



Effect of Business Location, Pricing Strategies, and Social Media Utilization on Income of Micro and Small Culinary Enterprises in Denpasar

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Abstract. The rapid growth of Micro and Small Enterprises (MSEs) in the culinary sector in Denpasar City has made a significant contribution to the regional economy and job creation. This sector has become one of the key drivers of local economic activity, attracting both residents and tourists. However, despite its potential, challenges persist. Fluctuations in the number of MSE actors and the suboptimal use of social media for marketing hinder sustainable income growth. Moreover, poor decisions regarding business location and inappropriate pricing strategies often become barriers to achieving business success. This study aims to analyze the simultaneous effects of business location, pricing, and social media usage on the income of culinary MSEs in Denpasar City. A quantitative approach was employed using a survey method, in which questionnaires were distributed to 99 culinary MSE actors. The collected data were analyzed using multiple linear regression to evaluate the influence of each variable both simultaneously and partially. The results reveal that business location, pricing, and social media usage together have a significant effect on MSE income. Partially, business location and pricing show a positive and significant influence, indicating that strategic location selection and competitive pricing play crucial roles in increasing income. In contrast, social media usage does not significantly affect income, suggesting that while digital platforms have potential as marketing tools, their benefits remain limited without effective content strategies and adequate digital literacy. These findings highlight the importance of strengthening fundamental business aspects, particularly location and pricing strategies, to improve MSE performance. Furthermore, policy support and targeted assistance programs focusing on enhancing digital literacy and managerial capacity among MSE actors are essential. By addressing these areas, the culinary sector in Denpasar City can achieve more sustainable growth and contribute even more effectively to the local economy.

Keywords: Business Location, Culinary MSEs, Income, Pricing, Social Media

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial and strategic role in the economic growth of both developing and developed countries. Indonesia, as one of the developing countries, has development goals aimed at creating a just and prosperous society, pursuing economic growth, addressing income inequality, and reducing poverty (Putra & Jember, 2019). Economic growth is a vital aspect in the development planning of a region (Yasa & Arka, 2015). The success of a country's development, including Indonesia, can be seen from the welfare conditions of its people (Marhaeni et al., 2014).

One of the efforts to achieve the goal of transforming Indonesia into a developed country is through enhancing national economic development (Wirawan & Indrajaya, 2019). Economic development refers to actions taken by a country to increase per capita income. In recent decades, Indonesia has become the world's 10th largest economy in terms of purchasing power parity and has enjoyed high economic growth. The increase in economic development is not only sourced from the formal sector but also through the informal sector such as MSMEs (Putra & Sudibia, 2018).

The informal sector plays a very important role in Indonesia's economic development, both in terms of direct community income and indirectly towards national income (Putra & Sudibia, 2018). MSMEs are considered a key component of the economy in every country. This sector plays an important role in the development of economic infrastructure by providing job creation, innovation, and wealth generation, as well as offering a continuous supply of ideas and skills essential to drive competition and efficient resource allocation, thus recognized as a significant contributor to the economy (Turyahikayo, 2015). Community economic development is a top priority to emphasize the importance of empowering MSMEs (Eka & Winaya, 2019).

The MSME sector has the capacity to absorb a large labor force and provides opportunities for these enterprises to grow and compete with companies that tend to be capital intensive (Harto Dedy et al., 2019). MSMEs have demonstrated resilience during economic crises, such as during the 1997 financial crisis when this sector remained robust and even contributed to post-crisis recovery efforts. MSMEs play a substantial role in national economic dynamics, as they contribute to national income growth, employment absorption, and increasing the income of low-income communities (Maharani & Jember, 2016). Therefore, the development of MSMEs will expand the economic base and provide a significant contribution in accelerating structural transformation, thereby enhancing regional economies and national economic resilience.

MSMEs in Bali are capable of competing at both national and international levels (Berita Bali, 2023). According to data from the Department of Cooperatives and MSMEs, in 2023, the number of MSMEs in Bali reached 442,848 units, with the majority operating in the trade sector (58.76 percent), followed by the agricultural industry (15.97 percent), non-agricultural industry (14.39 percent), and various services (9.88 percent). However, despite the growth in the number of MSMEs, the level of digital adoption remains a challenge. As of 2023, only around 26 percent or 115,140 business units had utilized digital platforms in their business activities. Efforts to improve digital literacy among MSME actors continue to be promoted by various parties, including educational institutions and local governments.

Support in the form of training, mentoring, and easier access to digital-based financing can help MSMEs in Bali adapt more quickly to technological developments. Furthermore, the entrepreneurship ratio in Bali has also become a concern. In 2023, the ratio was recorded at 3.95 percent, with a target increase to 6 percent in 2024. The Provincial Government of Bali aims to raise the number of entrepreneurs to reach 566,000 MSME actors. To achieve this target, collaboration is needed between the government, educational institutions, and the private sector in promoting the growth of new entrepreneurs and the development of existing MSMEs. Table 1 presents the percentage of sectoral diversity among MSMEs in Bali Province in 2023.

Table 1. Percentage of MSME Business Types in Bali Province in 2023

No	Type of business	Percentage (%)
1	Trading	58.76
2	Agricultural Industry	15.97
3	Non-Agricultural Industry	14.39
4	Various Services	9.88

Source: Department of Cooperatives and Micro, Small, and Medium Enterprises of Bali Province, 2023

Table 1 shows that the trade industry in Bali Province is the sector with the highest contribution, reaching 58.76 percent of the total MSME sectors in the province. The agricultural industry ranks second with a contribution of 15.97 percent. The non-agricultural industry refers to activities outside the agricultural sector, including maritime industries, electronics, tourism, mining and energy, cement, steel, automotive assembly, and others, contributing 14.39 percent of the MSME sector. The various services sector which includes transportation, arts and entertainment, education, health, telecommunications, and others has the lowest contribution at 9.88 percent. These data indicate that the trade industry is the leading economic sector in Bali Province, supported by the tourism sector as a key driver.

Regions that correctly understand their local potential can utilize it for the sustainability of their economic development (Aprilia, 2015). As a global tourist destination, the potential for MSME development in Bali Province is vast (Artini, 2019).

The development of small businesses in Bali has great potential due to the high level of creativity among its people and the availability of local natural resources, which contribute significantly to income generation, welfare improvement, and the support of regional development programs. The contribution of the MSME sector to Bali's economic growth is substantial, making it one of the province's leading sectors.

According to Law Number 20 of 2008, MSMEs are productive businesses owned by individuals or individual business entities that meet specific criteria. MSMEs play an essential role in Indonesia's economy, particularly through their contribution to the Gross Domestic Product (GDP). Based on data from the Central Statistics Agency (BPS) from the 2016 Economic Census (follow-up), MSMEs comprise over 26 million business units or about 96.68 percent of all non-agricultural enterprises. Moreover, this sector employs over 59 million workers, equivalent to 75.33 percent of the total non-agricultural labor force.

However, MSMEs continue to face various challenges, including limited access to banking services, low human resource (HR) quality, minimal technology utilization, and difficulties adapting to changing consumer behavior, especially in export markets (LPPI and Bank Indonesia, 2015). These issues were further exacerbated by the COVID-19 pandemic, which significantly reduced the income of MSME actors. Therefore, innovation and creativity are necessary to help MSMEs recover and enhance their competitiveness and income.

Table 2. Gross Regional Domestic Product (GRDP) of Regencies/Cities in Bali Province at Current Prices (in Billion Rupiah), 2019–2022

Regency/City	2019	2020	2021	2022
Jembrana	14,136.70	13,437.61	13,510.63	14,532.26
Tabanan	23,795.93	22,257.58	22,021.14	23,681.3
Badung	62,836.11	49,026.03	44,882.08	55,290
Gianyar	62,836.11	49,026.03	44,882.08	27,944.21
Klungkung	9,099.50	8,450.67	8,534.43	92.10.21
Bangli	6,993.64	6,716.09	6,825.56	73.37,99
Karangasem	17,086.88	16,399.77	16,506.62	17,669.49
Buleleng	17,086.88	16,399.77	16,506.62	35,805.28
Denpasar	55,456.04	49,607.46	49,686.63	54,633.83
Bali Province	251,934.10	224,225.72	220,466.43	245,362.88

Source: Bali Province Central Statistics Agency (2019-2022)

Based on Table 2, Denpasar City was the second-largest contributor to the Gross Regional Domestic Product (GRDP) in Bali Province in 2022, with a value of IDR 54,633.83 billion, following Badung Regency, which reached IDR 55,290 billion. However, during the pandemic and the economic recovery period in 2020 and 2021, Denpasar City emerged as the largest GRDP contributor, reaching IDR 49,607.46 billion, surpassing Badung Regency, which recorded IDR 49,026.03 billion. This indicates that Denpasar City maintained economic resilience, despite various sectors—including tourism-related markets—being impacted by the pandemic. With the support of relevant policy initiatives, Denpasar's economic potential can continue to develop more optimally.

Table 3 presents a recapitulation of the number of Micro, Small, and Medium Enterprises (MSMEs) in each regency/city in Bali Province during the period 2019 to 2023.

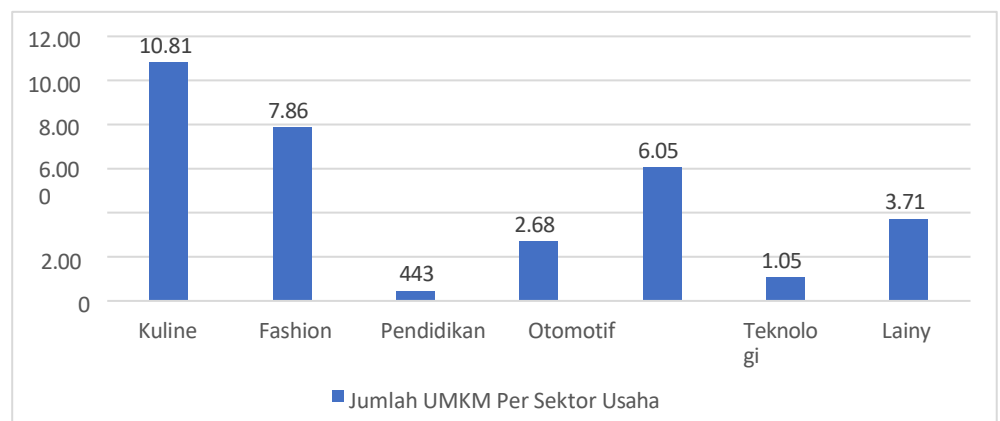
Table 3. recapitulation of MSME Data in Regencies/Cities of Bali Province in 2019–2023

No	Regency/City	Number of MSMEs (Units)				
		2019	2020	2021	2022	2023
1	Buleleng	34,552	34,374	54,489	57,216	66,368
2	Jembrana	27,654	24,346	46,277	66,537	67,183
3	Tabanan	41,459	42,744	43,715	47,160	47,957
4	Badung	19,688	19,261	22,647	40,989	21,699
5	Denpasar	31,826	32,026	32,224	32,226	29,749
6	Gianyar	75,412	74,482	75,542	75,620	75,666
7	Bangli	44,068	44,068	44,123	44,693	44,251
8	Klungkung	11,761	14,584	35,792	36,072	35,792
9	Karangasem	39 589	40,468	57,456	40 614	50 171

Source: Department of Cooperatives, Small and Medium Enterprises of Bali Province (2023)

Based on Table 3 regarding the Recapitulation of MSME Data Diversity in Regencies/Cities of Bali Province for the period 2019–2023, the number of MSMEs in Denpasar City experienced fluctuations. In 2019, a total of 31,826 MSME units were recorded, which slightly increased to 32,026 units in 2020 and 32,224 units in 2021. This stable trend continued in 2022 with nearly the same number, namely 32,226 units. However, in 2023, the number of MSMEs in Denpasar City declined to 29,749 units, a decrease of approximately 7.7 percent compared to the previous year. This decline indicates that the MSME sector in Denpasar City has faced certain challenges in recent years.

As the largest city in Bali Province, Denpasar City plays a strategic role in the regional economy, particularly through the substantial contribution of the MSME sector. The growth of MSMEs in this city has developed rapidly, considering that Denpasar serves as a center for various economic activities, including trade, services, creative industries, and other sectors. Therefore, Denpasar is an appropriate location to be used as a research object in analyzing the development of MSMEs in Bali.

**Figure 1. umber of MSMEs by Business Sector in Denpasar City in 2024.**

Source: Department of Cooperatives and MSMEs of Denpasar City (2024)

Based on the data in Figure 1, the most developed MSME sectors in Denpasar City are culinary, fashion, and agribusiness. The number of culinary MSMEs amounts to 10,814 units, fashion to 7,865 units, and agribusiness to 6,053 units. Based on this data, the culinary industry is ranked among the top three leading and potential MSME sectors compared to others.

According to the Department of Cooperatives and Small and Medium Enterprises, culinary MSMEs are defined as creative businesses related to the processing of food and beverages, including production, distribution, and even culinary consultation. Culinary activities are not only about meeting consumption needs but are also an integral part of culture, reflecting the identity and values of a society. As stated by Utami (2018), "What we

eat, with whom we eat, and how food is presented plays an important role in shaping social relationships." Thus, culinary serves as a medium of expression capable of conveying non-verbal messages and reinforcing both personal and collective identity.

The contribution of MSMEs in the culinary sector to the economic growth of Bali Province is highly significant, making it one of the region's leading sectors. Data from the Bali Province Central Statistics Agency (BPS) shows that the accommodation and food and beverage service sector contributed 23.84 percent to the Gross Regional Domestic Product (GRDP) of Bali Province. In addition, MSMEs in Bali play a major role in the local economy and provide numerous employment opportunities. This emphasizes the vital role of culinary MSMEs in supporting the economy and employment absorption in Bali Province.

Spending on culinary needs—both food and beverages—tends to increase, as people consume food not only for basic needs but also for social and lifestyle reasons. As stated by Rosyidi (2006), increasing public income is reflected in rising family income and expenditures, which indicates higher purchasing power. This condition drives the growth of businesses in the culinary field. Growth in culinary trade has also occurred in Denpasar City, where culinary MSMEs are the largest, accounting for 33 percent of the total MSMEs in the city, surpassing the fashion sector, which ranks second at 24 percent (DetikBali, 2024). Culinary MSMEs in Denpasar City encompass various types of businesses, including the trade of a wide variety of foods and beverages, both traditional and modern. In addition, according to data from the Denpasar City Office of Cooperatives and MSMEs, the number of MSMEs in the city continues to increase annually, with the culinary sector being the largest contributor. This indicates that the culinary industry plays a significant role in the local economy and is one of the sectors that absorbs a substantial amount of labor (NusaBali, 2024). The food and beverage industry is projected to remain one of the leading sectors supporting the manufacturing sector and the national economy. The strategic importance of this sector is evident from its consistent and significant contribution to the Gross Domestic Product (GDP) of the non-oil and gas industry, as well as the increase in investment realization (Nurmala et al., 202).

Table 4. Number of MSMEs in the Culinary Sector by District in Denpasar City in 2023

No	Subdistrict	Number of Businesses (Units)			
		Micro	Small	Intermediate	Amount
1	South Denpasar	2,861	81	19	2,961
2	East Denpasar	1,559	59	8	1,616
3	West Denpasar	3,601	75	44	3,720
4	North Denpasar	2,466	38	13	2,517
	Amount	10,487	243	84	10,814

Source: Denpasar City Cooperatives and MSMEs Service (2024)

Based on Table 4, it is shown that Denpasar City had a total of 10,814 culinary MSME units, an increase of 56 units from 2022, which recorded 10,758 units (Office of Cooperatives, Small and Medium Enterprises, 2023). These culinary MSMEs are distributed across four districts: South Denpasar with 2,961 units, East Denpasar with 1,616 units, West Denpasar with 3,180 units, and North Denpasar with 2,517 units. This data has drawn the author's attention to further examine culinary trade businesses in Denpasar City.

In addition, micro and small enterprises (MSEs) play a strategic role in driving economic growth in Denpasar City. As the backbone of the informal sector, MSEs not only create new business opportunities but also absorb a large number of workers sustainably. This makes MSEs one of the key instruments in reducing unemployment and promoting income distribution at the local level (Suganda et al., 2024). The existence of MSEs also strengthens the people-based economic structure, as most business actors come from lower-middle economic groups who rely on this sector as their primary source of income.

MSEs also serve as the main drivers of the trade, culinary, and service sectors in Denpasar, which have grown rapidly alongside tourism and urbanization. With business activities spread across various districts—particularly in the form of culinary centers, traditional markets, and home-based businesses economic activities have become more dynamic and evenly distributed. The existence of these MSE clusters contributes not only to the increase of Denpasar City's Gross Regional Domestic Product (GRDP) but also enhances the region's economic resilience in facing external pressures such as pandemics, inflation, or global market changes (Sari & Arka, 2023).

Aside from labor absorption and GRDP contribution, MSEs have great potential to accelerate economic transformation through digital adaptation. The implementation of information technology and the use of social media as marketing tools have been proven to significantly increase MSE revenues and market reach (Anggraini et al., 2024). Innovations carried out by MSE actors, both in product processing and promotional strategies, also encourage the growth of a creative economy based on local wisdom. This positions MSEs as an essential pillar in sustainable urban economic development.

Considering these various aspects, it can be concluded that comprehensive empowerment of MSEs through access to capital, human resource capacity building, and business digitalization—is a crucial strategy to strengthen local economic growth and achieve better welfare equity in Denpasar City.

The objective of running a business is to generate income from the output produced as the main source of revenue. Revenue refers to the total amount obtained from the sale of a certain output produced by a producer. Income is the total earnings acquired over a specific period. It represents all revenues earned from the sale of goods and services generated by a business unit. The concept of income differs from earnings: income is gross revenue before costs and expenses are deducted, while earnings refer to net income after deducting costs and expenses (Susanti, 2016).

When planning a business, selecting a strategic business location is essential, as it relates to how easily consumers can access the producer, which impacts sales and, consequently, the level of income or revenue. Business location is one of the key factors determining the success of MSMEs in marketing their products (Putri, 2015). Therefore, business location must be considered a top priority.

Research findings by Marfuah & Sri Haryati (2019) indicate that business location has a positive and significant effect on income. The more strategic and accessible a business location is to consumers, the higher the income received. This aligns with the findings of Putri & Jember (2016), who also revealed that business location and loan capital have a significant and positive impact on income. This means that business location can influence the provision of capital loans from financial institutions, thereby affecting the income generated from additional capital.

Indarti (2021) similarly found that strategic business locations, such as those near schools or universities, positively correlate with the success of internet café businesses in Indonesia. Factors such as utility availability, security, and accessibility are key determinants in increasing business income.

On the other hand, the findings of Victor et al. (2024) differ, indicating that business location has a negative but not significant effect on income. This shows that choosing a less strategic location can adversely affect a company's revenue. Similar findings by Hanum et al. (2021) suggest that non-strategic locations—such as those far from customers or difficult to access—can hinder profit attainment. Research by Salim & Rahmadhani (2024) also concludes that business location does not significantly affect income, although every business clearly requires a location.

The Agglomeration Theory is closely related to business location. Economic development and growth processes can be observed through the agglomeration of economic activities, which are expected to have a significant impact on the economy (Aritenang, 2019). Agglomeration refers to the concentration of economic activities within a particular area. According to Firmansyah & Nasir (2017), agglomeration is a tendency for business distribution to cluster in a relatively small and most advantageous area. Agustina & Fahmi (2019) also found that firms in this sector gain positive impacts from agglomeration, which enhances their productivity and sales.

Agglomeration benefits the accommodation and food and beverage sectors, where positive externalities between restaurants, cafes, and hotels can support each other. For instance, hotel guests tend to visit nearby restaurants or cafes, thereby increasing foot traffic and customer volume for both businesses. Based on the research of Sandhika and Mulyo (2015), such agglomeration positively contributes to economic growth and reflects increased economic activity in this sector.

The following figure illustrates the agglomeration map of each district in Denpasar City;



Figure 2.. Location of Culinary Business Clusters in South Denpasar District
Source: Google Map (2025)

In South Denpasar District, specifically on Jl. Raya Sesetan, there is a concentration of culinary business points.



Figure 3. Location of Culinary Business Cluster Points in East Denpasar District
Source: Google Map (2025)

As shown in Figure 3, Jl. Wr. Supratman serves as a gathering point for culinary businesses in East Denpasar District.



Figure 4. Location of Culinary Business Cluster Points in West Denpasar District.
Source: Google Map (2025)

Jl. Teuku Umar is the location where culinary businesses cluster in West Denpasar, as illustrated in the figure above.

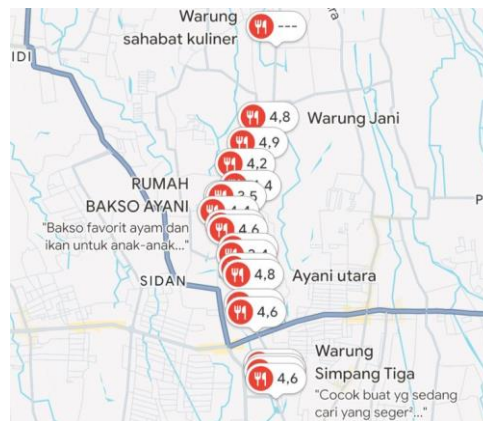


Figure 5. Location of Culinary Business Cluster Points in North Denpasar District

Source: Google Map (2025)

In North Denpasar District, Jl. Ahmad Yani serves as the main clustering point for culinary businesses, as shown in the figure above.

Aside from business location, another factor influencing income is pricing. Price plays a crucial role, as it not only serves as a benchmark for consumers in making purchasing decisions but also determines the potential profit margin for a business (Suhartini et al., 2021). Setting prices too high can reduce sales and subsequently lower revenue, while prices that are too low can reduce potential profits for the enterprise (Agusri, 2019). A study by Baga et al. (2024) found that pricing has a positive and significant effect on income, as many respondents offered affordable pricing to attract customer interest. This finding is in line with the study by Afriyadi et al. (2024), which also demonstrated a positive and significant correlation.

Conversely, the research conducted by Asriadi (2020) revealed different findings, showing that pricing has a negative and significant impact on income. The rise in prices of essential goods can reduce the purchasing power of low-income consumers. Similarly, a study by Kartika Sari et al. (2023) found that price has a negative and insignificant effect on the income of rubber farmers. This suggests that price increases do not always lead to higher income, especially when not accompanied by an increase in production volume.

Many businesses still face challenges in operating efficiently due to a lack of integrated digital administration and accounting systems. This issue has become more apparent in the era of the Industrial Revolution 4.0, where digitalization is a key driver of competitiveness. The COVID-19 pandemic further accelerated digital transformation, forcing businesses to adopt online marketing strategies to stay connected with customers amid limited physical interaction. Furthermore, advancements in information technology have changed how businesses interact with consumers, particularly through social media, which now plays a significant role in modern marketing strategies. Therefore, to remain competitive, businesses are increasingly expected to embrace digital transformation—not only in marketing but also in administrative and financial management—to enhance operational efficiency and sustainability.

According to a study by Hendaruwati (2017), the use of social media, particularly Facebook, has a significant effect on increasing the online sales of local snack products, which in turn boosts income. Research by Delis & Lestari (2024) also found a positive and significant relationship between social media usage and sales. High social media engagement increases MSME revenue by attracting more customers who conduct transactions through social platforms. Wahyuni et al. (2024) found similar results, indicating a positive and significant effect of social media on income. Kumar & Mishra (2024) also reported that social media usage significantly improves MSME performance, including sales, brand awareness, and customer relations.

However, Batumulai & Sahid (2022) presented different findings, indicating that improper or excessive use of social media can negatively affect small business performance. Factors such as a lack of understanding of digital marketing strategies and ineffective use may lower income and harm business reputation. Similarly, Ahmad et al. (2022) found that social media adoption had no significant effect on MSME performance in the United Arab

Emirates. This suggests that without the right strategy, social media use may not yield the expected benefits and can even distract from core business activities. The development of the digital economy through social media may also intensify business competition and economic disparity, potentially leading to criminal behavior that negatively affects business income (Effendi & Nasution, 2022).

Given these varied phenomena and research findings, it is necessary to conduct this study focusing on culinary micro and small enterprises (MSEs) in Denpasar City.

2. METHOD

This study adopts a quantitative approach using an associative method to analyze the influence of business location, pricing, and social media usage on the income of micro and small culinary enterprises (UMK) in Denpasar City. Denpasar was selected as the research location due to its status as a hub for culinary MSMEs in Bali Province, with a total of 10,814 culinary MSME units. This approach is deemed relevant for identifying the relationships among variables and measuring the extent to which each factor contributes to business income.

The object of this research focuses on the income of culinary UMKs, which is influenced by three independent variables: business location, pricing, and the use of social media. Business location is defined based on whether an enterprise is situated within or outside a designated culinary business cluster, pricing is measured through the average price of three main products, and social media usage is assessed using a dummy variable. The study population comprises all culinary UMKs in Denpasar, and a sample of 99 units was proportionally selected using a proportional stratified random sampling technique to ensure representation from each district.

Data were collected through observation, questionnaires, and secondary sources from government agencies and digital platforms. The data were analyzed using multiple linear regression to determine the simultaneous and partial effects of the independent variables on income. Classical assumption tests, including normality, heteroscedasticity, and multicollinearity, were conducted to validate the regression model. Furthermore, F-tests and t-tests were applied to test the hypotheses at a 5% significance level. The findings are expected to provide empirical insights into the key factors contributing to income growth among culinary UMKs in Denpasar City.

3. RESULTS AND DISCUSSION

Multiple Linear Regression Results

Table 5. Results of Multiple Linear Regression Analysis

No.	Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-292,157,298	58,948,136		-4,956	.000
2	Location Business (X ₁)	226,523,864	34,928,338	.364	6,485	.000
3	Price (X ₂)	40,012	3,337	.639	11,991	.000
4	Social media (X ₃)	20,172,736	47,040,316	.020	,429	.669

Source: Multiple Linear Regression Analysis Results, 2025

Based on the results of the multiple linear regression analysis presented in the table above, the regression equation is obtained as follows:

$$\hat{Y} = -292.157,298 + 226.523,864X_1 + 40,012X_2 + 20.172,736X_3 \quad (4.1)$$

The results of the multiple linear regression equation can be interpreted as follows

- a) The regression coefficient value for the Business Location variable (X_1) is 226,523.864. This value indicates a positive (direct) relationship between Business Location (X_1) and Income (Y). In other words, MSEs located within cluster zones or business congregation areas tend to have a higher income by approximately IDR 226,523.864 compared to those located outside such clusters, assuming the Price (X_2) and Social Media (X_3) variables remain constant.
- b) The regression coefficient for the Price variable (X_2) is 40.012. This indicates a positive relationship between Price (X_2) and Income (Y). This means that for every one-unit increase in the Price variable, MSE income increases by approximately IDR 40.012, assuming Business Location (X_1) and Social Media (X_3) remain constant.
- c) The regression coefficient for the Social Media variable (X_3) is 20,172.736. This value shows a positive relationship between Social Media (X_3) and Income (Y). It suggests that MSEs that utilise social media for product marketing tend to have an income higher by approximately IDR 20,172.736 than those that do not, assuming Business Location (X_1) and Price (X_2) are held constant. However, due to its high significance value (0.669), this influence is not statistically significant.

Classical Assumption Test Results

A. Normality Test

Table 6. Normality Test

No	One-Sample Kolmogorov-Smirnov Test	
1	N	99
2	Test Statistics	0.076
3	Asymp.Sig. (2-tailed)	0.175

Source: Processed primary data, 2025

Based on Table 6, it is known that the significance value of the Kolmogorov-Smirnov test is 0.200. Since this significance value is greater than the significance level of 0.05, it can be concluded that the residuals of the regression model are normally distributed. Thus, the assumption of normality has been fulfilled in this regression analysis. This indicates that the regression model used is appropriate and valid in describing the relationship between the independent variables and the dependent variable in the study.

B. Multicollinearity Test

Table 7. Multicollinearity Test

No	Variables	Tolerance	VIF	Information
1	Business Location (X_1)	0.614	1,629	Free from multicollinearity
2	Price (X_2)	0.682	1,465	Free from multicollinearity
3	Social Media (X_3)	0.859	1,177	Free from multicollinearity

Source: Processed primary data, 2025

Based on Table 7, the multicollinearity test results show that all independent variables have tolerance values above 10 percent and variance inflation factor (VIF) values below 10. Business Location (X_1) has a tolerance value of 0.614 with a VIF of 1.629; Price (X_2) has a tolerance value of 0.682 with a VIF of 1.465; and Social Media (X_3) has a tolerance value of 0.859 with a VIF of 1.177. Since all tolerance values are greater than 0.1 or 10 percent and the VIF values are less than 10, it can be concluded that there is no multicollinearity in the regression model.

C. Heteroscedasticity Test

Table 8. Heteroscedasticity Test

No	Variables	Tolerance	VIF	Information
1	Business Location (X ₁)	0.614	1,629	Free from multicollinearity
2	Price (X ₂)	0.682	1,465	Free from multicollinearity
3	Social Media (X ₃)	0.859	1,177	Free from multicollinearity

Source: Processed primary data, 2025

Based on Table 8, the results of the heteroscedasticity test indicate that all independent variables have a probability value (Prob.) greater than the significance level of 0.05. Business Location (X₁) has a probability value of 0.602, Price (X₂) is 0.252, and Social Media (X₃) is 0.418. Since all probability values are greater than 0.05, it can be concluded that this regression model does not experience heteroscedasticity problems.

Results of Simultaneous Regression Coefficient Test (F Test)**Table 9. Results of the Simultaneous Test (F)**

Model	F	Sig.
Regression	140,289	.000b

Source: Processed primary data, 2025

Based on Table Above, it is shown that the calculated F-value (F_h) is 140.289. Meanwhile, the critical F-table value at the 5 percent significance level is determined using the formula:

$F_{table} = F(k; n - k - 1) = F(3; 95)$, resulting in an F-table value of 2.70. Since $F_h = 140.289 > F_{table} = 2.70$ and the significance value $= 0.000 < \alpha = 0.05$, the null hypothesis (H_0) is rejected.

Therefore, it can be concluded that the variables Business Location (X₁), Price (X₂), and Social Media (X₃) simultaneously have a significant effect on Income (Y). This result indicates that the regression model used in this study is appropriate and capable of explaining the relationship between the independent variables and the dependent variable effectively.

Table 10. Simultaneous Test Results (F)

Model	R Square
Regression	.816

Source: Processed primary data, 2025

Based on the coefficient of determination (R^2) value listed in Table 4.12, which is 0.816, it can be interpreted that 81.6% of the variation in the income of MSMEs in the culinary sector in Denpasar City can be explained by the combination of business location (X₁), price (X₂), and social media (X₃) variables. Meanwhile, the remaining 18.4% is influenced by other factors not included in this model, such as product quality, other marketing strategies, service, economic conditions, or other external variables that are not measured in this study.

Significance Test Results of Regression Coefficients (t-Test)

The t-test is conducted to evaluate the extent to which each independent variable individually (partially) influences the dependent variable. This test is carried out by comparing the t-statistic (tcount) with the critical t-value (ttable) from the t-distribution. If tcount is greater than ttable, then the independent variable has a significant effect on the dependent variable. Conversely, if tcount is smaller than ttable, then the independent variable does not have a significant effect. The t-test is useful to determine the contribution of each variable in the model separately, so that it can be identified which variable has the most influence on the research results.

A. The Effect of Business Location on Income

Based on Table above, the t-value for the business location variable (X_1) is 6.485. With a sample size of 99 and 3 independent variables, the degrees of freedom (df) = $n - k - 1$ = $99 - 3 - 1 = 95$. Referring to the t-distribution at a significance level of $\alpha = 0.05$ (one-tailed test), the critical t-value is $t\{0.05;95\} = 1.66123$. Since the calculated t-value (6.485) > critical t-value (1.66123) and the significance level is 0.000, which is less than 0.05, the null hypothesis (H_0) is rejected. This indicates that business location has a positive and significant partial effect on income. The regression coefficient of 226,523.864 suggests that if a business is located in a strategic area (clustered location), its income will increase by 226,523.864, assuming other variables remain constant.

B. The Effect of Price on Income

According to Table above, the price variable (X_2) has a t-value of 11.991. With $df = 95$ and a significance level of $\alpha = 0.05$ (one-tailed test), the critical t-value is 1.66123. Since the t-value (11.991) > critical t-value (1.66123) and the significance level is $0.000 < 0.05$, the null hypothesis is rejected. This means that price has a positive and significant partial effect on income. The regression coefficient of 40.012 indicates that every one-unit (Rp 1) increase in product price will increase income by 40.012, assuming other variables remain constant.

C. The Effect of Social Media on Income

Based on Table above, the t-value for the social media variable (X_3) is 0.429. With a critical t-value of 1.66123 and a significance level of 0.669 (which is greater than 0.05), it follows that t-value < critical t-value and the null hypothesis is accepted. This means that social media does not have a statistically significant partial effect on income. Although the regression coefficient of 20,172.736 indicates a positive relationship, the effect is not statistically strong enough to influence MSMEs' income, assuming other variables remain constant.

Discussion of Research Results

Income is all revenue earned from the sale of goods or services during a certain period, and it serves as compensation for the use of production factors (Sukirno, 2006:47). Based on the results of the multiple linear regression analysis, it was found that business location and price variables have a significant effect on the income of micro and small culinary enterprises (MSCEs) in Denpasar City, while the social media variable does not have a significant effect. These findings indicate that spatial aspects and pricing strategies are important factors in increasing the income of micro and small business actors in the culinary sector..

According to agglomeration theory, business locations that cluster in one area will create external efficiency for business actors, such as easier access to consumers and market information (Kuncoro, 2010). Therefore, strategic locations in crowded centers or culinary hubs contribute significantly to the increase in MSCE income.

The business location variable was proven to have a positive and significant effect on income. This indicates that businesses operating in strategic areas or within culinary cluster points have greater opportunities to generate higher income. This result is in line with the study by Marfuah & Sri Hartiyah (2019), which states that strategic business locations facilitate consumer access to products, thereby positively impacting income growth. The study by Putri & Jember (2016) also supports this finding, mentioning that good business locations influence access to loan capital, which ultimately affects income. Similar findings were also reported by Indarti (2021) and Ai Mamun et al. (2019), stating that locations near activity centers such as schools or campuses play an important role in business success.

These findings are supported by an interview with Nyoman Sudiana, a culinary business actor located in South Denpasar, Sanur Village, Jl. Danau Tamblingan II/2br/Linksemawang, on Sunday, June 22, 2025, who explained the following.

"Based on what I know, the area that serves as a culinary business hub in South Denpasar is indeed around Jl. Danau Tamblingan, and the income there tends to be higher than in other areas of South Denpasar.."

This is consistent with the statement from one respondent, Derni, who runs a culinary business located in East Denpasar, Renon Subdistrict, Br/Link. Kelod, Jl. Tukad Badung X, on Sunday, June 22, 2025, who explained the following:

"Jl. Tukad Badung is indeed a culinary business cluster point in East Denpasar because the area is quite strategic for culinary business owners."

A similar result was conveyed by another respondent, Nopitasari, based in West Denpasar, specifically on Jl. Teuku Umar Barat, Dauh Puri Kauh Village, on Friday, June 27, 2025, who stated:

"As far as I know, in West Denpasar, Jl. Teuku Umar has always been a culinary business hub, probably because the location is quite strategic—it's densely populated."

This finding is further supported by a statement from another respondent, Yudani, a culinary business owner located in North Denpasar, Jl. Ahmad Yani Utara, on Friday, June 6, 2025, who stated:

"Jl. Ahmad Yani is a densely populated area in North Denpasar. Naturally, it has become a culinary business cluster point because it is located along a major road."

Price is an important variable that determines a company's total revenue, as total revenue is the result of the price multiplied by the quantity of goods sold (Sukirno, 2008:110). The price variable also shows a statistically significant effect. Prices that are set appropriately, competitively, and in accordance with consumer purchasing power can increase sales volume and customer loyalty. This finding is supported by a study by Baga et al. (2024), which found that affordable pricing strategies are among the main factors in driving revenue growth. Research by Afriyadi et al. (2024) also shows that price is an important variable contributing positively to MSME income. Similarly, research in Indonesia by Triwidatin et al. (2022) revealed that accurate cost-based pricing and effective marketing strategies have a significantly positive effect on MSME revenue. Furthermore, an international study by Agboola & Ayo (2024) in Nigeria supports these findings, emphasizing that innovative pricing strategies strongly affect the profitability of small and medium-sized enterprises.

This finding is reinforced by an interview with Farhatul, a culinary business owner in North Denpasar, Jl. Ahmad Yani II Gg. Sunan Giri, on Sunday, July 6, 2025, who expressed the following:

"In my opinion, price strongly determines revenue. If it's too expensive, customers will leave. But if it's too cheap, we lose money. So I always try to keep the price affordable, especially considering the competition and the economic conditions of consumers here."

This is also in line with the statement of another respondent, Yunantara, who runs a culinary business located in East Denpasar, Renon Subdistrict, Link. Kelod, Jl. Tukad Badung XI C No.15, on Sunday, June 22, 2025, who explained:

"We have set our prices based on operational costs, market conditions, and consumer purchasing power. We believe that competitive and affordable pricing is essential to attract consumer interest."

This finding is also reinforced by the statement of respondent Yudani, a culinary business owner based in North Denpasar, Jl. Ahmad Yani Utara, on Friday, June 6, 2025, who stated:

"I don't set prices arbitrarily because it significantly affects income. I also monitor competitors' prices and adjust ours to stay competitive. If the price is affordable for consumers, sales usually go up. So in my opinion, pricing strategy is key to business success."

According to the theory by Stigler (1961), social media should serve as an efficient tool for disseminating product information, expanding market reach, and shaping positive perceptions through the digital signals delivered to consumers. However, in this study, the social media variable does not show a significant partial effect on revenue. Although the regression coefficient is positive, its use has not been optimized enough to yield a tangible impact on sales growth. This aligns with the studies by Ahmad et al. (2024) and Rosyidi et al. (2022), which conclude that social media does not automatically increase revenue without proper digital marketing strategies and sufficient technological literacy. In fact, ineffective use of social media may distract business owners from their core operations.

A similar result was reported by Rusdi, Amiani & Murjana (2022) in Central Lombok, showing that social media (along with e-commerce and websites) does not significantly affect the performance of traditional textile MSMEs. Internationally, Gloor et al. (2021) concluded that the size and closeness of online social networks do not have a significant impact on business success, reinforcing the argument that the mere presence of social media is insufficient without a strong strategy.

This finding is supported by an interview with Parwati on Tuesday, July 1, 2025, in West Denpasar, Dauh Puri Kauh Village, Jl. Teuku Umar No.175 Br. Bumi Werdi, who stated:

"I only use WhatsApp because it's easier. I haven't figured out how to use other social media platforms."

This is also supported by a statement from respondent Utami Yanti, a culinary business owner based in South Denpasar, Sanur Subdistrict, Br/Link. Semawang, Jl. Danau Tamblingan Gg I No.1, on Wednesday, July 2, 2025, who said

"Aside from WhatsApp, I also use Facebook because many of my acquaintances are on it. But lately, I rarely update.."

4. CONCLUSION

Based on the results of the previous discussion and explanation, the following conclusions can be drawn.

- Business location, price, and social media simultaneously have a significant effect on the income of culinary MSMEs in Denpasar City.
- Business location and price partially have a positive and significant effect on income, while social media does not have a partial effect on income.

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