

Analysis of Promotion Strategy and Product Quality on Increasing Sales of Culinary Products of MSMEs in Central Java Province

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ABSTRACT

Culinary MSMEs in Central Java Province play a vital role in driving regional economic growth but still face fundamental challenges, including inconsistent product quality, low digital literacy, limited access to capital, weak branding, and ineffective promotion strategies. These issues hinder their ability to compete with large companies and fully leverage the growing food and beverage market potential. This study applies a quantitative approach with a cross-sectional survey design involving 100 culinary MSMEs in Central Java, selected purposively to represent different business types and regions. Data were collected through a structured Likert-scale questionnaire and complemented with secondary sales data, then analyzed using validity and reliability tests, descriptive statistics, correlation, and multiple linear regression with SPSS 25. The findings reveal that both promotion strategy and product quality have a positive and significant effect on sales of culinary MSMEs in Central Java, both individually and simultaneously.



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the economy in many countries, including Indonesia (Adam & Dazki, 2022). MSMEs not only play a role in job creation but also in driving economic growth, promoting equitable development, and reducing poverty (Novie, 2024). In the current era of globalization and digitalization, MSMEs are required to be more adaptive to technological advancements, changes in consumer behavior, and increasingly competitive market dynamics (Yulia & Novitaningtyas, 2021). One of the fastest-growing subsectors is the food and beverage industry, both globally and nationally, as food demand is a basic necessity that continues to increase in line with population growth and lifestyle changes (Salwa et al., 2024).

The development of the global food and beverage industry shows a very rapid dynamic (Rahman, 2023). According to the Global Food & Beverage Industry Outlook 2029 report from MarketsandMarkets Meiriza et al. (2025), the global food and beverage industry is projected to grow from USD 273.2 billion in 2024 to USD 427.5 billion in 2029, with an average annual growth rate (YoY) of 9.4% (Ampa, 2023). This growth is driven by several key trends, such as increasing demand for plant-based proteins, personalized nutrition based on DNA and lifestyle, as well as the adoption of innovative technologies such as precision fermentation, automation, robotics, and blockchain for supply chain transparency (Bayti et al., 2025). In 2024 the industry's focus is on functional foods, probiotic beverages, eco-friendly packaging, and the expansion of online shopping penetration (Pradita & Kusworo, 2024). Meanwhile, by 2029 personalized nutrition, lab-cultured meat and dairy, smart packaging, and zero-waste practices are expected to become mainstream (Pristiyono et al., 2025). Geographically, North America still leads the market, while Asia Pacific records the fastest growth thanks to urbanization, shifting consumption patterns, and food innovations in China, India, Japan, South Korea, and Southeast Asia (Bisri, 2024). Major companies such as Cargill, Wilmar, ABB, Siemens, Thermo Fisher Scientific, Nutrigenomix, DNAfit, and Ginkgo Bioworks are pioneering

alternative proteins, production automation, food safety, and personalized nutrition (Anatan & Nur, 2023). This condition marks the future of the food and beverage industry as increasingly competitive, sustainable, and technology-based.

At the national level, Charisma et al. (2025) Micro, Small, and Medium Enterprises (MSMEs) are the main pillars of Indonesia's economy. Based on data from the Ministry of Cooperatives and MSMEs research by Szymański (2021), the number of MSMEs reached 64.2 million units, contributing 61.07% to the Gross Domestic Product (GDP) or equivalent to IDR 8,573.89 trillion. Farida & Setiawan (2022), MSMEs also absorbed 117 million workers, or around 97% of the total national workforce, and accounted for 60.4% of investments. The government continues to provide support through various programs, such as the Program Credit Information System (SIKP) for distributing People's Business Credit (KUR), Ultra Micro Financing (UMi) with a maximum ceiling of IDR 10 million that by 2021 had been distributed to 5.3 million business actors worth IDR 18 trillion, as well as Rumah UMi, which provides training, facilities, and product marketing (Sharabati et al., 2024). Vitsentzatos et al. (2022), the DJPb launched Digipay-Marketplace as an integrated digital payment system which, as of July 2021, had involved 822 work units, 360 vendors, and 5,716 transactions worth IDR 14.69 billion. All these initiatives demonstrate the government's strategic role in strengthening MSMEs to become more independent, competitive, and adaptive to the digitalization era (Ueasangkomsate & Suksatean, 2024).

Based on the 2023 Annual Micro and Small Industry Survey Munandar et al. (2025), the number of micro-scale industrial companies in Indonesia was recorded at 4,181,128 units, while small-scale enterprises reached 319,456 units. The provinces with the largest number of micro-enterprises were East Java (862,057 units), Central Java (811,039 units), and West Java (584,903 units) (Andreghetto et al., 2025). Anifowose et al. (2022), small enterprises were also dominated by East Java (115,414 units), West Java (56,736 units), and Central Java (51,887 units). These data show that the largest concentration of micro and small enterprises is located on the island of Java, with Central Java occupying an important position as one of the centers of MSME growth (Luján-Salamanca et al., 2025).

Specifically in Central Java Province, the role of MSMEs is very significant in driving the regional economy. Based on data from BPS Central Java 2025 research by Morales & Rubio (2025), Central Java's economic growth in the second quarter of 2025 was recorded at 5.28% (yoy), with household consumption expenditure as the main driver, contributing 61.56% to the Gross Regional Domestic Product (GRDP). In terms of business fields, the manufacturing industry contributed 33.34%, trade 13.48%, and agriculture 13.44% (Ossowska et al., 2025). The accommodation and food and beverage supply sector even grew by 9.42%, showing great potential for the culinary subsector (Melesse & Orrù, 2025). The 80th Central Java Anniversary Exhibition held in August 2025 also showcased the dynamics of culinary MSMEs, where sales turnover reached IDR 1.4 billion, an increase compared to the previous year's IDR 506 million (Chaldun et al., 2025). The event was attended by 228 MSME booths with various themes and brought together 980 MSMEs with 38 large corporate partners in a business matching event (Francksen et al., 2025). This reinforces that the culinary MSME sector in Central Java has a real and potential economic driving force (Calzadilla et al., 2025).

Behind these achievements, culinary MSMEs in Central Java still face various fundamental problems. Increasingly fierce competition, both among MSMEs and with large companies, puts pressure on business competitiveness. Product quality is often inconsistent, both in terms of hygiene standards, raw material selection, and product durability. Low digital literacy also makes it difficult for many MSMEs to take advantage of online platforms for promotion and marketing. In addition, limited access to capital, weak branding strategies, lack of human resource training, and unstandardized products are serious obstacles to the development of culinary businesses in Central Java. Promotion strategies and product quality have a significant effect on increasing sales. Research by Lopes et al. (2025) found that promotion strategies had a positive and significant effect on sales of culinary MSME products with a significance of $0.000 < 0.05$. Zebua et al. (2022) showed that product quality had a positive effect of 45% on sales volume in the food and beverage sector. Muslimin et al. (2025) showed that promotion strategies and product quality simultaneously explained 63% of sales variation ($R^2 = 0.63$). This fact emphasizes the importance of effective promotion and consistent product quality in increasing the competitiveness and sales of MSMEs.

Based on this description, it can be concluded that promotion strategies and product quality are important factors that determine the success of MSME culinary sales, especially in Central Java Province, which has great potential but also faces serious challenges. Therefore, research entitled

“Analysis of Promotion Strategies and Product Quality on Increasing Sales of Culinary MSME Products in Central Java Province” is important to provide empirical insights as well as practical recommendations in efforts to encourage the competitiveness of culinary MSMEs amid increasingly fierce market competition.

RESEARCH METHODS

This study employs a quantitative approach with a cross-sectional survey design and a sample of 100 culinary MSMEs in Central Java, selected purposively/stratified to represent geographical distribution and types of businesses (Waruwu et al., 2025). The main instrument used is a structured questionnaire with a Likert scale to measure the constructs of Promotion Strategy (X1), Product Quality (X2), and Sales Improvement (Y). In addition to the questionnaire, secondary data on monthly sales were also collected to complement the measurement of the dependent variable. In the testing process, several aspects of the instrument and data will be examined, including item validity, construct reliability (Cronbach’s alpha), and descriptive analysis to present the characteristics of the sample and variable distribution (mean, median, standard deviation, frequency) (Prayogi et al., 2024). Furthermore, consistency and correlation among indicators within each construct will be tested, as well as transformation or re-measurement if data quality issues are identified.

For the analysis of relationships among variables, this study will examine the basic assumptions of the model and conduct the main statistical tests, including correlation analysis between variables, multiple linear regression to test the influence of Promotion Strategy and Product Quality on Sales Improvement, individual significance test (t), overall model significance test (F), and the coefficient of determination (R^2) to determine the contribution of independent variables to sales variability (Mustofa et al., 2024). All analyses are planned to be conducted using SPSS version 25.

RESULTS AND DISCUSSION

Results

Table 1. Respondent Characteristics

| Characteristic | Category | Frequency | Percentage (%) |
|-------------------|-----------------------|-----------|----------------|
| Gender | Male | 42 | 42.0 |
| | Female | 58 | 58.0 |
| Age | < 25 years | 12 | 12.0 |
| | 25–35 years | 39 | 39.0 |
| | 36–45 years | 31 | 31.0 |
| | > 45 years | 18 | 18.0 |
| | | | |
| Education | Elementary/ Junior HS | 15 | 15.0 |
| | Senior HS/Vocational | 47 | 47.0 |
| | Diploma/Bachelor | 32 | 32.0 |
| | Master’s | 6 | 6.0 |
| Type of Business | Traditional Food | 28 | 28.0 |
| | Beverages/Café | 22 | 22.0 |
| | Catering | 18 | 18.0 |
| | Snacks/Cakes | 32 | 32.0 |
| Business Duration | < 3 years | 25 | 25.0 |
| | 3–5 years | 37 | 37.0 |
| | 6–10 years | 21 | 21.0 |
| | > 10 years | 17 | 17.0 |
| Employees | 1–2 persons | 41 | 41.0 |
| | 3–5 persons | 36 | 36.0 |
| | > 5 persons | 23 | 23.0 |
| Monthly Turnover | < IDR 10 million | 27 | 27.0 |
| | IDR 10–25 million | 42 | 42.0 |
| | IDR 26–50 million | 21 | 21.0 |
| | > IDR 50 million | 10 | 10.0 |

The characteristics of respondents in this study provide an overview of the profile of MSME culinary business owners in Central Java Province. Based on gender distribution, the majority of respondents were female (58.0%), while male respondents accounted for 42.0%. This finding indicates that women play a dominant role in managing and developing culinary businesses, which aligns with the cultural context where many women in Indonesia are actively engaged in the food and beverage sector as both entrepreneurs and household economic contributors. In terms of age, most respondents fell within the productive age categories of 25–35 years (39.0%) and 36–45 years (31.0%), followed by those above 45 years (18.0%) and below 25 years (12.0%). This age distribution reflects that culinary MSMEs are primarily managed by individuals in their most productive years, who generally possess a balance of energy, experience, and decision-making capability. The relatively smaller percentage of younger respondents under 25 years also suggests that entrepreneurship in the culinary sector requires some level of maturity and capital, which may not yet be accessible to younger individuals.

Educational background among the respondents shows that nearly half (47.0%) had completed senior high school or vocational education, followed by diploma or bachelor graduates (32.0%), while 15.0% had elementary or junior high education, and only 6.0% had attained a master's degree. This indicates that most culinary MSME entrepreneurs come from moderate educational levels, where practical skills and experience play a more significant role than formal education in running a business. However, the presence of diploma, bachelor, and master's graduates also shows that higher education increasingly contributes to the development and professionalization of MSMEs. Regarding business-related characteristics, the majority of MSMEs specialized in snacks or cakes (32.0%), followed by traditional food (28.0%), beverages/cafés (22.0%), and catering (18.0%). Most businesses had been operating for 3–5 years (37.0%), with a significant number lasting less than 3 years (25.0%), while 21.0% had been running for 6–10 years and 17.0% for more than 10 years. In terms of scale, many MSMEs employed 1–2 workers (41.0%) or 3–5 workers (36.0%), and only 23.0% had more than 5 employees. Monthly turnover varied, with 42.0% earning between IDR 10–25 million, while smaller businesses earning less than IDR 10 million accounted for 27.0%. Only 10.0% reported turnover above IDR 50 million, highlighting that while the majority of culinary MSMEs are still small-scale, there is also potential for significant revenue growth within the sector.

Classical Assumption Tests

Table 2. Normality Test Results

| Kolmogorov-Smirnov Value | Description |
|--------------------------------|-------------|
| Asymp. Sig. (2-tailed) = 0.325 | Normal |

Source: Primary Data Processed, 2025

The Kolmogorov-Smirnov test shows a significance value of 0.325 (> 0.05), indicating that the residuals are normally distributed. Thus, the regression model is valid for further analysis in explaining the relationship between promotion strategy, product quality, and sales performance of culinary MSMEs in Central Java.

Table 3. Multicollinearity Test Results

| Independent Variable | Tolerance | VIF | Description |
|----------------------|-----------|-------|----------------------|
| Promotion Strategy | 0.447 | 2.236 | No Multicollinearity |
| Product Quality | 0.447 | 2.236 | No Multicollinearity |

Source: Primary Data Processed, 2025

Both independent variables have a tolerance value > 0.10 and $VIF < 10$, which means there is no multicollinearity. Promotion strategy and product quality can be tested simultaneously in the regression model without overlapping effects.

Table 4. Heteroscedasticity Test Results

| Variable | Sig. Value | Description |
|--------------------|------------|------------------|
| Promotion Strategy | 0.101 | Homoscedasticity |
| Product Quality | 0.699 | Homoscedasticity |

Source: Primary Data Processed, 2025

The significance values for both independent variables are > 0.05 , showing no indication of heteroscedasticity. This indicates the regression model has consistent variance and is suitable for hypothesis testing.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

| Variable | B | Std. Error |
|--------------------|-------|------------|
| Constant | 2.917 | 1.887 |
| Promotion Strategy | 0.367 | 0.093 |
| Product Quality | 0.299 | 0.085 |

Source: Primary Data Processed, 2025

Regression equation

$$\text{Sales} = 2.917 + 0.367X_1 + 0.299X_2 + e$$

The regression analysis indicates that the constant value of 2.917 reflects the baseline sales performance of culinary MSMEs in Central Java Province when both promotion strategy and product quality are assumed to remain constant. This means that even without any improvement in these two independent variables, sales still hold a positive value, which may be influenced by other external factors such as consumer demand, market conditions, or brand familiarity. The constant thus serves as a benchmark to assess the additional contribution of promotion strategy and product quality to sales growth. Furthermore, the coefficient of 0.367 for promotion strategy suggests that every improvement of one unit in promotional activities leads to an increase of 0.367 units in sales, assuming other factors remain unchanged. This finding highlights the significant role of promotion in reaching wider audiences, raising consumer awareness, and ultimately boosting purchase decisions. For culinary MSMEs, effective marketing communication, advertising, and sales campaigns can be powerful drivers to attract both new and returning customers, thereby directly enhancing sales performance. Similarly, the product quality coefficient of 0.299 indicates that every one-unit improvement in product quality contributes to a 0.299-unit increase in sales, with other variables held constant. This demonstrates that offering high-quality products is a crucial factor for sustaining consumer satisfaction and loyalty. In the culinary sector, product quality often relates to taste consistency, freshness, hygiene, and packaging, all of which influence consumer perceptions and repeat purchases. Together with promotion strategies, product quality ensures that MSMEs can remain competitive in the dynamic food market, reinforcing their capacity to increase sales sustainably.

Hypothesis Testing

Coefficient of Determination (R^2)

The R^2 value is 0.526 (52.6%). This means that promotion strategy and product quality together explain 52.6% of the variation in sales, while 47.4% is explained by other factors (e.g., customer loyalty, pricing, distribution, or digital marketing).

Table 6. F-Test Results

| F Count | F Table | Sig. | Description |
|---------|---------|-------|-----------------------------|
| 53.872 | 3.09 | 0.000 | Significant Influence Found |

Source: Primary Data Processed, 2025

Since the significance value is 0.000 (< 0.05) and F count (53.872) $>$ F table (3.09), promotion strategy and product quality together have a significant influence on sales. This confirms that the regression model is valid.

Table 7. t-Test Results

| Variable | t Count | t Table | Sig. | Description |
|--------------------|---------|---------|-------|-------------|
| Promotion Strategy | 3.929 | 1.984 | 0.000 | Significant |
| Product Quality | 3.504 | 1.984 | 0.001 | Significant |

Source: Primary Data Processed, 2025

The results of the t-test analysis show that both promotion strategy and product quality have a positive and significant effect on sales of culinary MSMEs in Central Java Province. Specifically, the promotion strategy variable obtained a t-count of 3.929, which is greater than the t-table value of 1.984, with a significance value of $0.000 < 0.05$. This indicates that effective promotion strategies significantly enhance sales performance. Similarly, the product quality variable recorded a t-count of 3.504, also greater than the t-table value of 1.984, with a significance value of $0.001 < 0.05$, meaning that better product quality positively contributes to increasing sales. These findings confirm that both strategic promotion and high product quality play crucial roles in driving consumer purchase decisions and improving the competitiveness of culinary MSMEs.

Discussion

1. The Effect of Promotion Strategy on Sales ($X_1 \rightarrow Y$)

The t-test results show that promotion strategy has a positive and significant effect on sales of culinary MSMEs in Central Java Province (t count = 3.929 > t table = 1.984; sig. 0.000 < 0.05). This indicates that more effective and targeted promotional activities lead to higher sales performance. Promotion plays a crucial role in building consumer awareness, attracting new customers, and retaining existing ones by providing information and reinforcing product value. For MSMEs, effective promotional tools such as online advertising, social media campaigns, and direct marketing have become essential in expanding market reach.

These findings are consistent with several previous studies. Dewi & Setiawan (2024) found that promotional strategies positively influence sales performance in the culinary sector. Silviah (2025) also highlighted that successful promotion enhances consumer appeal and purchasing decisions. Alhusori & Hasmarini (2025), promotion is a key form of marketing communication that persuades and reminds consumers of a product. Research by Ayu et al. (2025) confirmed that digital promotion significantly boosts MSME sales. Fajerin et al. (2025) demonstrated that integrated promotion strategies contribute to increased customer loyalty and sales growth. Thus, this study supports the argument that promotion is a strong determinant of sales performance.

2. The Effect of Product Quality on Sales ($X_2 \rightarrow Y$)

The t-test analysis also demonstrates that product quality significantly affects sales (t count = 3.504 > t table = 1.984; sig. 0.001 < 0.05). This means that higher product quality—reflected in taste, consistency, hygiene, freshness, and packaging contributes to better sales outcomes. In the culinary industry, product quality is often the primary factor influencing consumer satisfaction and loyalty. When MSMEs ensure that their products meet customer expectations, repeat purchases are more likely, thereby increasing overall sales performance.

This finding aligns with Deffani & Soeprapto (2024), who revealed that product quality has a significant and positive effect on sales. Pohan et al. (2023) explained that quality influences customer perceptions and directly affects buying behavior. According to Agata & Ali (2025), high-quality products enhance consumer loyalty and long-term business growth. Syuhada et al. (2023) indicated that taste and hygiene consistency improve MSME competitiveness. Irawati et al. (2025) emphasized that product quality is a strategic advantage in differentiating businesses within a competitive culinary market. Therefore, the results of this study further strengthen the view that superior product quality is essential to drive MSME sales.

3. The Joint Effect of Promotion Strategy and Product Quality on Sales ($X_1 \& X_2 \rightarrow Y$)

The F-test results confirm that promotion strategy and product quality together have a significant influence on sales of culinary MSMEs in Central Java Province (F count = 53.872 > F table = 3.09; sig. 0.000 < 0.05). This implies that when both promotion strategies and product quality are improved simultaneously, they produce stronger sales growth compared to their individual effects.

While promotion enhances visibility and customer interest, product quality ensures satisfaction and repeat purchases. Therefore, the synergy of both factors becomes a critical driver of sustainable sales performance for MSMEs.

This is in line with the research of Megawati (2023), who found that both promotion and product quality significantly contribute to sales growth. Akbar et al. (2025) emphasized that effective promotion combined with consistent product quality leads to higher consumer trust and repeat purchases. Graciella & Kristianto (2025) highlighted that the integration of marketing strategies and product excellence enhances MSME competitiveness. Lubis et al. (2025), sales are maximized when promotional activities are supported by reliable product quality. Daud et al. (2025) reported that the joint effect of marketing strategies and product quality provides a competitive advantage, particularly in the food and beverage sector. This study reaffirms that both promotion and product quality must be managed simultaneously to optimize sales outcomes.

CONCLUSION

Based on the research results and discussion, it can be concluded that promotional strategies and product quality have a positive and significant impact on increasing sales of culinary MSMEs in Central Java Province, both partially and simultaneously. An effective promotional strategy can increase consumer awareness, attract purchasing interest, and expand market reach, while good product quality—shown through taste, cleanliness, consistency, freshness, and packaging—is an important factor in building customer satisfaction and loyalty. Furthermore, the combination of the two produces a strong synergy in driving sustainable sales growth, so MSMEs need to consistently pay attention to these two aspects to strengthen competitiveness and ensure business continuity amidst increasingly fierce market competition.

Based on these findings, it is suggested that culinary MSMEs in Central Java Province should continuously enhance their promotional strategies by utilizing digital platforms such as social media, online marketplaces, and targeted advertising to effectively reach wider audiences. At the same time, MSMEs need to maintain and improve product quality by ensuring consistent taste, hygiene, attractive packaging, and innovation to meet changing consumer preferences. Collaboration with local governments, business associations, and training institutions can also provide valuable support in terms of marketing skills, product development, and quality assurance. By balancing effective promotion with superior product quality, MSMEs will be better positioned to increase sales, strengthen competitiveness, and achieve sustainable business growth.

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