

REVEALING THE ROLE OF SOCIAL MEDIA AND CREATIVITY IN THE SUCCESS OF MSME CULINARY BUSINESS PERFORMANCE

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ABSTRACT

This study aimed to determine the influence of social media and creativity on the business performance of culinary MSMEs. The population in this study consisted of all MSMEs in the culinary sector in Wonosalam District, Demak Regency, Central Java, Indonesia. The sample size used in this study was 80 respondents. The data analysis technique employed in this study was multiple linear regression analysis with classical assumptions. The results of the study demonstrated a positive effect of social media on business performance. Furthermore, the finding indicated that creativity had a positive influence on business performance. The conclusion stated that better social media and creativity led to better business performance. A suggestion for MSMEs in Wonosalam District is increasing the number of products sold, struggling to adapt their business ideas and strategies to dynamic market changes.

Keywords: social media; creativity; business performance

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in regional economies by creating jobs and increasing community incomes (Putri & Rofila Salsabila, 2024). According to Liedfray et al (2022), in the digital era, utilizing social media has become a vital strategy for expanding market reach and consumer interaction. However, data shows significant challenges; although the number of MSMEs continues to grow, there was a significant decline in 2020. Of the total MSME population, only around 7 million, or 1.1%, had entered the digital ecosystem (Valid News, 2024). This has led to major problems such as low product visibility and an inability to compete, leading to business closures due to suboptimal marketing strategies.

Theoretically, business performance reflect the achievement of company goals, both financially and through increased personal capacity (Moelrine & Syarif, 2022; Hariyanto & Ie, 2023). According to Dwistia et al (2022), the business performance can be measured through social media, an internet-based platform that enables rapid content sharing and broad participation. Research conducted by Budi et al (2022) stated that social media has a significant influence on business performance. Meanwhile, according to Kusmiati et al (2021) and Junaidi (2022), creativity is the ability to generate new and distinctive ideas or works to solve marketing problems. Integrating the optimal use of social media as a promotional tool with a high level of creativity is believed to significantly improve business performance.

The selection of the MSME sector in this study is based on its role as a driving force for local innovation. A special focus is directed at the "Culinary Services" MSME sector in Wonosalam District because this region has a significant number of business actors with consistent business performance. The development of this sector aligns with national and global agendas (such as the SDGs) to strengthen local economic resilience. However, on the ground, there remains resistance to technology and a reliance on conventional methods in Wonosalam. This, if not addressed through appropriate digital training policies, will hinder the region's competitiveness in a constantly changing market.

This research was motivated by a research gap in previous studies regarding factors influencing business performance. There are inconsistencies in the finding of Budi et al. (2022) stated that social media has a significant influence, while Sari et al. (2024) found the opposite. Similarly, regarding the creativity variable, the significant findings by Lai & Widjaja (2023) do not align with the research by Faidah (2024). This research's scientific contribution is expected to clarify these discrepancies by examining the specific context of culinary service businesses.

The novelty of this research lies in the research object located in Wonosalam District, Demak Regency, with the most recent data collection in 2025. The main objective of this study is to empirically analyze the influence of social media and creativity on MSME business performance. The benefits of this research are expected to provide practical solutions for MSMEs in overcoming the difficulties of creating creative content and serve as evaluation material for the government in developing more effective digital skills training programs.

LITERATURE REVIEW

Business Performance

Business performance generally refers to the achievements obtained from business activities, including financial profits and other positive impacts resulting from the efforts and strategies implemented in running the business. Business performance is the achievement of company goals (Moelrine & Syarif, 2022). An entrepreneur's success can also be seen in their ability to set business goals. From a non-financial perspective, MSME business performance can be seen through improved family and community well-being, improved living standards for product users, the provision of employment opportunities, and the ability to increase the capacity of themselves and others (Kusuma et al., 2022).

Social Media

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with others, and form social bonds virtually (Risdiyansyah et al., 2023). Social media has the advantage of being fast in disseminating information; on the other hand, its disadvantages include reducing the intensity of direct or face-to-face interpersonal interactions, excessive addiction, and legal issues due to content that violates morals, privacy, and regulations (Hurairah et al., 2025). Social media is a medium that provides online network service facilities that can connect people individually or in groups (Dwistia et al., 2022). According to Marsella et al (2021), social media is a medium used by consumers to share text, images, sound, video, and information with others.

Creativity

Creativity is a person's ability to produce something new, in the form of ideas or real works, in the form of aptitude or non-aptitude characteristics, in new works or combinations with existing things that are relatively different from what already exists (Harahap et al., 2024). Creativity is the result of the interaction between individuals and their environment. A person influences and is influenced by the environment in which he is located, thus both variables within the individual and in the environment can support or hinder creative efforts. Creativity is essentially related to the discovery of something, regarding things that produce something new by using something that already exists (Harahap et al., 2024). According to Handini (2024), it is the ability to think fluently, flexibly, in detail, and in originality in finding new ideas and applying them in problem-solving. Creativity is the desire to create a product or carry out a process that is correct, appropriate, useful, and valuable towards a heuristic obligation, namely a guide, guideline, or instruction that will lead us to learn and

discover something or new ideas (Wasiul et al, 2021). According to Fatmawati (2022), creativity is the ability that a person has to generate new ideas, combine and change existing ideas, and then process them by listening to several responses or comments to produce creative products or services. A person can be said to be creative if they have an open mind so that they are can produce broad ideas or imagination.

The Influence of Social Media on Business Performance

Social media has become an essential tool for many businesses to build relationships with customers. High levels of interaction and engagement on social media platforms can create loyal communities and support their products. Significant follower growth indicates greater brand interest, which can increase product visibility and appeal. Furthermore, sales conversions from social media often reflect the effectiveness of implemented marketing strategies, which can lead to increased sales volume. Positive customer feedback and reviews on social media also contribute to a positive product image, which is crucial for attracting new customers. With a strong image, businesses can more easily differentiate themselves from competitors in a crowded marketplace. Actively engaging with customers through social media can help understand their needs and preferences, allowing businesses to better tailor their offerings. All of these elements are interconnected and contribute to overall business success. By utilizing social media effectively, businesses can create greater opportunities to increase profits and achieve long-term business goals. Research conducted by Budi et al. (2022), Gunawan & Monika (2022), Hariyanto & Ie (2023), and Lampauta et al. (2024) indicates a significant influence between social media and business performance. This indicates that better promotion through social media will improve business performance. Based on this, the research hypothesis is:

H1: There is a significant positive influence of social media and business performance.

The Influence of Creativity on Business Performance

Creativity plays a crucial role in determining business success, as the ability to generate original ideas can differentiate a product from competitors. Originality in product or service development often attracts customers and creates a unique appeal in the market. Furthermore, flexibility in thinking allows businesses to quickly adapt their strategies to changing trends and consumer needs. A well-developed product or service design process can also enhance the quality and value offered to customers. When businesses are able to solve problems innovatively, they can address emerging challenges and find effective solutions. This not only improves operational efficiency but can also contribute to increased profits. By applying creativity in every aspect of the business, from marketing to product development, businesses can create a strong and positive image in the eyes of customers. Success in creating attractive and relevant products often leads to increased sales volume. Furthermore, creativity applied in interactions with customers can strengthen their relationships and brand loyalty. Thus, creativity is not merely an additional aspect but a key element supporting the overall growth and success of a business. Research conducted by Nagel & Suhartatik (2022), Lai & Widjaja (2023), and Hariyanto & Ie (2023) found a significant influence between creativity and business performance. This indicates that the more creative the promotion, the greater the business performance. Based on this, the research hypothesis is:

H2: There is a significant positive influence between creativity and business performance.

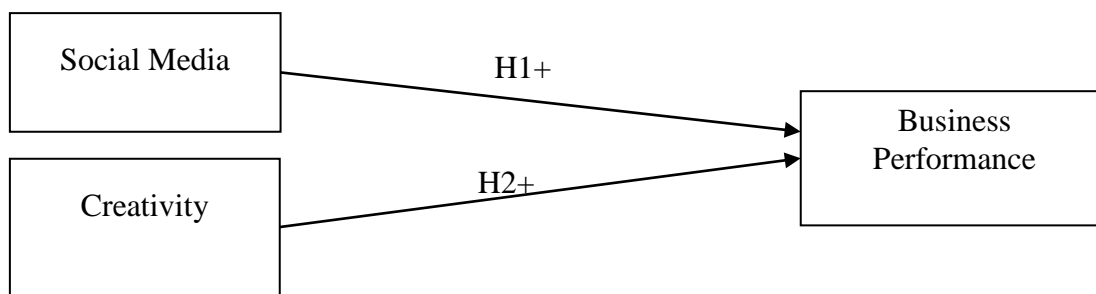


Figure 1. Research Model Framework

Based on the description, the framework of thought can be described as illustrated in [Figure 1](#). The model framework explains the influence of social media and creativity on the business performance of MSMEs in Wonosalam District, Demak Regency.

RESEARCH METHODS

Sample

The population in this study was all 80 MSMEs in the culinary service sector in Wonosalam District, Demak Regency, Central Java, Indonesia. The sampling technique used in this study was a saturated sample; the sample consisted of the entire population.

Measure

The social media measures from the previous study, by the indicators used, are as follows: level of interaction and engagement, growth in followers, sales from social media, and customer feedback and reviews (Zuhdi & Yuliani, 2024). The next, creativity used in this study measures the indicators as follows: product originality, adaptability, idea development, and creative solutions (Muniroh et al., 2024). Finally, the indicators of business performance used are as follows: increased profit, increased sales volume, and the ability to create a good product image (Novitasari, 2024).

Data analysis

This study used Multiple Linear Regression analysis. The multiple regression model aims to predict the dependent variable using data from known independent variables. The multiple linear regression equation is formulated as follows:

$$Y = b_1X_1 + b_2X_2 \dots\dots\dots (1)$$

Where b is the regression coefficient, y is the business performance, x1 is social media, and x2 is creativity. Before using the multiple linear regression model for analysis, testing was performed in the following order: normality, multicollinearity, heteroscedasticity, and goodness of fit. Hypothesis testing is carried out using the t-test. If the probability sig. < 0.05, then the independent variable individually influences the dependent variable (Ghozali, 2018).

RESULT AND DISCUSSION

Result

This research was conducted in August 2025, with the location of this research is in Wonosalam District. The description of the research object also includes the distribution of respondent data based on gender, age, and education level, explained in [Table 1](#). The results show that the number of male respondents is 22 or 27.50% while female respondents are 58 or 72.50%. The gender show that female respondents are more than male respondents, namely

Table 1. Respondent Characteristic

Demographic	Frequency	Percentage
Gender		
Man	22	27.50
Woman	<u>58</u>	<u>72.50</u>
Amount	80	100
Age		
< 20 Years	6	7.50
21-30 Years	15	18.75
31-40 Years	42	52.50
> 41 Years	<u>17</u>	<u>21.25</u>
Amount	80	100
Education		
Senior High School	44	55.00
Diploma	11	13.75
Bachelor	20	25.00
Master	<u>5</u>	<u>6.25</u>
Amount	80	100

72.50%. Further findings show that respondents aged less than 20 years are 6 people or 7.50%, then those aged 21-30 years are 15 people or 18.75%, then those aged 31-40 years are 42 people or 52.50% and those aged over 41 years are 17 people or 21.25%. The age show that the largest group is aged 31-40 years, amounting to 52.50%. Finally, the data shows that 44 respondents (55%) had a high school education, 11 (13.75%) had a diploma (D3), 20 (25%) had a bachelor's degree (S1), and 5 (6.25%) had a master's or doctoral degree (S2) or doctoral degree. The educational level show that the majority had a high school education (55%).

This study used multiple regression analysis using SPSS 21 software. The results are presented in Table 2. Based on the results, the regression equation is:

$$Y = 0.636X_1 + 0.249X_2 \dots\dots\dots (2)$$

Table 2 shows a Kolmogorov-Smirnov value of 0.982 and a p-value (asyp.sig) of 0.289, greater than 0.05, indicating that the data is normally distributed. The test results indicate no multicollinearity, as all VIF values are below 10 and the tolerance value is above 0.10. The next result shows that the significance value for the social media and creativity variables is greater than 0.05; thus, there is no heteroscedasticity problem in this regression model. The table yields an adjusted R Square of 0.585, or 58.5%. This means that social media and creativity influence business performance by 58.5%, while the remaining 41.5% is influenced by other variables. The results of the regression output show that the calculated F has a positive value of 56.733 and a significance value of 0.000 because the significance value of $0.000 < 0.05$, so it can be concluded that the estimated regression model is feasible.

Based on the results of [Table 2](#), the calculated t-value for the social media variable is 8.015 (positive). The significance value is 0.000 ($0.000 < 0.05$). So the formulated hypothesis states that there is a significant positive influence of social media on business performance that is statistically supported. Furthermore, the results of the partial test calculation for the creativity variable obtained a calculated t value of 3.132 (positive). The significance value is 0.002 ($0.002 < 0.05$). So the formulated hypothesis states that there is a significant positive influence of creativity on business performance that is statistically supported.

Table 2. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.259	0.987		3.301	0.001
1 Social Media (X1)	0.411	0.051	0.636	8.015	0.000
Creativity (X2)	0.182	0.058	0.249	3.132	0.002

Note : Collinearity Statistics of Tolerance = 0.833 and VIF = 1.200, Asymp. Sig. (2-tailed) = 0.289, p-value of heteroscedasticity = 0.074 and 0.302, Adjusted R Square = 0.585, Sig. F-test = .000b

Discussion

The effect of the social media on business performance is positive and significance. Therefore, the formulated hypothesis, stating that there is a significant positive effect of social media on business performance, is statistically acceptable. These results align with research conducted by Budi et al. (2022), Gunawan & Monika (2022), Hariyanto & Ie (2023), and Lampauta et al. (2024), which found a significant positive effect of social media on business performance. This indicates that better promotion through social media will improve business performance.

Social media is a digital platform that allows users to interact, share content, and communicate. In a business context, social media has become a highly effective tool for increasing brand visibility, reaching new customers, and building strong relationships with audiences. Optimal utilization of social media can have a direct impact on improving business performance. By promoting products creatively and interactively, MSMEs can reach a wider target market than conventional marketing methods. Furthermore, social media allows businesses to obtain direct feedback from customers, which is crucial for product and service improvements. Social media also serves as a means to build a positive and trustworthy brand image, which ultimately drives increased sales and profitability. Social media is an efficient and effective marketing tool for increasing sales and business profits. Social media plays a crucial role in promoting products, building brand awareness, and fostering customer loyalty. Appropriate use of social media can help MSMEs analyze consumer behavior, optimize marketing strategies, and increase competitiveness in the market.

The effect of the creativity on business performance is positive and significance. Therefore, the formulated hypothesis, stating that there is a significant positive effect of creativity on business performance, is statistically acceptable. The results of this study align with research conducted by Nagel & Suhartatik (2022), Lai & Widjaja (2023), and Hariyanto & Ie (2023), which found a significant relationship between creativity and business performance. This suggests that the more creative the promotion, the greater the business performance.

Creativity is defined as the ability to generate new and original ideas and find innovative solutions to problems. In the context of MSMEs, creativity is a significant determinant of success, extending beyond product creation to encompass marketing, management, and customer interaction. The more creative a business is, the greater its ability to innovate and adapt to market changes. Creative ideas can be realized through unique product designs, engaging marketing strategies, and memorable customer experiences. These efforts help MSMEs stand out amidst fierce competition, attract consumer attention, and build a strong brand image. Creativity is a key asset for MSMEs, enabling them to produce differentiated products with higher sales value. Creativity, defined as the ability to think outside the box to create effective and efficient solutions, is crucial for solving business

problems. Furthermore, creativity in promotions, such as creating engaging visual content or interactive marketing campaigns, has a direct impact on increasing sales and profits.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on data analysis and discussion, as well as the hypotheses that have been formulated and tested in the previous section, the following conclusions can be drawn: (1) social media have a positive and significant effect on business performance, and (2) creativity have a positive and significant effect on business performance.

Managerial Implications

Several suggestions can be provided as follows based on the results of respondents' responses regarding business performance variables, indicating that increasing sales volume is the indicator with the lowest percentage of strongly agree responses. This indicates that despite good profits and product image, the main challenge for MSMEs in Wonosalam District is increasing the number of products sold. This can be caused by several factors, such as a lack of effective marketing strategies, intense competition, or limited market reach. Therefore, it is recommended that MSMEs focus on more aggressive promotional and marketing strategies, such as expanding online sales channels, collaborating with local influencers, or offering attractive discounts and promotions to significantly increase sales volume. Based on the results of respondents' responses regarding social media variables, it shows that customer feedback and reviews are the indicators with the lowest percentage of strongly agree responses. This indicates that although they actively interact and gain followers, MSMEs still need to be more proactive in managing and utilizing customer feedback. Lack of attention to feedback can hinder product and service improvements, as well as building trust. Therefore, it is recommended that MSMEs develop a more structured review management system. They can routinely monitor comments, messages, and reviews on social media, respond to all feedback (both positive and negative) professionally, and use this information to improve the quality of products and services.

Based on the results of respondents' responses regarding the creativity variable, adaptability was the indicator with the lowest percentage of strongly agreeing. This indicates that even though MSMEs have original products, they still struggle to adapt their business ideas and strategies to dynamic market changes. This lack of adaptability can cause them to lag behind competitors and fail to respond to ever-changing consumer trends. Therefore, it is recommended that MSMEs actively follow market trends, conduct small research on customer preferences, and participate in training or workshops focused on innovation and product development. This will help them become more flexible and proactive in facing business challenges.

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