

ANALYSIS OF THE EFFECT OF DIGITAL MARKETING AND BRAND IMAGE ON CONSUMER ATTRACTION IN MICRO ENTERPRISES IN THE CULINARY SECTOR OF TENAYAN RAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing dan brand image terhadap daya tarik konsumen pada usaha mikro sektor kuliner di Kecamatan Tenayan Raya, Pekanbaru. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain eksplanatori. Data dikumpulkan melalui survei terhadap 30 pemilik usaha mikro yang telah menerapkan strategi pemasaran digital dalam aktivitas operasional mereka. Pengujian hipotesis dilakukan menggunakan analisis regresi linier berganda. Hasil analisis menunjukkan bahwa digital marketing berpengaruh positif dan signifikan terhadap pertumbuhan dan perkembangan usaha mikro. Penerapan media sosial, platform e-commerce, dan layanan pengiriman berbasis aplikasi terbukti secara efektif meningkatkan visibilitas produk, memperluas jangkauan pasar, serta mendorong peningkatan volume penjualan. Sebaliknya, variabel brand image tidak menunjukkan pengaruh yang signifikan terhadap daya tarik maupun keputusan pembelian konsumen. Konsumen pada segmen usaha mikro lokal ini lebih dipengaruhi oleh faktor-faktor fungsional seperti rasa, harga, kemudahan akses, lokasi, dan rekomendasi dari mulut ke mulut (word-of-mouth). Kesimpulan penelitian ini menegaskan pentingnya adaptasi digital sebagai strategi utama bagi pelaku usaha mikro untuk bertahan dan bersaing di pasar yang dinamis. Sementara itu, pengembangan brand image disarankan untuk dilakukan secara bertahap sebagai strategi jangka panjang setelah fondasi operasional dan kualitas produk terbangun dengan kuat. Penelitian ini memberikan implikasi praktis bagi pengusaha mikro dan pembuat kebijakan dalam merancang strategi pengembangan UMKM yang kontekstual dan relevan secara lokal.

Kata Kunci: Digital Marketing, Brand Image, Daya Tarik Konsumen, Usaha Mikro, Sektor Kuliner.

ABSTRACT

This study aims to analyze the effect of digital marketing and brand image on consumer attraction in micro-enterprises within the culinary sector of Tenayan Raya District, Pekanbaru. Utilizing a quantitative approach with an explanatory research design, data were gathered through surveys administered to 30 micro-business owners who actively implement digital marketing strategies. Hypotheses were evaluated using multiple linear regression analysis. The statistical results reveal that digital marketing exerts a positive and significant influence on business growth and development. The adoption of social media, e-commerce platforms, and application-based delivery services effectively enhances product visibility, expands market reach, and drives sales volume. Conversely, brand image does not demonstrate a statistically significant effect on consumer attraction. Functional factors, including product taste, competitive pricing, convenience, location, and word-of-mouth recommendations, predominantly drive consumer decisions within this local micro-business segment. These findings underscore the critical need for digital adaptation as a primary strategy for micro-entrepreneurs to remain competitive in a dynamic business environment. Meanwhile, brand image development should be pursued incrementally as a long-term strategy once operational stability and the foundations of product quality are established. This study offers practical insights for micro-entrepreneurs and policymakers to design contextual, locally relevant strategies for MSME development.

Keywords: Digital Marketing, Brand Image, Consumer Attraction, Micro-Enterprises, Culinary Business.

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1. INTRODUCTION

The era of digitalization has brought significant changes to various aspects of human life, including in the economic and business order. The rapid development of information and communication technology is driving the transformation of conventional business models into more modern, adaptive ones that better meet market needs. Micro, Small, and Medium Enterprises (MSMEs), especially in the culinary sector, are one of the economic actors that must adapt to these changes to maintain their existence and competitiveness in an increasingly competitive market (Tambunan, 2020). In Tenayan Raya District, Pekanbaru, the micro-culinary sector is experiencing rapid development but still faces various challenges, especially in product marketing and the formation of a strong brand image.

Since early 2020, the COVID-19 pandemic has had a tremendous impact on various business sectors, including microbusinesses in the culinary industry. The social restrictions imposed by the government have resulted in a drastic decrease in physical consumer visits, so many culinary businesses are having difficulty maintaining their business (Ministry of Cooperatives and SMEs, 2021). However, this situation also opens new opportunities for micro-entrepreneurs to adopt digital marketing strategies to reach and retain consumers. In Tenayan Raya Sub-district, this phenomenon is evident in the increasing number of culinary businesses that are using digital platforms such as social media, food delivery applications, and marketplaces to reach consumers.

Digital marketing is an approach that utilizes the internet and other digital technologies to achieve marketing goals and support modern marketing concepts (Kannan, 2017). In the context of micro businesses in the culinary industry, digital marketing offers various advantages, such as relatively more affordable costs compared to conventional marketing, wider market reach, and the ability to interact directly with consumers. The presence of digital marketing also enables micro-enterprises to compete with larger companies for visibility and market access. However, the implementation of digital marketing by micro businesses in Tenayan Raya Sub-district remains suboptimal, characterized by limited understanding and skills in using various digital platforms effectively.

On the other hand, brand image also plays an important role in influencing consumer purchasing decisions. Brand image is the set of perceptions and beliefs held by consumers, as reflected in the associations embedded in their memories (Keller, 2013). For microbusinesses in the culinary industry, a positive brand image can be a strategic asset that helps build consumer loyalty and differentiate their products from competitors'. However, building a strong brand image is not easy, especially for micro-enterprises with limited resources and limited knowledge of brand management. In Tenayan Raya Sub-district, many culinary micro-enterprises still lack a clear, consistent brand identity, making it difficult to build a strong brand image in consumers' minds.

Consumer appeal is a crucial factor that determines the success of businesses in the culinary industry. This appeal is influenced by various factors, including product quality, price, location, service, as well as the marketing strategy and brand image owned by the business (Kotler, P., & Keller, K. L, 2016). In the context of increasingly fierce competition in the culinary industry, understanding the factors that influence consumer attraction is crucial for micro-entrepreneurs to design effective strategies to attract and retain consumers. In Tenayan Raya Sub-district, there is no comprehensive research analyzing how digital marketing and brand image influence consumer attraction to micro-enterprises in the culinary industry, so this research is expected to fill this gap.

The development of microenterprises in the culinary industry in Tenayan Raya Sub-district is inseparable from the government's role in encouraging the growth of MSMEs. Various programs and policies have been implemented to support microenterprise development, including entrepreneurship training, access to financing, and business mentoring. However, the focus of development is often more on production and operational aspects, while marketing and brand building have not received adequate attention. This has resulted in many micro-enterprises in the

culinary industry with high-quality products, but they are unable to market them effectively or build a strong brand image.

In addition, increasingly dynamic changes in consumer behavior pose a challenge for micro-enterprises in the culinary industry. Millennials and Gen Z, a significant market segment, have different preferences and consumption behaviors compared to previous generations (Nielsen, 2022). They tend to be more tech-savvy, seek information online before making a purchase, and consider brand image in their consumption decisions. In Tenayan Raya Sub-district, this trend is increasingly evident, with consumers increasingly using digital platforms to search for culinary information and place orders. However, not all culinary micro-enterprises have been able to adapt to this shift in consumer behavior, resulting in a decline in their appeal.

In a global context, the integration of digital marketing and brand image building has become a growing trend in the culinary industry. Many successful restaurants and culinary businesses utilize social media and other digital platforms to build a strong brand image and attract consumers. Several previous studies have examined the influence of digital marketing and brand image on various aspects of business, including purchase decisions and consumer loyalty. However, there is still a gap in research that specifically analyzes the influence of these two factors on consumer attraction, especially in the context of micro-enterprises in the culinary industry in areas such as Tenayan Raya District. This research is expected to fill this gap and contribute both theoretically and practically to the development of micro-enterprises in the culinary industry.

Previous research from Suryani, A., & Pramono, R. (2020). The Effect of Digital Marketing and Brand Awareness on Purchasing Decisions for Culinary Products. *Journal of Management and Entrepreneurship*, 8(2), 112-125. This study analyzes the impact of digital media use on consumer purchasing decisions in Surabaya's culinary sector. The results showed that digital marketing and brand awareness had a positive effect on purchasing decisions, contributing 67.3%. The research method uses a quantitative approach with a sample of 150 respondents. Research by Widodo, A., & Rayani, F. (2021). Digital Marketing Strategy for Culinary MSMEs during the COVID-19 Pandemic: Case Study in Bandung Regency. *Journal of Economics and Business*, 13(1), 78-93. This study examines the adaptation of digital marketing strategies by culinary MSMEs during the pandemic. The findings show that the use of social media and e-commerce platforms increased sales by 35% despite social restrictions. The research method employs a qualitative approach, using in-depth interviews with 25 culinary MSME players.

Nugroho, B., & Santoso, D. (2022). The Effect of Brand Image and Product Quality on Consumer Purchase Interest in the Culinary Industry in Yogyakarta. *Journal of Management and Business Research*, 7(3), 201-215. This study investigates the relationship between brand image, product quality, and consumer purchase intention in the culinary sector. The results showed that brand image has a more dominant influence (coefficient 0.58) than product quality (coefficient 0.42) on consumer purchase intention. The study used a survey method with 200 respondents. On the other hand, Pratama, H., & Wijaya, S. (2019). The Effectiveness of Digital Marketing in Increasing Fast Food Restaurant Consumer Loyalty. *Journal of Digital Marketing*, 10(2), 145-160. This study examines the effectiveness of various digital marketing platforms in building consumer loyalty. The results showed that social media engagement was positively correlated with consumer loyalty ($r = 0.72$). The research used a mixed-methods approach with 175 respondents and social media content analysis. Rahman, Z., & Abdullah, K. (2021). Integration of Digital Marketing and Brand Image in Building Competitive Advantage of Culinary MSMEs. *Journal of Business Administration*, 9(4), 310-325. This study analyzes how integrating digital marketing with brand image can create a competitive advantage for culinary MSMEs. The findings show that businesses integrating the two strategies experience a 45% increase in revenue within 6 months. The research method employs case studies of 15 culinary MSMEs using a 1-year longitudinal approach.

Based on this background, this study aims to analyze the effect of digital marketing and brand image on consumer attractiveness in micro businesses in the Tenayan Raya culinary industry. The results of this study are expected to provide a deeper understanding of the factors

that influence consumer attractiveness, serving as a reference for micro businesses in designing effective marketing and brand-building strategies. In addition, this research is expected to serve as input for policymakers in designing a more comprehensive MSME development program that takes into account digital marketing and brand image building.

2. LITERATURE REVIEW

2.1. *Digital Marketing for Micro Enterprises*

2.1.1. *Concept and Implementation of Digital Marketing*

According to Purwana et al. (2017), digital marketing is the use of the internet, mobile devices, social media, search engines, and other digital channels to reach consumers. In the context of micro businesses, Pradiani (2018) found that using social media for digital marketing can significantly increase sales volume among MSMEs in Malang.

A study by Febriyantoro & Arisandi (2018) found that using digital marketing in MSMEs helps businesses expand their market reach and introduce their products at a lower cost than conventional marketing methods. This is in line with Wardhana's research (2015), which states that digital marketing strategies can increase the competitive advantage of MSMEs in Bandung.

2.1.2. *Effectiveness of Digital Marketing in the Culinary Industry*

In the culinary industry, Hendro & Keni (2020) found that the use of digital platforms such as Instagram, Facebook, and food delivery applications positively affects consumer buying interest. Research by Utami & Saputri (2020) also shows that attractive visual content on social media significantly influences consumers' attraction to culinary businesses.

Meanwhile, Suwardana et al. (2021), in their research in Bali, found that digital marketing through e-commerce platforms increased sales in culinary MSMEs during the COVID-19 pandemic. This shows the adaptability of digital marketing strategies in challenging conditions.

2.2. *Brand Image in Culinary Micro Businesses*

2.2.1 *Brand Image Formation*

Kotler & Keller (2016) define brand image as the perceptions and beliefs held by consumers, reflected in the associations embedded in their memories. In the context of microbusinesses, Susanti (2019) found that a strong brand image can increase consumer loyalty among culinary MSMEs in Surabaya.

Research conducted by Permana & Ilham (2018) revealed that consistency in product quality, service, and marketing communication plays an important role in forming a positive brand image in culinary businesses. This is corroborated by Fitriyana et al. (2019), who found that positive consumer experiences significantly contribute to the formation of the brand image of culinary businesses in Yogyakarta.

2.2.2. *The Effect of Brand Image on Consumer Attraction*

According to Hidayat & Murwatiningsih (2018), a strong brand image positively affects consumer buying interest. Their study on culinary businesses in Semarang shows that consumers are attracted to brands with a positive, trusted image.

Meanwhile, Widyawati (2020) in her research found that brand image has a significant effect on consumer purchasing decisions in culinary businesses in Jakarta. This study also revealed that an authentic and unique brand image is an attractive differentiating factor for consumers.

2.3. *Relationship between Digital Marketing and Brand Image*

2.3.1. *Integration of Digital Marketing and Brand Image*

Yulianto et al. (2019) found that an effective digital marketing strategy can strengthen brand image in culinary businesses. The use of consistent, high-quality content on digital platforms helps build positive perceptions among consumers.

Research by Apriyanti (2020) found that using influencer marketing as part of a digital marketing strategy can increase brand awareness and strengthen the brand image of culinary businesses. This shows the importance of collaboration with external parties in building brand image.

2.3.2. Impact on Consumer Attraction

A study conducted by Wibowo et al. (2021) found that the integration between digital marketing and brand image has a significant effect on consumer attractiveness in culinary businesses in Surabaya. This research reveals that an effective digital marketing strategy can better communicate the brand image, thereby increasing consumer appeal.

Meanwhile, Nugroho & Kastawan (2020), in their research in Bali, found that message consistency in digital marketing plays an important role in strengthening brand image and increasing consumer interest in buying from local culinary businesses.

2.4. Context of Culinary Microenterprises in Tenayan Raya

Although specific research on culinary micro-enterprises in Tenayan Raya is limited, some regional studies can provide relevant insights. Research by Hamid & Ikbal (2017) on culinary MSMEs in Riau shows that the use of digital marketing remains suboptimal due to limited knowledge and infrastructure.

Another study by Maizal et al. (2019) revealed that culinary businesses in Pekanbaru, including Tenayan Raya, have great potential to grow through optimizing digital marketing and strengthening brand image. However, assistance and training are needed to increase the capacity of business actors in implementing these strategies.

Based on the literature review, it can be concluded that digital marketing and brand image significantly influence consumer attraction in micro businesses in the culinary industry. The integration of these two factors can create synergies that increase the effectiveness of culinary micro-enterprise marketing strategies. In the context of culinary micro-enterprises in Tenayan Raya, further research is needed to better understand the market and consumer characteristics in the area. This will help in developing digital marketing and brand image strategies that suit the needs and preferences of local consumers.

3. RESEARCH METHODOLOGY

This research employs a quantitative methodology with an explanatory research design. The explanatory design was selected to elucidate the causal relationship between the independent variables (digital marketing and product innovation) and the dependent variable (business growth). The population under study comprised all MSMEs in Pekanbaru City. The sampling technique employed was purposive sampling, with the inclusion criteria being that the MSMEs in question had been operational for at least 1 year and had implemented digital marketing in their business activities. Based on these criteria, 30 MSMEs were obtained as research samples.

1. Independent Variable:

- a. Digital Marketing: Indicators adapted from research by Nugroho et al. (2022), including the use of social media, websites, and digital advertising.
- b. Product Innovation: Indicators are adapted from research by Sumarwan et al. (2021), including new product development, product improvement, and product diversification.

2. Dependent Variable:

Business Growth: Indicators include increased sales, increased number of customers, and increased operating profit.

The collected data will be analyzed using SPSS 27 with multiple linear regression analysis to test the effect of digital marketing and product innovation on MSME business growth in Pekanbaru City. Previously, a classical assumption test was conducted to ensure the regression model meets the requirements.

Classical Assumption Test:

1. Normality Test: Using the Kolmogorov-Smirnov test to check if the data is normally distributed.
2. Multicollinearity Test: Checks the correlation between independent variables using tolerance and VIF values.
3. Heteroscedasticity Test: Using the Glejser test to check for the presence or absence of heteroscedasticity.
4. Autocorrelation Test: Using the Durbin-Watson test to check for the presence or absence of autocorrelation.

Multiple Linear Regression Analysis:

The multiple linear regression equation to be tested is: $Y = a + b_1X_1 + b_2X_2 + e$

Description:

Y = Business Growth

X1 = Digital Marketing

X2 = Product Innovation

a = Constant

b1, b2 = Regression coefficient

e = Error term

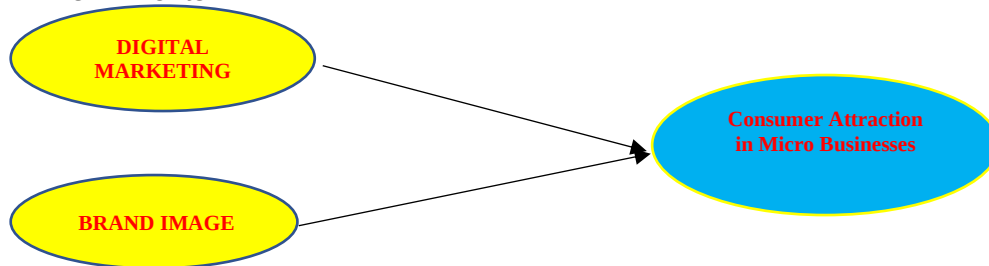


Figure 1. Research Model

H1: Digital marketing has a positive and significant effect on MSME business growth.

H2: Product innovation has a positive and significant effect on MSME business growth.

4. RESULTS AND DISCUSSION

The survey conducted in Pekanbaru City provides a comprehensive representation of micro, small, and medium enterprises (MSMEs) in terms of business size distribution and industry representation. The sample comprises 20% small enterprises, 15% medium enterprises, and 65% micro enterprises, collectively reflecting the city's diverse MSME landscape. This broad industry representation allows for a comprehensive examination of the impact of digital marketing and product innovation on businesses across sectors. This research elucidates the varying degrees of digital marketing adoption among MSMEs in the city and provides a foundation for analyzing the impact of product innovation on business growth.

The objective of this normality test is to determine whether the dependent and independent variables in the regression model are normally distributed. An optimal regression model would exhibit a normal distribution or one as close to normal as possible. The Kolmogorov-Smirnov normality test is part of the classical assumption test. The normality test employed in this study is as follows:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			40
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.91359894
Most Extreme Differences	Absolute		.135
	Positive		.115
	Negative		-.135
Test Statistic			.135
Asymp. Sig. (2-tailed) ^c			.063
Monte Carlo Sig. (2-tailed) ^d	Sig.		.064
	99% Confidence Interval	Lower Bound	.058
		Upper Bound	.071

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 221623949.

Figure 2. Kolmogorov Smirnov Normality Test

The results of this study demonstrate that each variable exhibits a normal distribution. Based on the normality test, it is known that the significance value is $0.065 > 0.05$

The heteroscedasticity test assesses whether the variance of the residuals in a linear regression model varies across observations. If the variance of the residuals from one observation to another is constant, this is called homoscedasticity. Conversely, if it is not, it is defined as heteroscedasticity. The presence or absence of heteroscedasticity can be tested by examining the scatter plot. In this study, the heterokedaksitas test is as follows:

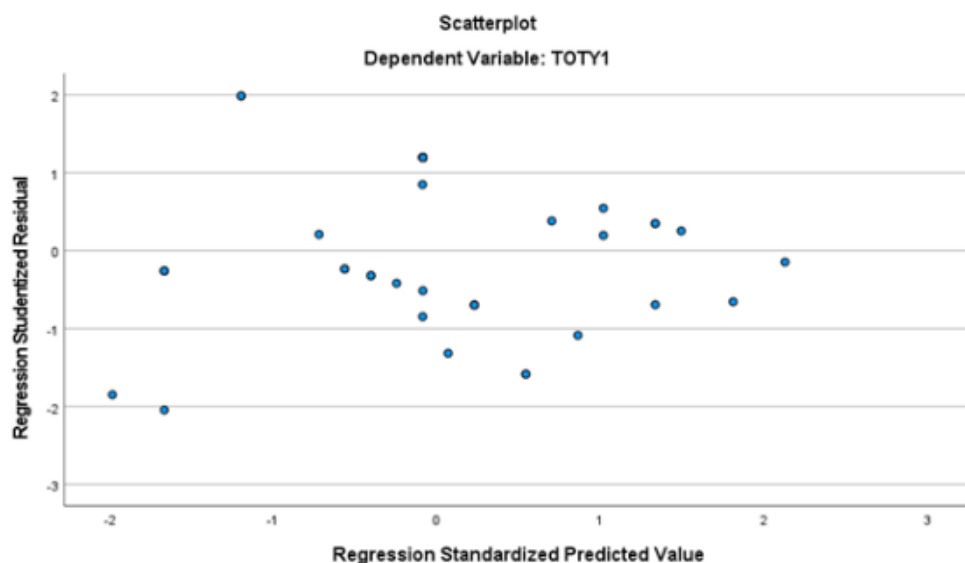


Figure 3 Heteroscedasticity Test

As illustrated in Figure 4.2, the variables of digital marketing and brand image, in conjunction with the growth of MSMEs, demonstrate a lack of heterokedaksitas. This is evidenced

by the fact that the values represented by the grains in the figure are both positive and negative. Subsequently, the classical assumptions are validated.

In general, this analysis is used to elucidate the linear relationship between several independent variables (X) and the dependent variable (Y) (Ghozali, 2011). In a multiple regression analysis, the number of independent variables (variable X) that are calculated to affect the dependent variable (variable Y) is greater than one. In this study, the independent variables are digital marketing and product innovation, while the dependent variable is business growth in MSMEs. The multiple linear analysis is as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.520	3.326		4.967	<.001		
	TOTX1	.555	.161	.643	3.445	.001	.569	1.757
	TOTX2	-.278	.210	-.247	-1.323	.194	.569	1.757

a. Dependent Variable: TOTY1

Picture 4 Multiple Linear Regression Tests

It is indicated that the variable is deemed significant if the t-statistic value exceeds 1.96.

1. The digital marketing variable affects the growth of MSMEs because the T value = 3.445. T Count > T Table. Then it is declared significant.

2. The social brand image does not affect increasing the growth of MSMEs because the value of T = -1.323 T Count < T Table. Then it is declared not significant.

The F-statistic tests whether the independent variables included in the model jointly influence the dependent variable. The results of the F test calculation can be seen in the following table:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.027	2	60.013	6.707	.003 ^b
	Residual	331.073	37	8.948		
	Total	451.100	39			

a. Dependent Variable: TOTY1

b. Predictors: (Constant), TOTX2, TOTX1

Figure 5 Simultaneous Significant Test (F Test)

Based on the hypothesis test, the digital marketing and product brand image variables have a significant influence on MSME business growth; this is evident from the significance value $(0.000) < 0.05$.

4.1. Implications of Using Digital Marketing

The use of digital marketing has been shown to have a significant positive influence on the development of micro businesses in the Tenayan Raya culinary industry. The results of the SPSS analysis show that digital marketing strategies, such as social media, e-commerce platforms, and application-based delivery services, can increase product visibility, expand market reach, and boost sales volume. This indicates that digital marketing is not just a complement but a key element in the growth strategy of microbusinesses in the digital era.

These findings imply that micro businesses in the Tenayan Raya area need to start or intensify the use of digital channels in their marketing activities. Local governments, related agencies, and the MSME community are advised to provide training and assistance on the effective use of digital

marketing, including creating attractive content, managing social media, and using digital analytics to understand consumer behavior.

In addition, these results show that the adoption of digital technology can address limited capital and market access, which have been the main challenges for micro businesses. With relatively low costs, digital marketing allows micro-enterprises to compete more broadly and efficiently without requiring the large investments of conventional marketing. Strengthening digital marketing competencies is a strategic step to promote the sustainability and competitiveness of microbusinesses in the Tenayan Raya culinary industry. Support for an inclusive, collaborative digital ecosystem among business actors, the government, and the private sector will determine the sustainable success of digital transformation in this sector.

4.2. Implications of Brand Image on Consumer Attraction on MSME Business Growth

The SPSS analysis shows that brand image does not significantly influence consumer attractiveness in the context of culinary micro-enterprises in the Tenayan Raya area. Although in theory, brand image plays an important role in shaping consumer perceptions and decisions, in practice, consumers in this segment tend to consider other factors such as taste, price, location, and word-of-mouth recommendations. This finding implies that for micro enterprises in Tenayan Raya, investment in branding is not necessarily a top priority in their marketing strategy. This could be due to the characteristics of the local market, which still relies on social relations, customer loyalty based on direct experience, and a limited understanding of professional branding among micro businesses and their consumers.

However, this does not mean that brand image is entirely unimportant. Micro enterprises still need to maintain a consistent identity and service quality to build long-term brand recognition naturally. The main focus should first be on improving product quality, service, and direct marketing strategies to better align with local market conditions. Brand image development can be positioned as a medium- or long-term strategy once business foundations, such as product quality and customer service, are strong. Micro businesses in Tenayan Raya need to be more discerning in determining marketing strategy priorities, taking into account their unique market context and consumer behavior, which remains oriented towards functional rather than symbolic values.

5. CONCLUSION

Based on research on micro businesses in the culinary industry in Tenayan Raya, the findings indicate that digital marketing has a significant influence on the development of micro enterprises. In contrast, brand image does not have a significant effect on consumer attraction. The SPSS analysis supports this conclusion, showing that the digital marketing variable contributes positively to increasing visibility, sales, and market reach. The use of social media, digital platforms, and online services has proven an effective strategy for strengthening the position of microbusinesses amid growing competition. In contrast, the brand image variable does not significantly influence consumer decisions in choosing culinary products from micro businesses in the region. This suggests that consumers are more influenced by factors such as price, taste, convenience, and word-of-mouth recommendations than by formal brand perceptions. It also illustrates that, in the context of local microbusinesses, brand strength is not yet a dominant factor in attracting consumer interest.

These findings imply that micro-business actors in Tenayan Raya should focus their resources and marketing strategies on enhancing digital marketing. Investment in digital literacy, active use of social media, and collaboration with local digital platforms can be practical steps toward expanding market share and improving business sustainability. While brand image development remains important, it is more appropriate to pursue it gradually and over the long term once the operational and product-quality foundations are well established.

Thus, this research confirms the importance of adjusting marketing strategies to suit the characteristics of the local market. Digital marketing has proven to be an effective and relevant tool for micro culinary businesses in Tenayan Raya. In contrast, brand image should be developed in context and not prioritized during the early stages of micro-business growth.

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