



The Influence Of Entrepreneurial Characteristics And The Utilization Of Digital Media On The Success Of Culinary Msmes In Medan Deli District (With The Object Of Msmes Using Digital Media)

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How to Cite :

Nainggolan, E., Rezeki, S., Afrizal., Dwi K, Padila. (2025). The Influence Of Entrepreneurial Characteristics And The Utilization Of Digital Media On The Success Of Culinary Msmes In Medan Deli District (With The Object Of Msmes Using Digital Media). EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). DOI: <https://doi.org/10.37676/ekombis.v13i4>

ARTICLE HISTORY

Received [16 May 2025]

Revised [14 September 2025]

Received [24 September 2025]

KEYWORDS

Characteristics of Entrepreneurship, Utilization of Digital Media, Success of MSMEs, Culinary MSMEs, Medan Deli District.

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ABSTRACT

This study aims to analyze the influence of Entrepreneurial Characteristics and Digital Media Utilization on the Success of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector in Medan Deli District. Culinary MSMEs play a significant role in the local economy, particularly in creating jobs and increasing community income. However, many culinary MSMEs in Medan Deli District face challenges in developing their businesses, such as a lack of confidence in taking risks and limited use of digital media to expand their markets. In this study, entrepreneurial characteristics such as leadership, risk-taking courage, and the ability to innovate are identified as key factors in business success, while the use of digital media is expected to increase market reach and operational efficiency of culinary businesses. This study uses multiple linear regression methods to analyze the relationship between these two independent variables and the success of culinary MSMEs. The results of this study are expected to provide insights and recommendations for culinary MSMEs in Medan Deli District to optimize their entrepreneurial potential and utilize digital technology to achieve greater success in their businesses.

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector plays a crucial role in the Indonesian economy, contributing significantly to Gross Domestic Product (GDP) and employment. MSMEs also play a role in equitable development and poverty reduction. For

example, the culinary MSME sector in Medan Deli District, North Sumatra Province, continues to grow, with the number of businesses increasing rapidly, reaching 1,050 units in 2023 (Ministry of Cooperatives and SMEs, 2024). However, many culinary MSMEs still face significant challenges in terms of competition and marketing their products. In this regard, the use of digital technology is crucial to help them grow and compete in an increasingly competitive market (A. Gunawan & Monika, 2022). However, most culinary MSMEs in Medan Deli District have not yet optimally utilized the potential offered by digital media. Many businesses still rely on traditional marketing, such as word-of-mouth promotion, which is limited to local consumers and unable to reach a wider market.

This impacts their ability to expand market reach and increase their business competitiveness (Dewi, 2022). Research by (Budi Dharma & al., 2022) shows that effective use of social media can increase product visibility and expand the market, which in turn can increase sales and business success. The success of culinary MSMEs depends not only on digital marketing but also on the entrepreneurial characteristics of the business owners. Entrepreneurial characteristics include self-confidence, risk-taking ability, and innovation skills. According to (E. Melani & Nasution, 2022), business success is often characterized by increased sales and profits, which are heavily influenced by the entrepreneurial characteristics of the business owners. In this context, strong entrepreneurial characteristics can empower MSMEs to face challenges and make better strategic decisions in managing their businesses. The use of digital media is crucial for accelerating digital transformation in culinary MSMEs. Research by (Nainggolan, 2024) revealed that using social media to market culinary products can accelerate the marketing process, enabling culinary businesses to reach consumers more widely and quickly. Furthermore, digital media can also help MSMEs collect market data and identify consumer trends, enabling businesses to innovate and adapt their products to meet evolving market demands (Hariyanto & Ie, 2023). However, despite the numerous advantages of utilizing digital media, significant challenges remain, particularly among culinary MSMEs that lack a thorough understanding of this technology. According to Suryana (2013), MSMEs lacking adequate digital skills tend to fail to capitalize on opportunities in the digital world. Research by S. Adelin & al. (2022) also indicates that factors such as low digital literacy, lack of access to technology, and limited knowledge of digital media are key barriers to the adoption of this technology among MSMEs.

In the context of culinary MSMEs in Medan Deli District, this study aims to examine the influence of entrepreneurial characteristics and digital media utilization on business success. Research by (Sulasmi & al., 2024) shows that business success depends not only on technical skills in running the business, but also on the entrepreneur's ability to adapt to technological developments and utilize digital media in their marketing activities. Therefore, it is important to examine how entrepreneurial characteristics and digital media utilization can interact and influence the success of culinary MSMEs in Medan Deli District. This research is expected to provide insights for MSMEs in understanding the importance of strong entrepreneurial characteristics and the use of digital media in developing their businesses. The results of this study can also provide practical contributions to policymakers and relevant institutions in designing support programs that can help culinary MSMEs optimize the use of digital media in their businesses, thereby increasing the competitiveness and success of culinary businesses in Medan Deli District (Budi Dharma & al., 2022).

LITERATURE REVIEW

Business Success in MSMEs

Business success is a key indicator in assessing a business's performance. In the context of MSMEs, this success encompasses more than just financial profit, but also the achievement of broader goals such as improving product quality, customer satisfaction, and contributing to the

local economy. As stated by (Haryono, 2021) , business success in MSMEs depends not only on achieving profits but also on the ability to adapt to dynamic markets and environments. This success is reflected in increased sales, operational sustainability, and socio-economic growth for business owners and the surrounding community. In previous research, MSME success was measured by examining aspects such as marketing success, customer loyalty, and contribution to job creation (P. Setiawan, 2020) .

Importance Characteristics Entrepreneurship For Business Success

Characteristics entrepreneurship own significant influence to success something business . According to (Wijaya & Nurul, 2021) , characteristics like courage take risk , ability innovation , and strong leadership is supporting foundation success in operate business. Characteristics entrepreneurship This reflect attitudes and behavior entrepreneurs who play a role important in taking right decision , adaptation to market changes, as well as management risk in business (Sulaiman, 2022) . In research conducted by (Adhi & Kurnia, 2020) , found that entrepreneurs who have characteristics strong entrepreneurship tend capable overcome challenge business with more good , including in face competition and rapid market changes. As examples , characteristics good leadership and ability For adapt with fast to change can increase Power competitiveness of MSMEs (Rahmawati, 2021) . Entrepreneurs who have Spirit high entrepreneurship is also capable see opportunity new and developing business they with more effective , although faced with limitations source Power. Therefore that , development characteristics entrepreneurship become element key in reach sustainable success in MSMEs.

Utilization of Digital Media in Culinary MSMEs

In today's digital era, the use of digital media has become crucial for culinary MSMEs. According to (Rani & Wijaya, 2022) , the use of digital media, especially social media and e-commerce, has provided significant opportunities for MSMEs to introduce their products to a wider consumer base at a more cost-effective rate. Social media is not only used as a means of communication but also as a tool to build relationships with customers, introduce products, and increase brand awareness (Azizah, 2021) . Research by (Sari & Setiawan, 2020) found that optimal use of social media can increase the market reach of culinary MSMEs, provide accurate information to consumers, and ultimately increase sales. (S. Gunawan & Firmansyah, 2021) also noted that e-commerce and social media enable culinary MSMEs to expand their markets, previously limited to local areas, to become more global. Platforms such as Instagram, Facebook, and Tokopedia have helped many MSMEs reach a wider and more diverse audience, ultimately increasing sales potential and business success. By utilizing digital platforms, culinary entrepreneurs can reach new consumers, introduce products creatively, and increase their marketing effectiveness.

Challenges in Utilizing Digital Media by Culinary MSMEs

However, despite the numerous benefits of utilizing digital media, many culinary MSMEs still struggle to fully utilize this technology. (Budianto & Suryadi, 2021) take notes that one of challenge The main problem faced by MSME actors is low level digital literacy among they . Many MSME actors have not understand method utilize digital platforms effectively effective , good That in matter marketing , digital payments , and interaction with consumers. Besides that , limitations infrastructure and resources Power trained humans also become inhibitor main for MSMEs to transform to in digital realm (I. Setiawan, Fajar, & Lestari, 2022) . Report by (M. Adelin & al., 2021) show that challenge the biggest other is difficulty in choosing the appropriate digital platform with their products and target markets.

Importance Choosing the Right Digital Platform

Choosing the right digital platform is very important For maximize profit from use of digital media. According to (Arianita & Nugroho, 2020) , selecting the appropriate digital platform with type product and market characteristics are very important the success of a digital marketing strategy. For example, a product culinary that has strong visual elements more Good marketed through social media that focuses on images and videos, such as Instagram or TikTok, while more products functional can marketed through e-commerce platforms like Tokopedia or Shopee. (Krisnanegara, 2021) disclose that election the right technology depends heavily on the goals and needs business, as well as in - depth understanding about audience and market that wants reachable.

Sustainable Use of Digital Media in Culinary MSMEs

The use of digital media is not limited to product promotion but also to creating more sustainable relationships with consumers. (S. Gunawan & Firmansyah, 2021) recommend that MSME actors must using digital media sustainable For repair quality products , collect bait come back customers , and introduce innovation suitable product with market needs . In addition that, the analytics available on digital platforms can give outlook important about behavior consumers ,which is very useful For development more products and services Good . Sustainable implementation of digital media can strengthen connection term long between perpetrator business and customers, ultimately can support growth and success of MSMEs in general sustainable . This is in line with opinion expressed by (Sholihin, 2021) , who said that effective use of digital media allows MSME actors to develop business they , obtain useful data For development business , and building strong brand in the market .

METHOD

Location and Time of Research

This research was conducted in Medan Deli District, Medan City, North Sumatra. The location was selected based on its relevance to the research topic and ease of access to collect data from culinary MSMEs in the region. According to Sugiyono (2017) , the selection of a research location should be based on affordability and the ability to optimally support the research objectives. This research was conducted from February 2025 to May 2025.

Data Types and Sources

The data in this study is divided into two categories: qualitative and quantitative (Rosyidah, 2021) . Qualitative data is descriptive and emphasizes the quality of the phenomena occurring, such as interviews and observations, which produce subjective and interpretive information. Meanwhile, quantitative data is numerical and obtained from objective measurements or observations and can be analyzed using statistical methods This study used two types of data sources: primary and secondary data (Rossje & P., 2023). Primary data was obtained directly from respondents, who are culinary MSMEs in Medan Deli District, through questionnaires and interviews. Meanwhile, secondary data was obtained from previously published sources, such as reports, documents, and articles relevant to the research topic.

Population and Sample

The population in this study was all culinary MSME business actors in Medan Deli District, with a population of 1,050 people (Rosyidah & Fijra, 2021). The sample used the Slovin formula with a tolerable error rate of 5% (0.05), as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n = Size Sample

N = Size Population

α = Error Rate (0.05)

From the calculation of this formula, a sample size of 290 culinary MSME actors was obtained.

Operational Definition of Research Variables

The operational definition of variables refers to the description of the variables used in this study, as a guide for measuring and assessing each variable.

Table 1. Definition Operational Variables Study

Variables	Operational Definition	Indicator	Measurement
Characteristics Entrepreneurship (X_1)	Entrepreneurial characteristics include various traits that are an important foundation for success in running a business. (Sulasmi, Susilowati, & Handayani, 2024)	1. Self-confident 2. Have confidence, independence, individuality and optimism 3. Dare to take risks 4. Have leadership spirit (Sulasmi et al., 2024)	Likert Scale
Utilization of Digital Media (X_2)	Utilizing digital media such as social media as a means to promote their products so that they	1. Creating good relationships with consumers from existing media (<i>relationships</i>) 2. Conducting interactions between sellers and consumers 3. Can interact with consumers after purchasing the product 4. Information can be distributed completely and	Likert Scale

Variables	Operational Definition	Indicator	Measurement
	are known by consumers. With social media, entrepreneurs are able to reach consumers widely, effectively, and efficiently, thereby increasing sales, which leads to business success. (Didik Gunawan & Monika, 2022)	attract the attention of consumers. (Didik Gunawan & Monika, 2022)	
Business Success (Y)	Business success is a condition where a business experiences an increase from previous results, business success is marked by increased sales, production results and profits generated. (Suci Indah	<ol style="list-style-type: none"> 1. Achieving business goals 2. Products accepted by the market 3. There is production profit 4. Entrepreneurial inner satisfaction (Sulasmi et al., 2024)	Ach Pro The Ent Likert Scale

Variables	Operational Definition	Indicator	Measurement
	Melani & Nasution, 2022)		

Data collection technique

Data collection techniques in this study include questionnaires, observation, and documentation. Questionnaires were used to collect primary data from respondents by distributing instruments through various channels, such as WhatsApp, email, Google Forms, or directly to respondents through face-to-face (Djajali, 2020) . Observations were conducted to collect data through direct observation of the phenomena that were the object of research, by recording data systematically (Djajali, 2020) . Documentation was used to collect secondary data derived from previously published sources, such as reports, documents, and related articles.

Data Analysis Techniques

Data analysis techniques in this study include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing.

Validity Test

Validity testing was conducted to ensure that the measuring instrument used in this study was valid and provided accurate results (Situmorang, 2024) . The decision to test item validity was based on a comparison of values r_{hitung} and r_{tabel} .

Reliability Test

Reliability testing is used to measure the consistency and stability of respondents' responses to questionnaire items. Cronbach's Alpha is used as an indicator of reliability, with values $\alpha > 0,60$ indicating adequate reliability (Situmorang, 2024) .

Classical Assumption Test

Classical assumption tests are carried out to ensure that the data used in multiple linear regression analysis meets the basic assumptions, including normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests (Ghozali, 2018) .

Multiple Linear Regression Analysis

The multiple regression analysis model is used to analyze the influence of independent variables on dependent variables, with the following regression equation:

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

Where:

- Y = Business Success
- X1 = Characteristics Entrepreneurship
- X2 = Utilization of Digital Media
- e = Error

Testing Hypothesis

Testing hypothesis done For test truth suspicion temporary related influence variables studied (Sugiyono, 2017) . This test involves the t-test, F-test, and coefficient of determination R^2 .

RESULTS

This study aims to analyze the influence of entrepreneurial characteristics and digital media utilization on the success of micro, small, and medium enterprises (MSMEs) in Medan Deli District. The analysis method used was multiple linear regression with a sample of 290 culinary MSMEs.

Characteristics Respondents

- Type of Culinary Business : Majority respondents engaged in the food (54.8%), while 45.2% in the field drink .
- Length of Business Operation: Most culinary MSMEs have been operating for more than 3 years (57.9%).
- Digital Media Used : Majority of culinary MSMEs using online delivery media (53.1%), while the rest using digital payment media (46.9%).

Validity and Reliability Test

- Validity Test: All items in the variables Entrepreneurial Characteristics, Utilization of Digital Media, and Success of Culinary MSMEs show values $r_{hitung} > r_{tabel}$ and $p < 0.05$, which means that all statement instruments are valid.
- Reliability Test: All variables show a Cronbach's Alpha value > 0.60 , which indicates that the instrument is reliable.

Assumption Test Classic

- Normality Test: The residual data shows a normal distribution based on the results of the histogram graph and PP plot, as well as the Kolmogorov-Smirnov test with a value $p = 0.200$ (greater than 0.05).
- Multicollinearity Test: No multicollinearity problems were found, because the VIF values for both independent variables were less than 10.
- Heteroscedasticity Test: The scatterplot graph shows no clear pattern, which indicates that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Analysis

The regression model shows a significant positive influence of the Entrepreneurial Characteristics (X1) and Digital Media Utilization (X2) variables on the success of culinary MSMEs. The regression equation

$$KeberhasilanUsaha = 58.716 + 0.126 \times KarakteristikKewirausahaan + 0.113 \times$$

$$PemanfaatanMediaDigital$$

Hypothesis Testing

t-Test (Partial): The two independent variables, namely Entrepreneurial Characteristics (X1) and Utilization of Digital Media (X2), have a significant influence on Business Success, with a value of $t_{hitung} > t_{tabel}$ dan $p < 0.05$ $p < 0.05$ $p < 0.05$. F Test (Simultaneous): Both

independent variables simultaneously influence the success of culinary MSMEs with values $F_{hitung} = 26.422$ and $p = 0.000$ (less than 0.05).

R Test of Determination Coefficient (R²)

The regression model explains 15% of the variation in the success of culinary MSMEs, while the remaining 85% is influenced by other factors not examined in this study.

DISCUSSION

The Influence of Entrepreneurial Characteristics on Business Success

The partial hypothesis test results show that the Entrepreneurial Characteristics variable has a significant effect on the Success of Culinary MSMEs in Medan Deli District. This can be seen from the calculated t value = 6.444, which is greater than the t table = 3.027, and the significance value p = 0.000, which is less than 0.05. Thus, Hypothesis 1 (H1) is accepted, which indicates that entrepreneurial characteristics influence business success.

This research aligns with the findings of Sulasmi (2023), who stated that entrepreneurial characteristics significantly influence business success, with a coefficient of 0.418. In this study, leadership characteristics were shown to be the most significant factor influencing business success, followed by self-confidence and risk-taking.

The Influence of Digital Media Utilization on Business Success

The partial hypothesis test results also show that the use of digital media has a significant effect on the success of culinary MSMEs in Medan Deli District. This can be seen from the calculated t value = 3.413, which is greater than the t table = 3.027, and the significance value p = 0.001, which is less than 0.05. Therefore, Hypothesis 2 (H2) is accepted, which means that the use of digital media has an effect on business success. The results of this study align with research conducted by Gunawan (2022) in a study entitled "Utilization of Social Media and Self-Efficacy for Entrepreneurial Success with Innovation as a Mediating Variable in MSMEs." The study concluded that social media utilization influences entrepreneurial success, with digital media use improving operational efficiency, expanding market reach, and increasing customer satisfaction.

The Influence of Entrepreneurial Characteristics and the Use of Digital Media on Business Success

The results of the simultaneous test revealed that Entrepreneurial Characteristics and Utilization of Digital Media have a significant influence on the Success of Culinary MSMEs in Medan Deli District. Based on the F test, the F_count value = 26.422 was obtained, which is greater than F_table = 2.00, and the significance value p = 0.000, which is smaller than 0.05. This indicates that Hypothesis 3 (H3) is accepted, which means that both independent variables

simultaneously influence business success. Furthermore, the coefficient of determination (R^2) test results indicate that entrepreneurial characteristics and digital media utilization can explain 15% of the success of culinary MSMEs. However, the remaining 85% is influenced by other factors not examined in this study, such as the environment, business capital, entrepreneurial motivation, and business capabilities.

CONCLUSION

Based on the results of research conducted on the influence of Entrepreneurial Characteristics and the Use of Digital Media on the Success of Micro, Small and Medium Enterprises (MSMEs) in Medan Deli District, several things can be concluded as follows:

1. The Influence of Entrepreneurial Characteristics on Business Success Partially, the Entrepreneurial Characteristics variable has been proven to have a significant influence on the success of Culinary MSMEs in Medan Deli District. This is confirmed by the results of the hypothesis test which shows a calculated t-value greater than the t-table and a very low significance value (0.000), much smaller than the set significance level (0.05). Thus, Hypothesis 1 (H1) is accepted, which means that entrepreneurial characteristics, which include leadership, self-confidence, and the ability to take risks, are important factors that influence business success. This study supports previous findings stating that entrepreneurs with strong entrepreneurial characteristics have a greater chance of success in running their businesses (Sulasmi, 2023).
2. The Influence of Digital Media Utilization on Business Success The results of the study also show that the Utilization of Digital Media has a significant influence on the success of Culinary MSMEs in Medan Deli District. Based on the partial hypothesis test, the calculated t-value obtained is greater than the t-table and the significance value is very low (0.001), confirming that the utilization of digital technology such as social media and e-commerce platforms contributes directly to improving business performance. Therefore, Hypothesis 2 (H2) is accepted. This finding is consistent with research conducted by Gunawan (2022), which states that the use of social media can improve operational efficiency, expand market reach, and contribute to increased customer satisfaction, which ultimately leads to business success.
3. The Simultaneous Influence of Entrepreneurial Characteristics and Utilization of Digital Media on Business Success Simultaneously, the results of this study indicate that Entrepreneurial Characteristics and Utilization of Digital Media together have a significant influence on the Success of Culinary MSMEs in Medan Deli District. The F test shows that these two independent variables contribute to business success with a calculated F-value that is much greater than the F-table and a very low significance value (0.000), which means that Hypothesis 3 (H3) is accepted. Therefore, it can be concluded that good entrepreneurial characteristics, coupled with effective utilization of digital media, play an important role in driving the success of culinary MSMEs. Although these two variables have a significant influence, there are still other factors that influence the success of MSMEs, such as environmental factors, business capital, and service quality that are not covered in this study.

Overall, this study provides a clear picture of the importance of good entrepreneurial characteristics and the use of digital technology in supporting the success of culinary MSMEs. Therefore, it is recommended that MSMEs in Medan Deli District continue to develop their entrepreneurial skills, including leadership and risk-taking decision-making, and utilize digital media to expand their markets and improve operational efficiency.

LIMITATION

In order for this research to be more focused and not to extend beyond the intended discussion, the author limits the problem to the following scope:

1. Managed Variables: This study only discusses the influence of Entrepreneurial Characteristics (X1) and Utilization of Digital Media (X2) on the Success of Culinary MSMEs (Y) in Medan Deli District.
2. Type of Business Researched: This research only focuses on MSMEs in the culinary sector that utilize digital media as part of their business development strategy.
3. Research Object Limitations: The objects of this research are MSMEs that have utilized digital media in their business operations and marketing. Therefore, businesses that do not use digital media are not included in the scope of this study.
4. Research Location: This research was conducted in Medan Deli District, which means that the findings of this research only apply to that area and cannot be directly generalized to other areas.
5. Aspects of Digital Media Studied: The digital media discussed in this study is limited to the use of social media and online delivery platforms. Other digital media used by MSMEs, such as e-commerce or personal websites, are not part of the study.

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