determination

The coefficient of determination, commonly symbolized as R^2 , is used to determine the extent to which the independent variable contributes to or influences the dependent variable. If the coefficient of determination in the regression model becomes smaller or approaches zero, it indicates that the influence of the independent variable on the dependent variable is smaller. Conversely, a value approaching 100% indicates that the influence of the independent variable on the dependent variable is greater.

The coefficient of determination is calculated using the following formula:

$KP = r^2 \times 100\%$

Where:

KP = coefficient of determination value

r^2 = squared correlation coefficient

4. Results and Discussion

4.1 Overview of the Research Object

1. Business Profile

- Business Name: Chika Dimsum MSME
- Business Sector: Culinary / Snack Food
- Owner: Chika Anggia
- Business Locations: Taba Jemekeh, Jalan Garuda, Ex Kompi, and At Sunday at TOS

- Year Established: 2022

Brief History of the Establishment of the Business

Chika Dimsum MSME is a micro, small, and medium-sized enterprise (MSME) operating in the culinary industry, focusing on dim sum and contemporary snack products. The business was established in 2022 by Chika Anggia. The establishment of Chika Dimsum was motivated by the high interest of the people of Lubuklinggau in halal, affordable, and quality dim sum snacks, while there were still relatively few competitors offering such products. Over time, the business has continued to develop and adapt in order to reach a wider customer base.

The development of consumer interest in various types of food also provides opportunities for business owners to create products that meet consumer preferences. Dim sum is one type of food that is widely favored by the community. Dim sum originates from Chinese culinary traditions and has become widely known and enjoyed by Indonesian consumers. It comes in various flavors, varieties, and shapes, making it suitable for different consumer groups, ranging from children to adults. In running a culinary business, product innovation and promotional strategy are important factors in supporting business development.

4.2 Data Analysis Results

In analyzing the data in this study, the process began with a questionnaire instrument test conducted at Chika Dimsum. The test was conducted to determine the quality of the questionnaire items contained in the research instrument before the questionnaire was distributed to the respondents. After the questionnaire items were tested, each item was evaluated to determine whether it was valid or invalid based on the responses obtained from the respondents.

1. Validity Test

In the validity test, the researcher tested the validity of the questionnaire items using 100 respondents, meaning that these 100 respondents served as the testees for the research instrument. The testees were selected randomly from respondents who had characteristics consistent with the research sample. The analysis conducted in this stage included item validity and reliability tests. The questionnaire items were tested with the assistance of SPSS Version 23.

Based on the validity test involving 100 respondents, the sample size was $N = 100$ at a 5% significance level. The calculated r-value (*r-count*) was compared with the r-table value. For $N = 100$ at a 5% significance level, the r-table value was 0.195. Therefore, an item was considered statistically valid and suitable for use in the research if the $r\text{-count} > r\text{-table}$ (0.195).

The results of the item validity test are presented in the following table:

No.	Item	Statement	Pearson r	r-table	Description
1	1	Chika Dimsum often adds new flavors or types of dim sum that remain within the same category as its previous products.	0.533	0.195	Valid
2	2	The variety of portion sizes makes me feel that I have many choices within one type of product.	0.622	0.195	Valid
3	3	Chika Dimsum adopts modern packaging innovation ideas that are developing among other dim sum brands.	0.511	0.195	Valid
4	4	Chika Dimsum products quickly follow dim sum trends that are currently popular in the market.	0.238	0.195	Valid
5	5	Chika Dimsum has introduced dim sum menus that, in my opinion, I have never encountered elsewhere.	0.739	0.195	Valid
6	6	Chika Dimsum's new menu innovations feel unique and different from competing dim sum products.	0.664	0.195	Valid

Figure 2. Validity Test Results of Product Innovation (X1)

Based on the table above, it can be seen that the results of the test involving 100 respondents and 6 statement items showed that all statement items were declared valid and could therefore be used by the researcher for further research.

No.	Statement	Pearson r	r-table	Description
1	Chika Dimsum advertisements (e.g., on social media, banners, or signs) are easy for me to recognize.	0.557	0.195	Valid
2	Chika Dimsum advertisements provide clear information about the products and promotions offered. Promotional programs such as discounts, special packages, or buy-one-get-one-free offers from Chika Dimsum attract me to make a purchase.	0.687	0.195	Valid
3	I am more interested in purchasing from Chika Dimsum when there is a special price or promotions.	0.436	0.195	Valid
4	Chika Dimsum employees actively offer menu items and explain the products to me.	0.567	0.195	Valid
5	My friends and communication within Chika Dimsum employees encourages me to purchase the products.	0.248	0.195	Valid
6	I have received product or promotional information from Chika Dimsum directly through personal message (WhatsApp, SMS, or social media messenger).	0.464	0.195	Valid
7	Promotional information sent directly by Chika Dimsum makes me interested in visiting or purchasing from the business.	0.383	0.195	Valid
8	Chika Dimsum activities that are published (e.g., grand openings, events, collaborations, or social activities) enhance my positive image of this business.	0.469	0.195	Valid
9	News or content about Chika Dimsum in local media or on social media increases my trust in this business.	0.701	0.195	Valid
10	I regularly follow Chika Dimsum social media accounts to get the latest information.	0.597	0.195	Valid

Figure 3. Validity Test Results of Promotional Strategy (X2)

Based on the table above, it can be seen that the results of the test involving 100 respondents and 10 statement items showed that all statement items were declared valid and could therefore be used by the researcher for further research.

No.	Statement	Pearson r-count	r-table	Description
1	The selling price of the product is in accordance with the quality perceived by customers.	0.848	0.195	Valid
2	The selling price of the product is affordable for most target customers.	0.704	0.195	Valid
3	The types of products/services offered meet customer needs.	0.825	0.195	Valid
4	The variety of products/services offered helps increase business sales.	0.810	0.195	Valid
5	Promotional activities conducted through social media, brochures, and banners are able to attract customers' purchase interest.	0.828	0.195	Valid
6	The frequency of promotion influences customers' decision to purchase the products.	0.837	0.195	Valid
7	The business location or point of sale is easily accessible to customers.	0.846	0.195	Valid
8	Sales channels such as physical stores, online platforms, and resellers make it easier for customers to purchase the products.	0.812	0.195	Valid
9	The quality of the products/services offered is able to satisfy customers.	0.887	0.195	Valid
10	Complaint handling related to quality makes customers willing to repurchase.	0.897	0.195	Valid

Figure 4. Validity Test Results of Sales Variable (Y)

Based on the table above, the results of the test involving 100 respondents and 10 statement items showed that all statement items were declared valid and could therefore be used by the researcher for further research.

2. Reliability Test

In this study, the reliability test was calculated using SPSS for Windows Version 23. The calculation was performed by comparing the calculated r-value (*r-count*) with the table r-value (*r-table*). A variable is considered reliable if the Cronbach's Alpha (α) value is greater than [value not shown in the source text].

The complete results of the reliability test are presented in the following table.

Table 2. Reliability Test X1

Cronbach's Alpha	N of Items
0,536	6

Based on the reliability test results presented in Table 4.4, Reliability Test Results of X1, the questionnaire instrument consisting of 6 statement items (N of Items) obtained a Cronbach's Alpha coefficient of 0.536. Since the Cronbach's Alpha value is greater than the r-table value (0.195), it can be concluded that the questionnaire used in this study is reliable. Therefore, all statement items are considered trustworthy and suitable for use in further research.

Table 3. Reliability Test X2

Cronbach's Alpha	N of Items
0,729	10

Based on the reliability test results presented in Table 4.5, Reliability Test Results of X2, the questionnaire instrument consisting of 10 statement items (N of Items) obtained a Cronbach's Alpha coefficient of 0.729. Since the Cronbach's Alpha value is greater than the r-table value (0.195), it can be concluded that the questionnaire used in this study is reliable. Therefore, all statement items are considered trustworthy and suitable for use in further research.

Table 4. Reliability Test Y

Cronbach's Alpha	N of Items
0,752	10

Based on the reliability test results presented in Table 4.6, Reliability Test Results of Y, the questionnaire instrument consisting of 10 statement items (N of Items) obtained a Cronbach's Alpha coefficient of 0.752. Since the Cronbach's Alpha value is greater than the r-table value (0.195), it can be concluded that the questionnaire used in this study is reliable. Therefore, all statement items are considered trustworthy and suitable for use in further research.

4.3 Classical Assumption Test

Before conducting multiple linear regression analysis, a classical assumption test was first conducted to ensure that the regression model used met the requirements of the Best Linear Unbiased Estimator (BLUE). The classical assumption tests included the normality test, multicollinearity test, and heteroscedasticity test.

1. Normality Test

The use of parametric statistics requires that the data for each variable to be analyzed are normally distributed. Therefore, before hypothesis testing is conducted, a normality test must first be performed. There are several techniques that can be used to test data normality, one of which is the normality test.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters a	Mean		.0000000
	Std. Deviation		2.34143430
	Absolute		.060
Most Extreme Differences	Positive		.043
	Negative		-.060
Test Statistic			.060
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.

Based on the results presented in Table 4.37, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than 0.05 ($0.200 > 0.05$). Therefore, it can be concluded that the residual data in this study are normally distributed, and the regression model meets the normality assumption. Consequently, the model is suitable for use in subsequent hypothesis testing.

2. Multicollinearity Test

This test aims to determine whether there is an excessively strong correlation among the independent variables (X) in the regression model. A good regression model is one that does not exhibit multicollinearity. The decision-making criterion based on the Coefficients table is that if the Tolerance value > 0.10 , there is no multicollinearity and the data are considered safe

Table 5. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	12.081	3.600		3.356	.001		
X1	.256	.156	.162	1.638	.105	.580	1.723
X2	.569	.102	.554	5.594	.000	.580	1.723

a. Dependent Variable: Y

Based on the results of the multicollinearity test presented in Table 4.38 (Coefficients), the Product Innovation (X1) variable obtained a Tolerance value of 0.580. Likewise, the Promotional Strategy (X2) variable obtained a Tolerance value of 0.580. Since the Tolerance values of all independent variables are greater than 0.10 (> 0.10), it can be concluded that there is no indication of multicollinearity among the independent variables in this regression model. Therefore, the regression model is suitable for further analysis.

3. Heteroscedasticity Test

This test aims to determine whether there is unequal variance of residuals from one observation to another. A good regression model should have equal residual variances (homoscedasticity), or in other words, should not

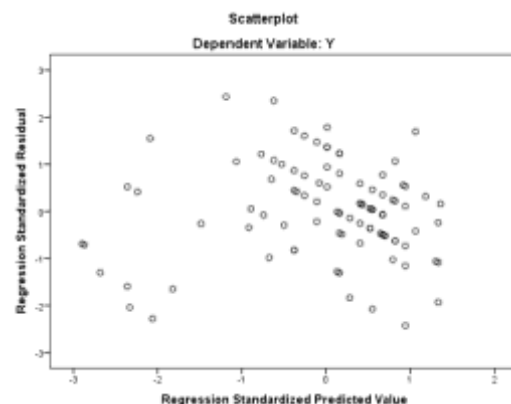


exhibit heteroscedasticity.

Figure 5. Heteroscedasticity test

Based on the scatterplot output, the data points are randomly distributed and do not form any clear or specific pattern. The points are also well distributed both above and below the value of 0 on the Y-axis. This indicates that there is no indication of heteroscedasticity in the regression model. Therefore, the regression model is considered appropriate for predicting the dependent variable.

4. Linearity Test

The linearity test is intended to demonstrate that the averages obtained from the sample data groups lie along a straight line. The linearity test aims to determine whether two variables have a

significant linear relationship. This test is commonly used as a prerequisite for correlation or linear regression analysis.

In SPSS, the linearity test is conducted using the Test for Linearity at a significance level of 0.05. Two variables are considered to have a linear relationship if the significance value of Linearity is less than 0.05. The linearity test is conducted to determine whether the model being examined represents a linear model or not. In the context of this study, the test serves as one of the statistical requirements that must be fulfilled before conducting linear regression analysis or hypothesis testing.

ANOVA Tabel						
		Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between (Combined)	458.903	9	50.989	8.727	.000
	Linearity	266.892	1	266.892	45.679	.000
	Deviation from Linearity	192.011	8	24.001	4.108	.000
	Within Groups	525.847	90	5.843		
	Total	984.750	99			

Figure 6. Linearity Test Results of Product Innovation (X1) on Sales (Y)

ANOVA Tabel						
		Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between (Combined)	617.107	15	41.140	9.400	.00
	en Linearity	426.993	1	426.993	97.560	.00
	Group Deviation					
	s from Linearity	190.114	14	13.580	3.103	.00
	Within Groups	367.643	84	4.377		
	Total	984.750	99			

Figure 7. Linearity Test Results of Promotional Strategy (X2) on Sales (Y)

The results of the linearity test demonstrate that the relationship between the independent variables and the dependent variable is linear. The table above shows that the relationship between Product Innovation (X1) and Sales (Y) is linear, with a significance value for Linearity of $0.000 > 0.05$. Likewise, the relationship between Promotional Strategy (X2) and Sales (Y) is linear, with a significance value for Linearity of $0.000 > 0.05$. Therefore, it can be interpreted that the relationship between the predictor variables and the dependent variable is linear, and the significance value in the ANOVA table meets the requirements for a linear relationship.

4.4 Regression Analysis

Regression analysis was conducted using SPSS (Statistical Package for the Social Sciences) Version 23.0 for Windows based on the questionnaire data. Simple linear regression analysis was used to examine the effect of each independent variable individually on sales, while multiple linear regression analysis was used to examine the effects of product innovation and promotional strategy simultaneously on sales.

1. Simple Linear Regression

a. Effect of Product Innovation (X1) on Sales (Y)

The simple linear regression analysis was conducted to determine the extent to which Product Innovation (X1) affects Sales (Y). The results produced the following regression equation:

$Y = 22.661 + 0.821X1$

The constant value of 22.661 indicates that if Product Innovation remains unchanged or has a value of zero, the predicted value of Sales is 22.661. Meanwhile, the regression coefficient of Product Innovation (X1) is 0.821, indicating a positive relationship between Product Innovation and Sales. This means that every one-unit increase in Product Innovation is predicted to increase Sales by 0.821 units, assuming other factors remain constant.

The regression coefficient of 0.821 is supported by a t-value of 6.036 and a significance value of 0.000, indicating that Product Innovation has a positive and significant effect on Sales.

b. Effect of Promotional Strategy (X2) on Sales (Y)

Simple linear regression analysis was also conducted to determine the extent to which Promotional Strategy (X2) affects Sales (Y). The results produced the following regression equation:

$$Y = 13.884 + 0.677X2$$

The constant value of 13.884 indicates that if Promotional Strategy remains unchanged or has a value of zero, the predicted value of Sales is 13.884. The regression coefficient of Promotional Strategy (X2) is 0.677, indicating a positive relationship between Promotional Strategy and Sales. This means that every one-unit increase in Promotional Strategy is predicted to increase Sales by 0.677 units, assuming other factors remain constant.

The regression coefficient of 0.677 is supported by a t-value of 8.662 and a significance value of 0.000, indicating that Promotional Strategy has a positive and significant effect on Sales.

2. Multiple Linear Regression

Multiple linear regression analysis was used to determine the simultaneous effect of two independent variables, namely Product Innovation (X1) and Promotional Strategy (X2), on Sales (Y). The multiple linear regression equation is expressed as follows:

$$Y = 12.081 + 0.256X1 + 0.569X2$$

The constant value of 12.081 indicates that if Product Innovation and Promotional Strategy are both zero, the predicted value of Sales is 12.081.

The regression coefficient of Product Innovation (X1) is 0.256, indicating that every one-unit increase in Product Innovation is predicted to increase Sales by 0.256 units, assuming Promotional Strategy remains constant. However, the t-value of 1.638 with a significance value of 0.105 indicates that Product Innovation does not have a statistically significant partial effect on Sales when Promotional Strategy is included simultaneously in the regression model.

The regression coefficient of Promotional Strategy (X2) is 0.569, indicating that every one-unit increase in Promotional Strategy is predicted to increase Sales by 0.569 units, assuming Product Innovation remains constant. The t-value of 5.594 and significance value of 0.000 indicate that Promotional Strategy has a positive and significant partial effect on Sales in the multiple regression model.

Thus, the multiple regression model demonstrates that both Product Innovation and Promotional Strategy have positive regression coefficients, while Promotional Strategy makes a statistically significant contribution to Sales when both independent variables are considered simultaneously.

4.5 Partial Test (t-Test)

1. Effect of Product Innovation (X1) on Sales (Y)

The partial test (t-test) was conducted to test the hypothesis regarding the effect of Product Innovation (X1) on Sales (Y).

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.661	3.504		6.467	.000
X1	.821	.136	.521	6.036	.000

a. Dependent Variable: Y

Figure 8. Effect of Product Innovation (X1) on Sales (Y)

$H_0 = 0$: It is assumed that Product Innovation (X1) does not have a significant effect on Sales (Y).

$H_a > 0$: It is assumed that Product Innovation (X1) has a significant effect on Sales (Y).

The effect is considered significant when the t-count is greater than the t-table value, meaning that H_0 is rejected and H_a is accepted. Conversely, when the t-count is lower than the t-table value, H_0 is accepted, and H_a is rejected.

Based on the test results, the t-count value for Product Innovation (X1) was 6.036, while the t-table value was 1.98472 with a sample size of 100 respondents. Since $6.036 > 1.98472$, H_0 is rejected, and H_a is accepted. Therefore, it can be concluded that Product Innovation (X1) has a positive and significant effect on Sales (Y).

2. Effect of Promotional Strategy (X2) on Sales (Y)

The partial test (t-test) was conducted to test the hypothesis regarding the effect of Promotional Strategy (X2) on Sales (Y).

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.884	3.456		4.017	.000
X2	.677	.078	.658	8.662	.000

a. Dependent Variable: Y

Figure 9. Effect of Promotional Strategy (X2) on Sales (Y)

$H_0 = 0$: It is assumed that Promotional Strategy (X2) does not have a significant effect on Sales (Y).

$H_a > 0$: It is assumed that Promotional Strategy (X2) has a significant effect on Sales (Y).

The effect is considered significant when the t-count is greater than the t-table value, meaning that H_0 is rejected and H_a is accepted. Conversely, when the t-count is lower than the t-table value, H_0 is accepted, and H_a is rejected.

Based on the test results, the t-count value for Promotional Strategy (X2) was 8.662, while the t-table value was 1.98472 with a sample size of 100 respondents. Since $8.662 > 1.98472$, H_0 is rejected, and H_a is accepted. Therefore, it can be

concluded that Promotional Strategy (X2) has a positive and significant effect on Sales (Y).

4.6 Simultaneous Test (F-Test)

The F-test was conducted with the assistance of SPSS to examine the simultaneous effect of Product Innovation (X1) and Promotional Strategy (X2) on Sales (Y) (Sugiyono, 2019)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	442.001	2	221.000	39.497	.000
Residual	542.749	97	5.595		
Total	984.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Figure 10. Simultaneous Test (F-Test)

Based on the simultaneous hypothesis test, the F-test was used to determine the joint effect of Product Innovation (X1) and Promotional Strategy (X2) on Sales (Y). The hypotheses were formulated as follows:

$H_0 = 0$: Product Innovation (X1) and Promotional Strategy (X2) do not have a significant simultaneous effect on Sales (Y).

$H_a > 0$: Product Innovation (X1) and Promotional Strategy (X2) have a significant simultaneous effect on Sales (Y).

The effect is considered significant when the F-count is greater than the F-table, meaning that H_0 is rejected and H_a is accepted. Conversely, when the F-count is lower than the F-table, H_0 is accepted, and H_a is rejected.

The test results showed that the F-count was 39.497, while the F-table was 3.09. Since $39.497 > 3.09$ and the significance value was $0.000 < 0.05$, the effect was statistically significant. Therefore, H_0 is rejected, and H_a is accepted. It can be concluded that Product Innovation (X1) and Promotional Strategy (X2) simultaneously have a positive and significant effect on Sales (Y).

4.7 Coefficient of Determination Test (R^2)

The coefficient of determination test is conducted to measure the extent to which Product Innovation (X1) and Promotional Strategy (X2) influence Sales (Y) (Sugiyono, 2019).

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.437	2.365

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Figure 11. Coefficient of Determination Test (R^2)

Based on the calculation of the coefficient of determination, it can be seen that the R^2 value is 0.670. When multiplied by 100%, the result is 67%, indicating that Product Innovation (X1) and Promotional Strategy (X2) have a 67% influence on Sales (Y).

4.8 Discussion

This study was conducted at Chika Dimsum MSME with the research title "The Effect of Product Innovation and Promotional Strategy on Sales

at Chika Dimsum MSME." The hypothesis testing was conducted to examine the effect of Product Innovation (X1) and Promotional Strategy (X2) on Sales (Y), both partially and simultaneously.

1. Effect of Product Innovation (X1) on Sales (Y)

The normality test results showed an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, the residual data are normally distributed, and the regression model satisfies the normality assumption.

The multicollinearity test showed that Product Innovation (X1) and Promotional Strategy (X2) each had a Tolerance value of 0.580. Since the Tolerance values were greater than 0.10, there was no indication of multicollinearity among the independent variables. Thus, the regression model was suitable for further analysis.

The linearity test showed a Linearity significance value of 0.000, indicating a linear relationship between Product Innovation (X1) and Sales (Y). Therefore, the relationship between the predictor and dependent variable met the linearity requirement.

The simple linear regression analysis produced the following equation:

$$Y = 22.661 + 0.821X1$$

The constant value of 22.661 indicates that when Product Innovation has a value of zero, the predicted value of Sales is 22.661. The regression coefficient of Product Innovation was 0.821, indicating a positive relationship between Product Innovation and Sales. Thus, every one-unit increase in Product Innovation is predicted to increase Sales by 0.821 units.

The correlation coefficient analysis showed an R value of 0.521, which, according to Sugiyono (2019), falls within the moderate relationship category. This indicates that Product Innovation has a moderate relationship with Sales.

The partial t-test showed that Product Innovation (X1) obtained a t-count value of 6.036, while the t-table value was 1.98472. Since $6.036 > 1.98472$ and the significance value was $0.000 < 0.05$, H_0 was rejected, and H_a was accepted. Therefore, Product Innovation (X1) has a positive and significant effect on Sales (Y).

2. Effect of Promotional Strategy (X2) on Sales (Y)

The normality test indicated that the residual data were normally distributed, with an Asymp. Sig. (2-tailed) value of $0.200 > 0.05$. The multicollinearity test showed a Tolerance value of 0.580 for the independent variables, indicating that there was no multicollinearity in the regression model.

The linearity test also indicated a linear relationship between Promotional Strategy (X2) and Sales (Y), with a Linearity significance value of 0.000. Therefore, the relationship satisfied the linearity assumption.

The simple linear regression analysis produced the following equation:

$$Y = 13.884 + 0.677X2$$

The constant value of 13.884 indicates that when Promotional Strategy has a value of zero, the predicted value of Sales is 13.884. The regression coefficient of Promotional Strategy was 0.677, indicating a positive relationship between Promotional Strategy and Sales. Thus, every one-unit increase in Promotional Strategy is predicted to increase Sales by 0.677 units.

The correlation coefficient analysis resulted in an R value of 0.658, which falls within the strong relationship category according to Sugiyono (2019). This indicates that Promotional Strategy has a strong relationship with Sales.

The partial t-test showed that Promotional Strategy (X2) obtained a t-count value of 8.662, while the t-table value was 1.98472. Since $8.662 > 1.98472$ and the significance value was $0.000 < 0.05$, H_0 was rejected, and H_a was accepted. Therefore, Promotional Strategy (X2) has a positive and significant effect on Sales (Y).

3. Simultaneous Effect of Product Innovation (X1) and Promotional Strategy (X2) on Sales (Y)

The multiple linear regression analysis was conducted to examine the simultaneous effect of Product Innovation (X1) and Promotional Strategy (X2) on Sales (Y). The regression equation obtained was:

$$Y = 12.081 + 0.256X1 + 0.569X2$$

The constant value of 12.081 indicates that when Product Innovation and Promotional Strategy are zero, the predicted value of Sales is 12.081.

The regression coefficient of Product Innovation (X1) was 0.256, indicating that a one-unit increase in Product Innovation is associated with an increase in Sales of 0.256 units, assuming Promotional Strategy remains constant. Meanwhile, the regression coefficient of Promotional Strategy (X2) was 0.569, indicating that a one-unit increase in Promotional Strategy is associated with an increase in Sales of 0.569 units, assuming Product Innovation remains constant.

The coefficient of determination was reported as $R^2 = 0.670$, indicating that Product Innovation and Promotional Strategy jointly explain 67% of the variation in Sales, while the remaining 33% is explained by other factors outside the research model.

The simultaneous F-test produced an F-count value of 39.497 and an F-table value of 3.09. Since $39.497 > 3.09$ and the significance value was $0.000 < 0.05$, H_0 was rejected, and H_a was accepted. Therefore, Product Innovation (X1) and Promotional Strategy (X2) simultaneously have a positive and significant effect on Sales (Y).

5. conclusions and suggestions

5.1 conclusions

Based on the research findings and data analysis conducted in accordance with the research questions, the following conclusions can be drawn:

1. Product Innovation (X1) has a significant effect on Sales (Y). Based on the data analysis, the calculated t-value for Product Innovation (X1) was 6.036, while the t-table value was 1.98472. Since the calculated t-value was greater than the t-table value ($6.036 > 1.98472$), it can be concluded that Product Innovation (X1) has a positive and significant partial effect on Sales (Y).
2. Promotional Strategy (X2) has a significant effect on Sales (Y). Based on the data analysis, the calculated t-value for Promotional Strategy (X2) was 8.662, while the t-table value was 1.98472. Since the calculated t-value was greater than the t-table value ($8.662 > 1.98472$), it can be concluded that Promotional Strategy (X2) has a positive and significant partial effect on Sales (Y).
3. Product Innovation (X1) and Promotional Strategy (X2) simultaneously have a significant effect on Sales (Y). This finding is demonstrated by the results of the third hypothesis test. The calculated F-value was 39.497, while the F-table value was 3.09. Since the calculated F-value was greater than the F-table value ($39.497 > 3.09$), it can be concluded that Product Innovation (X1) and Promotional Strategy (X2) have a positive and significant simultaneous effect on Sales (Y).

5.2 Suggestions

1. Practical Suggestions (For the Institution/Research Object)

- a. Chika Dimsum MSME is recommended to continuously optimize Product Innovation (X1), for example, by adopting and utilizing the latest technologies to support continuous product innovation and development.
- b. Chika Dimsum MSME should pay particular attention to maintaining and improving the quality of Product Innovation and Promotional Strategy. The high level of influence of these variables indicates that they are key factors in increasing sales.
- c. The owner of Chika Dimsum MSME is recommended to establish policies or Standard Operating Procedures (SOPs) that integrate both variables simultaneously, as Product Innovation and Promotional Strategy have been shown to significantly contribute to increasing sales.

2. Academic Suggestions (For Future Researchers)

- a. Future researchers are recommended to add other independent variables beyond those examined in the current study, such as price and service quality, so that the research model can provide a broader explanation of the factors influencing sales.
- b. Future researchers are expected to expand the scope of the study by increasing the number of respondents and extending the research locations to other MSMEs, so that the findings can be generalized more broadly.
- c. Future researchers are recommended to use a mixed-method approach, combining quantitative questionnaires with qualitative interviews, to obtain a deeper understanding of

the conditions and reasons related to sales at Chika Dimsum MSME.

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