

THE INFLUENCE OF E-COMMERCE, PRICE, CAPITAL, BUSINESS TRAINING, AND REGIONAL ORIGIN ON THE INCOME OF CULINARY MSMEs IN DENPASAR CITY

I Komang Aditya Pratama¹, Ni Putu Martini Dewi²

¹ Economics and Business, Udayana University,
ikomangadityapratama@gmail.com

² Economics and Business, Udayana University

* Corresponding Author : I Komang Aditya Pratama

Abstract: Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, play a crucial role in supporting regional economic growth, especially in Denpasar City, which serves as the center of economic and tourism activities in Bali Province. The advancement of digital technology, urbanization, and shifting consumption patterns require MSME actors to adapt rapidly and innovatively in order to increase their business income. This study aims to examine the simultaneous and partial effects of e-commerce, pricing, capital, business training, and regional origin on the income of culinary MSMEs in Denpasar City. Data collection was conducted through questionnaires distributed to 100 culinary MSME business owners in Denpasar. This study employed a non-probability sampling method using accidental sampling as the sampling technique. The data were analyzed using multiple linear regression analysis. The findings reveal that, simultaneously, e-commerce, price, capital, business training, and regional origin have a significant effect on MSME income. Partially, the variables of e-commerce, price, capital, and business training have a positive and significant influence on MSME income. Culinary MSMEs originating from Denpasar City tend to have higher incomes compared to those from outside the city.

Keywords: E-commerce, Price, Capital, Business Training, Regional Origin, Income

INTRODUCTION

A country's economic development largely depends on the structure and strength of the real sector that supports grassroots growth. Amidst various global uncertainties that contribute to national economic vulnerability, the Micro, Small, and Medium Enterprise (MSME) sector has proven to be a resilient and flexible pillar. The role of MSMEs as drivers of the national economy has been tested during various crises, such as the 1998 monetary crisis and the global health crisis caused by the COVID-19 pandemic (Gustina & Triadi, 2022).

Even under the most challenging conditions, MSMEs have managed to survive and continue contributing to economic growth (Abdullah & Mulyanto, 2019). In the context of regional development, MSMEs serve as a tool for equitable economic distribution, employment generation, and the formation of new entrepreneurs. According to Rifani (2022), MSMEs hold substantial potential as job providers, users of local resources, and flexible business entities that can adapt to market dynamics.

One MSME subsector that has demonstrated excellent performance is the culinary sector. This sector not only meets the basic needs of the community but also contributes