
The Impact of Shopee E-Commerce and Instagram Based Social Media Marketing on the Growth of Food Micro, Small, and Medium Enterprises (MSMEs) in Depok City

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ABSTRACT

This study aims to analyze the influence of Shopee e-commerce and Instagram social media marketing on the growth of food MSMEs (Micro, Small, and Medium Enterprises) in Depok City, both partially and simultaneously. The researcher employed a quantitative research approach using a questionnaire as the research instrument, measured with a Likert scale and processed into quantitative data. The sampling method used in this study is Non-Probability Sampling with a purposive sampling technique, adjusted to the criteria of respondents who are food MSME actors in Depok utilizing Shopee and Instagram in their marketing activities. The data analysis process was conducted using SPSS version 27. The results indicate that both Shopee e-commerce (X1) and Instagram social media marketing (X2) have a significant and positive influence, both partially and simultaneously, on the growth of food MSMEs (Y) in Depok City. The coefficient of determination results show that the two independent variables Shopee E-Commerce and Instagram Social Media Marketing contribute 61.9% to the growth of food MSMEs. Meanwhile, the remaining 38.1% is influenced by other variables not discussed in this study, as indicated by an R Square value of 0.619. This study aims to analyze the influence of Shopee e-commerce and Instagram social.

Keywords: Shopee E-Commerce, Instagram Social Media Marketing, MSME Growth, Food MSMEs, Depok.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a strategic role in economic development, particularly in the food sector. These enterprises not only meet the consumption needs of the community but also significantly contribute to job creation and national economic growth. According to the Ministry of Cooperatives and SMEs (2021), the number of MSMEs reached 64.19 million units, contributing 61.07% to the national Gross Domestic Product (GDP) and absorbing around 97% of the workforce. In particular, culinary MSMEs support local economies by sourcing ingredients from local suppliers, thereby strengthening supply chains and community-based economic empowerment (Aprieni et al., 2024).

Data from the Central Bureau of Statistics (BPS) indicates that 36% of the 4.21 million micro and small enterprises in Indonesia operate in the food sector, totaling approximately 1.51 million businesses. A 2022 survey by Katadata Insight Center also revealed that 42.3% of MSMEs

primarily sell Indonesian cuisine, making it the most dominant category, followed by chicken noodles and meatballs (9.6%), fusion food (5.8%), Asian food (4.5%), and Western food (4.3%). In West Java, 14,926 MSMEs are supported by the provincial government, with 49% of them operating in the food sector. This dominance is echoed in Depok City, where the number of MSMEs has grown significantly, from 3,916 units in 2019 to 15,180 in 2023 (BPS Depok, 2025). However, many food MSMEs still face challenges in expanding market reach and increasing sales in an increasingly competitive digital economy.

Digital platforms have emerged as a solution to these challenges. Shopee, one of the leading e-commerce platforms in Indonesia, provides MSMEs with tools such as integrated payment systems, promotional algorithms, and logistics services that help enhance operational efficiency and market reach (Septiyanti, 2022; Tobing et al., 2022). In addition, features such as Shopee Live allow businesses to interact directly with customers through livestreams, which builds consumer trust and boosts brand visibility (Muhriza, 2024). Shopee's promotional programs like flash sales and free shipping have also been effective in attracting customers and expanding product reach. Compared to other platforms, Shopee is the most widely used marketplace by Indonesian MSMEs, with 71% of business owners reporting increased profits through the platform (GoodStats, 2023; INDEF, 2024).

In the rapidly evolving digital era, organizations are increasingly recognizing the importance of information technology as a strategic tool to enhance operational efficiency and the quality of managerial decisions (Islami, 2024). This development has also influenced the way Micro, Small, and Medium Enterprises (MSMEs) operate, particularly in the food sector. Platforms such as e-commerce marketplaces like Shopee and social media channels like Instagram have become essential tools for marketing, customer engagement, and sales growth. In the context of food-based MSMEs in Depok City, the utilization of Shopee as an online selling platform combined with Instagram social media marketing can significantly expand market reach, strengthen brand awareness, and improve business performance.

Alongside the rapid growth of e-commerce, social media platforms particularly Instagram have emerged as essential tools in digital marketing for MSMEs. With its strong visual appeal, extensive user base, and interactive features such as Instagram Stories, Shopping, and Reels, Instagram enables MSMEs to effectively showcase their products and engage with consumers (Fasya, 2024). According to Dewi (2023), Instagram plays a crucial role in increasing the visibility of culinary MSMEs, helping them attract more consumers and strengthen brand positioning through visual engagement. The integration of Shopee and Instagram presents a promising digital marketing strategy, as previous studies indicate that their combined use positively influences consumer purchase intention, competitiveness, and sales growth (Burhanuddin, 2023; Tornado & Tadius, 2023). However, many MSMEs still face challenges due to limited digital literacy and inadequate skills in creating compelling visual content, which hinder them from maximizing the potential of these platforms (Rahmawati & Fitriani, 2022; DKUM Depok, 2023).

Despite various initiatives such as the Depok Virtual Expo 2021 (Antara News, 2021), only about 50% of MSMEs in Jabodetabek actively use Shopee, and 28.7% use Instagram Shopping (INDEF, 2024). This digital gap underscores the need for a more integrated and empirical examination of how these platforms influence MSME growth, especially in food sectors in urban areas like Depok. Several studies have explored digital strategies separately, such as Shopee features or social media promotions, but few have addressed their combined influence on business performance in measurable terms. Most existing research focuses on consumer perspectives or short-term outcomes rather than long-term business metrics such as sales growth, market expansion, or sustainability (Plasnajaya et al., 2024; Amani, 2022; Fauzi & Ahmad, 2023).

Therefore, this study aims to fill the research gap by empirically analyzing the combined impact of e-commerce Shopee and Instagram-based social media marketing on the growth of food MSMEs in Depok City. It is expected that this study will provide strategic insights to help food MSMEs optimize digital channels, increase revenue, expand market reach, and ensure sustainability

in the digital economy. In the face of rapid technological advancement, the digital transformation of Micro, Small, and Medium Enterprises (MSMEs) has become a national priority in Indonesia. The government continues to encourage MSMEs particularly in the culinary sector—to embrace digital platforms in order to enhance competitiveness and business resilience (Kemenkop UKM, 2023). The city of Depok, as part of the Jabodetabek metropolitan area, has experienced rapid urban development, which directly impacts the growth of its local food MSMEs. With increasing consumer demand and market potential, digital adaptation becomes crucial for sustainability and scalability (Fitriani & Nurhayati, 2023). However, not all MSMEs have successfully transitioned into digital ecosystems.

As a complement to e-commerce platforms, social media plays a crucial role in amplifying brand engagement and supporting visual storytelling. Among these platforms, Instagram enables businesses to share aesthetically appealing content, which often leads to higher conversion rates, particularly for food-related products (Ryo & Rila, 2022). Features such as Reels and Stories facilitate real-time interactions, while Instagram Ads provide cost-effective targeting options suitable for small business budgets (Tornado & Tadius, 2023). According to Andira et al. (2021), food MSMEs that consistently utilize Instagram tend to experience notable increases in customer inquiries and retention rates. The platform's inherently visual nature is especially effective in fostering emotional connections with consumers. Amid rapid technological advancement, the digital transformation of Micro, Small, and Medium Enterprises (MSMEs) has become a national priority in Indonesia. The government continues to encourage MSMEs—particularly in the culinary sector to adopt digital platforms as a means of enhancing competitiveness and strengthening business resilience (Kemenkop UKM, 2023).

LITERATURE REVIEW

Micro, Small and Medium Enterprises (MSME) Concept

Micro, Small, and Medium Enterprises (MSMEs) are a vital sector in Indonesia's economy. According to Tambunan (2021), MSMEs act as the driving force of the people's economy, playing a significant role in job creation, income generation, and resilience during economic crises. In the Indonesian context, MSMEs have been instrumental in economic recovery following the 1998 crisis and the COVID-19 pandemic, making them one of the priority sectors in national development policies. Despite their relatively small scale, MSMEs contribute substantially to the national Gross Domestic Product (GDP), accounting for approximately 60.5% of total GDP (Ministry of Cooperatives and SMEs, 2023). Furthermore, they absorb around 97% of the national workforce (Bank Indonesia & BPS, 2022), positioning them as a cornerstone for employment generation and economic equity.

MSMEs are categorized based on their size and operational capacity, primarily measured by assets and annual turnover. Under Law Number 20 of 2008, MSMEs are divided into three groups: micro, small, and medium enterprises (Ministry of Cooperatives and SMEs, 2023). Micro enterprises have assets of up to IDR 50 million with annual turnover below IDR 300 million. Small enterprises have assets ranging from over IDR 50 million to IDR 500 million and annual turnover between IDR 300 million and IDR 2.5 billion. Medium enterprises have assets exceeding IDR 500 million up to IDR 10 billion with annual turnover between IDR 2.5 billion and IDR 50 billion.

Overall, MSMEs contribute significantly to Indonesia's economy by employing the majority of the workforce and promoting equitable economic distribution. With over 60 million business units spread across the country, this sector provides entrepreneurship opportunities even in remote areas (Bank Indonesia & BPS, 2022). Moreover, MSMEs play an essential role in producing local products that enrich the nation's economic and cultural diversity.

However, despite their vast potential, MSMEs face multiple challenges. One of the most pressing issues is limited access to financing and technology. Many business owners struggle to secure sufficient capital for expansion and lack adequate knowledge of modern marketing strategies,

particularly digital marketing (Aliyah, 2022). Therefore, continuous support from the government and financial institutions—through training, financing access, and the strengthening of digital capabilities—is essential to accelerate MSME growth.

Previous studies highlight that MSMEs possess unique characteristics such as high flexibility and adaptability, enabling them to survive in unstable economic conditions. For instance, research by Gunarto & Tesa (2022) in OKU Regency revealed that adaptability significantly contributes to MSME performance, especially during economic downturns or recessions. Similarly, Husen (2024) emphasized that organizational flexibility strategies are critical in maintaining the sustainability and competitiveness of MSMEs in a dynamic business environment.

E-Commerce Shopee

Shopee is a prominent e-commerce platform in Southeast Asia, widely used by Indonesian MSMEs. According to Dewi (2023), Shopee provides sellers with access to a large user base, logistical support, multiple payment options, and promotional tools like flash sales, vouchers, and Shopee Live. These features help MSMEs reach broader markets and enhance their sales performance. Additionally, INDEF (2024) reported that over 50% of MSMEs in Jabodetabek actively used Shopee for online selling, illustrating its centrality in the digital economy.

Compared to other marketplaces, Shopee's seller-focused ecosystem offers real-time communication with buyers, analytics for sales tracking, and marketing training. These tools help MSMEs, especially in the culinary sector, optimize operations and build competitive advantages. Dewi (2023) also emphasized that Shopee's low entry barrier and promotional support programs empower even the smallest entrepreneurs to compete in the digital landscape. The role of Shopee is not only limited to being a sales channel but also serves as a marketing, logistics, and financial integration platform. It offers structured promotional tools, trusted payment systems, and extensive delivery coverage, which are highly beneficial for small business scalability (Wibowo & Anggraini, 2023).

In this study, the E-Commerce Shopee variable is measured using three indicators:

1) Product Visibility

Shopee allows MSMEs to present their products to a wider audience through features such as product categorization, Shopee Mall, and algorithm-based recommendations that increase exposure to potential buyers.

2) Digital Transaction System

The integrated and secure payment system within Shopee (including ShopeePay and COD options) provides convenience and trust for both sellers and customers, thereby improving transaction efficiency.

3) Platform-Based Promotion

Shopee offers marketing tools such as Flash Sale, Free Shipping Vouchers, and Sponsored Ads, which help MSMEs increase traffic and conversion rates for their products.

These three indicators are in line with the digital transformation framework proposed by Wibowo & Anggraini (2023), who emphasize that MSME success in e-commerce platforms is closely related to digital accessibility, transaction infrastructure, and promotional strategy.

Social Media Marketing Instagram

Social Media Marketing Instagram (SMM) has emerged as one of the most influential tools in the digital era, particularly for Micro, Small, and Medium Enterprises (MSMEs) that aim to strengthen their brand presence and expand market reach. According to Kotler and Keller (2016), social media platforms provide businesses with an opportunity to interact directly with consumers, build trust, and influence buying decisions. Instagram, with its visual-based format and various marketing features, has proven to be especially effective for food-related MSMEs, as it allows them

to showcase products aesthetically and communicate with their audience in real-time (Yusi et al., 2022).

In this study, the Social Media Marketing variable is measured using three dimensions, which are further elaborated below:

- 1) Frequency of Instagram Use
- 2) Use of Digital Marketing Features
- 3) Customer Interaction

These indicators help assess how actively and strategically MSMEs utilize Instagram as a marketing channel.

A strong presence and interaction on this platform are associated with higher customer awareness, improved brand loyalty, and ultimately, business growth (Andira et al., 2021; Amani, 2022).

MSME growth

MSME growth refers to the expansion and development of micro, small, and medium enterprises in terms of market reach, financial performance, and business sustainability. According to Maulida et al. (2021), the growth of MSMEs can be assessed through several indicators, particularly in relation to business performance and strategic outcomes. In this study, the growth of food-sector MSMEs in Depok is measured using two primary indicators: sales volume and revenue (omzet).

1) Sales Volume

This indicator refers to the total number of products or services sold by the MSME within a specific time period. A consistent increase in sales volume reflects market acceptance, effective marketing, and competitive product offerings. Higher sales volume is often associated with successful promotional activities and customer retention strategies (Kotler, 2016).

2) Revenue - Omzet

Revenue, or omzet, represents the total income generated from business operations before expenses are deducted. It serves as a critical measure of financial health and operational efficiency. An increase in omzet indicates growing consumer demand and improved sales performance, contributing directly to the enterprise's profitability and ability to reinvest in business development (Yusi et al., 2022).

The inclusion of these indicators provides a comprehensive understanding of how digital tools such as Shopee and Instagram influence the growth trajectories of MSMEs. In the digital economy, evaluating sales volume and revenue together helps assess both the market response and financial viability of MSME strategies, making them essential benchmarks for future scalability and investment decisions.

Micro, Small, and Medium Enterprises (MSMEs) are a key driver of Indonesia's economy, contributing over 61% to GDP and employing around 97% of the workforce (Ministry of Cooperatives and SMEs, 2023). Growth in this sector has been supported by government initiatives, technological adoption, and digital platforms, especially in the culinary industry. E-commerce marketplaces and social media marketing have expanded MSMEs' market reach, though challenges such as limited capital and low digital skills remain.

Depok City, strategically located in the Greater Jakarta area, hosts more than 170,000 MSMEs, most of which operate in the culinary sector (DKUM Depok, 2023). The city's diverse population and growing urban market create opportunities for product innovation and digital marketing. Platforms like Shopee and Instagram have helped local MSMEs boost visibility and sales, supported by government training and business expos. However, gaps in digital literacy and

Dimensions of Variable and Measurement of Research Variable

Table 1 : Dimensions of Variable and Measurement of Research Variable

No.	Research Variable	Dimensions / Indicators	Source	Measurement Scale
1	E-Commerce Shopee (X1)	X1.1 Frequency of Shopee usage by MSMEs X1.2 Ease of access to Shopee X1.3 Trust in Shopee for online transactions	Linggavieta & Umri (2021)	Likert Scale 1 – 5
2	Social Media Marketing Instagram (X2)	X2.1 Use of Instagram as a promotional media X2.2 Use of Instagram and Shopee digital ads X2.3 Intensity of online customer interaction	Zenia Rabbil et al. (2023)	Likert Scale 1 – 5
3	Culinary MSME Growth (Y)	Y1. Sales Y2. Turnover	Lasar & Utami (2023)	Likert Scale 1 – 5

Source: *Linggavieta & Umri (2021); Zenia Rabbil et al. (2023); Siregar (2024); Rachmayani (2019); Lasar & Utami (2023)*

Data Analysis Technique

Multiple linear regression analysis is a statistical method used to measure the effect of two or more independent variables on a single dependent variable. In this study, E-Commerce Shopee (X_1) and Social Media Marketing Instagram (X_2) serve as the independent variables, while Culinary MSME Growth in Depok City (Y) is the dependent variable. The purpose of this analysis is to determine the direction of the relationship (positive or negative) and the extent to which each independent variable contributes to the dependent variable, both simultaneously and partially.

The general form of the multiple linear regression equation in this study is:

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

Where:

- Y = Culinary MSME Growth in Depok City
- a = Constant (the value of Y when X_1 and $X_2 = 0$)
- b_1, b_2 = Regression coefficients showing the magnitude of change in Y due to changes in X_1 and X_2
- X_1 = E-Commerce Shopee
- X_2 = Social Media Marketing Instagram
- e = Error term or residual

In this study, data analysis was carried out using **SPSS** software. The process began with inputting the weighted questionnaire data—measured using the Likert Scale into the system, followed by defining X_1 , X_2 , and Y according to the research framework. The multiple linear regression test was then performed to obtain regression coefficients, significance values, and the coefficient of determination (R^2). The results were interpreted using the **F-test** to assess the simultaneous effects of X_1 and X_2 on Y , and the **t-test** to examine partial effects. Furthermore, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model met the BLUE (*Best Linear Unbiased Estimator*) criteria. Through this approach, the study aims to determine both the combined and individual influence of E-Commerce Shopee and Social Media Marketing Instagram on the growth of culinary MSMEs in Depok City.

RESULT AND ANALYSIS

The questionnaire that was previously distributed to the respondents had been completed by 120 respondents. Based on the results, it can be concluded that the majority of respondents fall within the productive age range of 26–35 years (42.2%), followed by those aged 36–45 years (28.1%). In terms of business duration, most respondents (55.0%) have operated their businesses for 6 months to 1 year, and 30.8% have been running their businesses for 1 to 3 years. Regarding business income, the majority of respondents earn a monthly revenue of Rp1,000,000 to Rp3,000,000 (60.7%), followed by Rp3,000,000 to Rp5,000,000 (26.7%).

These findings suggest that most culinary MSME players in Depok City are young and relatively new entrepreneurs who are in the early stages of business development. Their dominance in digital platform adoption, such as Shopee and Instagram, reflects a growing tendency among younger entrepreneurs to utilize e-commerce and social media as marketing tools to increase business performance and competitiveness.

a. Classical Assumption Test

Kolmogorov-Smirnov Normality Test

Before conducting regression analysis, it is necessary to test the classical assumptions to ensure that the data meet the required statistical criteria. One of these is the normality test, which aims to determine whether the residuals are normally distributed. In this study, the Kolmogorov-Smirnov method was employed, and the results are presented in Table X below.

Table 2. Output of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			120
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.99058675
Most Extreme Differences	Absolute		.054
	Positive		.049
	Negative		-.054
Test Statistic			.054
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.522
	99% Confidence Interval	Lower Bound	.509
		Upper Bound	.535

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Primary Data processed with SPSS 27 (2025)

The results of the Kolmogorov-Smirnov normality test show that the Asymp. Sig. (2-tailed) value is **0.200**, which is greater than the threshold value of **0.05**. This indicates that there is no significant difference between the distribution of the residual data and the normal distribution. Therefore, the null hypothesis (H_0), which states that the data are normally distributed, is accepted.

This finding confirms that the residuals meet the normality assumption, which is one of the classical assumption requirements for regression analysis. With normally distributed residuals, the parameter estimates obtained from the regression model will be unbiased and efficient, thus supporting the validity of the statistical inferences made in the study.

Histogram of Normality Test

In addition to the Kolmogorov-Smirnov test, the normality of the residuals can also be examined visually through a histogram. The histogram displays the distribution of the regression standardized residuals compared to the shape of a normal curve. If the histogram pattern follows a bell-shaped curve and is symmetrically distributed around the mean, it indicates that the residuals are normally distributed. The histogram of this study's data is presented in Figure X below.

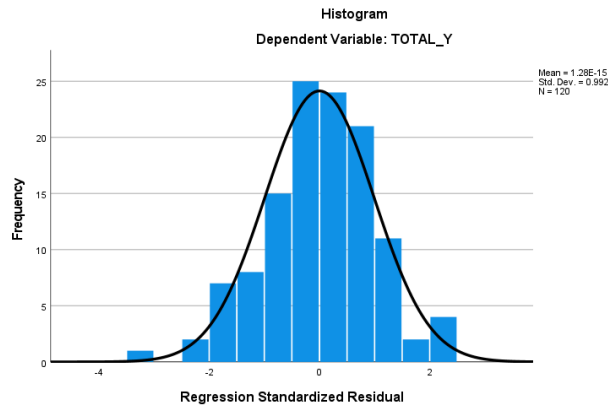


Figure 2. Histogram Chart
Source: Primary Data processed with SPSS 27 (2025)

The histogram in Figure 1 shows that the distribution of the regression standardized residuals forms a pattern resembling a bell-shaped curve and is symmetrically spread around the mean value. This visual pattern indicates that the residuals are approximately normally distributed. The curve overlay on the histogram closely follows the distribution of the data, further supporting the results of the Kolmogorov-Smirnov test, which also confirmed normality. Therefore, the normality assumption for regression analysis is fulfilled, allowing the subsequent analysis to proceed without bias related to data distribution.

Normal P-P Plot of Regression Standardized Residual

To further verify the normality of the residuals, a Normal P-P Plot of Regression Standardized Residual is used. This plot compares the cumulative probability of the observed data with the expected cumulative probability from a normal distribution. If the points in the plot are closely aligned with the diagonal line, it indicates that the residuals are normally distributed. The P-P Plot for this study is shown in Figure X below.

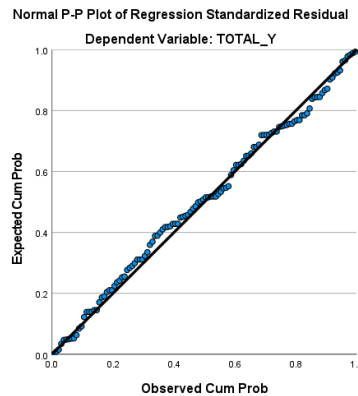


Figure 3. Normal P-P Plot of Regression Standardized Residual
Source: Primary Data processed with SPSS 27 (2025)

The P-P Plot in Figure X shows that the data points are closely aligned with the diagonal line, indicating that the distribution of the regression standardized residuals is approximately normal. The minimal deviation of points from the line suggests that there is no significant departure from normality. This visual finding is consistent with the results of the Kolmogorov-Smirnov test and the histogram, both of which confirmed that the residuals meet the normality assumption. Therefore, the regression model satisfies the normality requirement, allowing further statistical analysis to proceed reliably.

b. Partial Significance Test (t-test)

The t test or partial test aims to test the hypothesis in this study. The test uses a significance level of 0.05. The value of the t table in this study is $df = 117$ ($df = 120 - 2 - 1$) with a t-table value of approximately **1.658**. The results of the t test are presented in Table 3 as follows:

Table 3. Partial Significance Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4.229	1.352		3.129	.002
E-Commerce Shopee	.341	.067	.514	5.192	<.001
Social Media Instagram	.199	.064	.309	3.128	.002

a. Dependent Variable: Growth of culinary MSMEs in Depok City.

Source: Primary Data processed with SPSS 27 (2025)

H1: E-Commerce Shopee has a positive effect on the growth of culinary MSMEs

Based on Table 3, the calculated t-value for the E-Commerce Shopee variable is 5.192, which is greater than the t-table value of 1.658 ($5.192 > 1.658$), with a significance value of $<0.001 < 0.05$. This means that E-Commerce Shopee partially has a significant positive effect on the growth of culinary MSMEs in Depok City. Thus, H1 is accepted.

H2: Social Media Marketing via Instagram has a positive effect on the growth of culinary MSMEs

Table 3 shows that the calculated t-value for the Social Media Instagram variable is 3.128, which is greater than the t-table value of 1.658 ($3.128 > 1.658$), with a significance value of $0.002 < 0.05$. This indicates that Social Media Marketing via Instagram also has a significant positive partial effect on the growth of culinary MSMEs in Depok City. Therefore, H2 is accepted. Digital Marketing has a positive effect on Sales Volume. H3

c. Partial Significance Test (F-test)

Table 4. Partial Significance Test (F-test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	766.062	2	383.031	95.041	.001 ^b
	Residual	471.530	117	4.030		
	Total	1237.592	119			

a. Dependent Variable: PERTUMBUHAN UMKM

b. Predictors: (Constant), SOCIAL MEDIA MARKETING INSTAGRAM, E_COMMERCE SHOPEE

Source: Primary Data processed with SPSS 27 (2025)

Based on Table 4, it is found that the calculated F-value is 95.041 with a significance value of 0.00. Meanwhile, the F-table value at a 5% significance level ($\alpha = 0.05$), with degrees of freedom (df) numerator = 2 and denominator = 117, is 3.07. Since the significance value of $0.001 < 0.05$, and the calculated F-value of $95.041 > F$ -table value of 3.07, it can be concluded that hypothesis H_3 is accepted. This means that simultaneously, the E-Commerce Shopee variable (X_1) and the Social Media Marketing Instagram variable (X_2) have a significant effect on the growth of culinary MSMEs (Y) in Depok City. Therefore, the overall regression model is deemed suitable for explaining the relationship between the two independent variables and the dependent variable. This indicates that digital marketing strategies through Shopee and Instagram, when implemented together, are capable of influencing the business growth of culinary MSMEs.

d. Coefficient of Determination (Adjusted R²)

Table 5. Adjusted R-Square Value

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.612	2.008
a. Predictors: (Constant), SOCIAL MEDIA MARKETING INSTAGRAM (X2), E-COMMERCE SHOPEE (X1)				
b. Dependent Variable: PERTUMBUHAN UMKM MAKANAN (Y)				

Source: Primary Data processed with SPSS 27 (2025)

The Model Summary table shows that the Adjusted R Square value is **0.612**, meaning that 61.2% of the variation in the growth of culinary MSMEs (Y) in Depok City can be explained by the two independent variables: E-Commerce Shopee (X_1) and Social Media Marketing Instagram (X_2). The remaining 38.8% is influenced by other factors not included in the model. The R value of **0.787** indicates a strong positive correlation between the independent variables and the dependent variable. Meanwhile, the Standard Error of the Estimate is **2.008**, suggesting a relatively low prediction error, which supports the reliability of the regression model in explaining the relationship between the variables.

Interpretation

The results of hypothesis testing show that E-Commerce Shopee (H_1) has a significant positive effect on the growth of culinary MSMEs in Depok City. This finding suggests that the Shopee platform serves as an effective sales channel that facilitates transactions, broadens market reach, and increases sales volume for culinary business actors. These results are consistent with previous studies, such as Putri Salsabila (2024), which found that the utilization of Shopee significantly improves MSME sales performance. The availability of features such as integrated payment systems, delivery tracking, and promotional campaigns contributes to enhancing consumer trust and purchase decisions.

Similarly, Social Media Marketing via Instagram (H_2) also has a significant positive impact on the growth of culinary MSMEs. This indicates that Instagram, as a visually oriented platform, is highly effective in promoting culinary products, increasing brand awareness, and fostering customer engagement. These findings align with the research of Rahman and Astuti (2023), which highlighted the role of Instagram's features such as Instagram Stories, Reels, and Ads in influencing consumer interest and driving purchase behavior. The interactive nature of the platform allows MSMEs to communicate directly with customers, which strengthens customer loyalty.

Furthermore, the simultaneous effect of E-Commerce Shopee and Social Media Marketing Instagram (H_3) demonstrates that digital marketing strategies are more effective when implemented

in combination. The F-test results confirm that both variables jointly have a significant influence on MSME growth, with an Adjusted R Square value of 0.612, indicating that 61.2% of the variation in MSME growth can be explained by these two factors. This finding supports the notion that integrating e-commerce platforms with social media marketing creates a synergistic effect, allowing MSMEs to optimize sales channels and brand communication simultaneously. Therefore, adopting a dual-platform approach can be considered a strategic imperative for culinary MSMEs seeking to expand their market presence in an increasingly digitalized economy.

DISCUSSION

E-Commerce Shopee on Culinary MSME Growth

The E-Commerce Shopee variable has a direct and significant positive effect on the growth of culinary MSMEs. The t-test result shows that the t-value is 5.192, which is greater than the t-table value of 1.658, with a significance level of $0.001 < 0.05$. This means that E-Commerce Shopee contributes positively to the growth of culinary MSMEs in Depok City. The regression coefficient of 0.514 implies that an increase in the effective use of Shopee as a marketplace platform can increase MSME growth by 51.4%.

Shopee offers a range of features such as Shopee Mall, Flash Sale, Free Shipping (Gratis Ongkir), and ShopeePay integration that make product distribution more efficient, improve transaction security, and expand market reach. For culinary MSMEs, these features help display products attractively, gather customer ratings and reviews, and analyze sales performance through integrated analytics. This encourages business actors to optimize their marketing strategies using Shopee.

This finding supports previous research by Putri Salsabila (2024) which found that the use of Shopee increased UMKM sales in Palembang by up to 78%. The popularity of Shopee among the younger demographic in Depok further reinforces its strategic value. Overall, Shopee has become a vital tool in enhancing MSME competitiveness, especially in the food sector.

Social Media Marketing Instagram on Culinary MSME Growth

The Social Media Marketing Instagram variable also shows a direct and significant positive effect on culinary MSME growth. The t-test result shows a t-value of 3.128, which is higher than the t-table value of 1.658, with a significance value of $0.002 < 0.05$. This confirms that Instagram-based social media marketing contributes positively to the growth of culinary MSMEs in Depok City.

Instagram serves as a powerful visual marketing platform. Its features such as Feed, Stories, Reels, Live sessions, and Instagram Shopping allow business owners to present their products in interactive and engaging ways. For example, a study on Seblak Nyenyeny (Pramudia, 2024) showed that promoting via Instagram Stories increased revenue by 35%. Similarly, Melati Bahari MSME experienced a significant sales increase after improving visual branding through Instagram content.

These results align with Santri (2025) who stated that Instagram facilitates personal relationships between MSMEs and customers, enhancing product visibility and consumer trust. Given the high number of millennials and Gen Z in Depok, Instagram becomes a strategic channel for culinary MSMEs. Visual content and consumer engagement, such as comments, likes, and shares, drive higher trust and loyalty.

Simultaneous Effect of E-Commerce Shopee and Instagram Marketing on MSME Growth

The F-test (ANOVA) result for the regression model involving both independent variables (X_1 and X_2) indicates an F-value of 95.041, which is significantly higher than the F-table value of 3.07 at $\alpha = 0.05$ ($df_1 = 2$, $df_2 = 117$), with a significance value of $0.001 < 0.05$. This implies that both E-Commerce Shopee and Instagram Marketing simultaneously have a significant impact on the

growth of culinary MSMEs in Depok City.

The synergy between Shopee and Instagram creates a holistic digital marketing ecosystem. While Shopee serves as the transaction platform, Instagram functions as a promotional tool that builds brand image and consumer engagement. This combination enables business owners to attract, convert, and retain customers more effectively.

This is consistent with the findings of Haeruddin et al. (2025), who emphasized that integrating e-commerce with social media enhances MSME competitiveness in the digital age. Thus, the dual strategy of using Shopee and Instagram provides strong leverage for the sustainable growth of culinary MSMEs in Depok.

Coefficient of Determination (Adjusted R²)

The multiple linear regression analysis yields an R Square value of **0.619**, meaning that **61.9%** of the variance in culinary MSME growth (Y) can be explained jointly by E-Commerce Shopee (X₁) and Social Media Marketing Instagram (X₂). The remaining 38.1% is influenced by other factors outside the model.

The correlation coefficient (R) of **0.787** indicates a strong relationship between the independent and dependent variables. The Adjusted R Square of **0.612** suggests that the model remains robust despite the number of predictors. Moreover, the **Standard Error of Estimate is 2.008**, showing a reasonably low prediction error. These results confirm the model's adequacy in explaining the relationship between digital platforms and MSME growth in the context of Depok's culinary sector.

CONCLUSION

Based on the results of the research on *The Influence of E-Commerce Shopee and Social Media Marketing Instagram on the Growth of Culinary MSMEs in Depok City*, several conclusions can be drawn as follows:

The results of the analysis show that E-Commerce Shopee has a partially significant effect on the growth of culinary MSMEs in Depok City, indicating that the use of the Shopee platform as a digital sales medium contributes to increased revenue and sales for business actors. Similarly, Social Media Marketing through Instagram also has a partially significant effect, where its role as a visual promotion tool helps expand consumer reach and enhances the brand appeal of local culinary products. Furthermore, when tested simultaneously, both E-Commerce Shopee and Social Media Marketing Instagram have a significant effect on the growth of culinary MSMEs in Depok City. The combination of these two digital strategies has been proven to boost visibility, competitiveness, and the expansion potential of MSMEs in the era of the digital economy.

The findings of this study enrich the literature on digital marketing and its practical impact on MSME growth, particularly in the culinary sector. These results can serve as empirical evidence for academics and researchers, as well as practical considerations for MSME actors in developing marketing strategies.

However, this research is limited to the area of Depok City, specifically the culinary sector. Thus, the findings may not be generalizable to all regions or business types. Future research is recommended to expand the study area and increase the number of respondents to enhance the generalizability and accuracy of the findings. Furthermore, MSMEs are encouraged to continue optimizing their digital marketing strategies and improve financial literacy to sustain business growth in an increasingly competitive digital landscape.

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