

## Social Media Application For Coffee Shop Development In Bandung City

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### ***Abstract***

Received: 4 Mei 2023

Revised: 6 Mei 2023

Accepted: 24 Juni 2023

MSMEs are self-sustaining, productive economic operations carried out by people or company organizations that are not subsidiaries in order to reap profits. MSMEs Coffee Shops in Bandung had to fight to innovate items in order to survive the pandemic. The purpose of this research is to investigate the impact of social media, innovation, and training on the development of coffee shop micro, small, and medium enterprises in Bandung. The research question is: Is there any influence of social media, innovation, and training variables on business development, both partially and simultaneously. The goal and benefits of this are to understand the partial and simultaneous impacts of the independent factors on the independent variables. The sample size for this study was 96 people.

**Keywords:** Social Media; Business; Development and Training;

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### **How to Cite:**

Rafid, M., Sutaguna, I., Rukmana, A., Fauzan, R., & Yusuf, M. (2023). Social Media Application For Coffee Shop Development In Bandung City. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2). doi:<https://doi.org/10.24256/kharaj.v5i2.3874>

### **INTRODUCTION**

The rapidly growing marketing strategy encourages business operators to continue to innovate to compete. This is demonstrated by the emergence of more and more new products with various innovations. A number of industries and companies already operating globally respond to this increasingly competitive business world. Therefore, the operation of the company is also influenced by the state conditions, one of which is the rate of population growth. The level of social needs such as transportation is influenced by the growing population. The exchange rate that can be exchanged for money or other goods for the profit obtained by a person or group from a good or service at a certain point is called the price. The price indicates the monetary value of goods or services. In other words, customers will buy goods if the investment, including money and time, is proportional to the profit they expect from the production of goods or services offered by the company.

A place or box used to market the goods. To ensure that marketing can succeed and that customers in need can easily get the product offered, price is one of the important components of the marketing mix. The right distribution channels also determine a successful marketing strategy. Distribution channels are very important. In this case, distribution channels include all efforts made by an enterprise to make its goods or services easily obtainable or available to its customers and consumers. Some of the above dimensions can be applied to the service business, but most of them are based on the experience and research of manufacturing companies. There are five dimensions of service quality, according to Parasuraman (Jasfar, 2005):

Quality education should be given to all employees of the company, from top managers to operational employees. The concept of quality as a business strategy, tools and methods for implementing quality strategies, and the executive role in their implementation are some of the elements to be considered in this education. The measurement and quality objectives used in guiding the company to its vision should be part of the strategic planning process.

The only most effective method that management can use to change organizational behavior is the review process. This process ensures constant attention to achieving quality goals. The Communication. The company's communication processes influence the implementation of the organization's quality strategy. Communication should be made with employees, pigs, and other shareholders of the company. These include suppliers, shareholders, governments, the general public, and others. Appreciation and Confession (penghargaan manusia complete). Recognition and recognition are important components in implementing quality strategies. All well-performing employees should be appreciated and recognized. Therefore, it can enhance the motivation, morality, pride, and sense of ownership of each member of the organization. This can make a huge contribution to the company and the customers served.

As a conclusion of the above principles of service or service quality, the service organizer company must follow six principles to create a conducive environment. Among these principles are the presence of a leader in a company, all employees are educated about the quality of service, plan to the company's vision, conduct the review process for each plan, and the preservation of the company.

In order to improve the quality of the service, there are many factors to consider. To improve the quality of service, Tjiptono (2014) mentions several key components to pay attention to:

Identify important factors that affect the quality of service. Every service company that seeks to provide the best service to its customers must conduct research to determine which services dominate the market. Then, based on the results of this research, the company and its competitors are evaluated in the market so that the company can concentrate on improving the quality on the aspect of dominance by knowing its reactive position in the eyes of customers compared to its rivals.

It's not uncommon for a company to exaggerate in delivering its message to their customers in an interesting way. This can be a big mistake as the more promises are made the higher the customer's expectations, which in turn increases the likelihood of not meeting the customers' expectations.

Prove the quality of service. Monitoring proof of service quality aims to improve customer perception both before and after using the service. Therefore, since a service is performance and cannot be perceived as a commodity, customers tend to see tangible facts related to the service as proof of quality. From a service company's point of view, proof of quality includes everything that the customer considers as an indicator of the quality of the service to be provided (examination before the service) and quality of service received. (ekspektasi setelah layanan).

With technological and scientific advances, societies have undergone major changes in the way they live, as well as in the ways they market their economic goods. Indirectly, changes in digital payment systems will gradually change the way ordinary people buy food. ShopeeFood is a

food messaging service that helps drivers, food packers, and consumers. Because of the COVID-19 pandemic, people switch to buying food online because of the distance and psbb rules.

In the midst of the COVID-19 pandemic, there were several factors that influenced my decision to use the ShopeeFood app. Price, promotion, and quality of service are some of the factors that can influence the purchase decision through the ShopeeFood app. On the other hand, the measurement of purchase decisions through the ShopeeFood app refers to the type of product, form, brand, seller, amount, time, and method of payment. Here is the framework for this research. The research hypothesis can be submitted as follows based on the problem formula, the theoretical discussion, the framework of thinking, and the conceptual framework already outlined.

H1: Customer purchase decisions are influenced by the promotion.

H2: Consumer purchase decisions are influenced by price.

Indonesia is one of the countries with the largest producer and consumer of coffee in the world, this effort is very promising especially in modern times to open the MSMEs Coffee Shop so that consumers are interested in coffee drinks and the atmosphere of the store. According to Ario Fajar Head of Marketing PT Toffin Indonesia, the number of coffee shops in Indonesia in the last three years has tripled from 1,083 outlets in 2016 to 3,000 outlets by the end of 2021, and in the forecast continuously expanding in 2022 coffee stores will grow by 10 percent to 15 percent around 3,300 to 3,450 coffee shop.

MSMEs Coffee Shop is an enterprise in the culinary field specializing in selling proven drinks that in modern times are now in great demand. The expertise of the barista who drinks in the Coffee Shop becomes a delicious drink, a suitable composition, the uniqueness of the product, a convenient place presented by the owner of the MSMEs Coffee shop to consumers. In this study the object of research is MSMEs that carried out a small business in the field of culinary specialty beverages namely Coffee Shop in the city of Bandung experienced a fairly rapid development, ± there are about 96 Coffee shop with modern coffee shop market segments mostly are millennial children where marketing strategies use social media.

It is informed from the source of the Central Statistics Agency that in the current pandemic MSMEs that is really disrupted due to the impact of COVID-19, only about 50 to 70 percent of MSMEs created creative innovations, source: Bps.go.id (2020). They are also affected by Covid-19. It means that not 96% of all MSMEs is creating an innovative and creative on the enterprise. Because creativity is important especially in the product to be its own characteristics, and MSMEs uses a small capital then the business owner must be creative to be different. Even if the price of the product is expensive, consumers will be interested. As well as the training that has been done will increase creativity umkm in increasing sales.

## 2. LITERATURE REVIEW

### A. MSMEs

David Wijaya (2018:8), MSMEs is the business group with the largest number and proved reliable in the face of the economic crisis. Therefore, the government paid more attention to MSMEs because it could be said that MSMEs is the biggest focus of the Indonesian people.

### B. Social Media

Nasrullah (2017:11), social media is a medium on the Internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually.

### C. Training

According to Cycula in Mangkunegara (2012: 50), "Training is a short-term educational process that employs systematic and organized procedures in which non-managerial employees learn technical knowledge and skills for limited purposes."

D. Framework Of Thinking

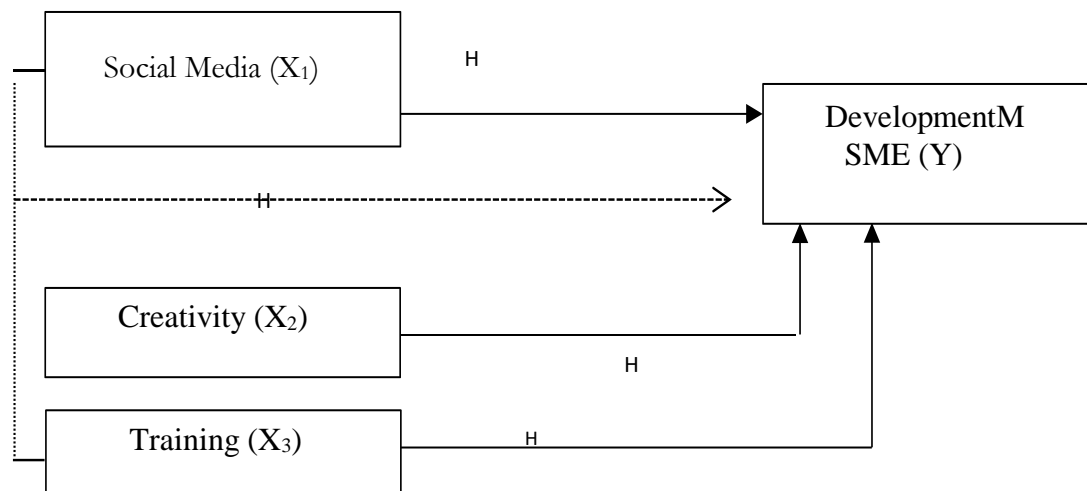


Figure 1. Thinking Framework

Information:

H1: The Partial Impact of Social Media on MSMEs Development.

H2: The Partial Impact of Creativity on MSMEs Development.

H3: The Partial Impact of Training on MSMEs Development

H4: Simultaneous Impact of Social Media, Creativity and Training on UMKM Development

H3: Customer purchasing decisions are influenced by the quality of service.

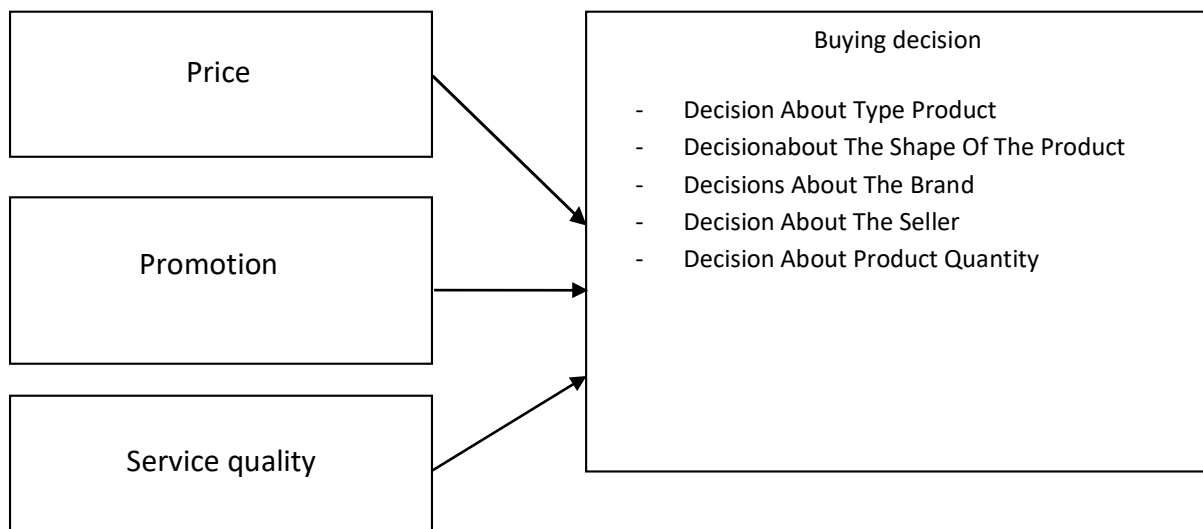


Figure 1. Factors Influencing the Purchase Decision for the ShopeeFood application within the International Bali University.

**METHODS**

This research was carried out in the city of Bandung with the object of Micro, Small and Medium Enterprises (MSMEs) in the food and beverage sector, specifically Coffee Shops. the population used is Micro, Small and Medium Enterprises (UMKM) in the city of Bandung with

96 samples. This type of research is quantitative data. The data sources used in this study are Primary and Secondary Data.

## RESULT AND DISCUSSIONS

### Multiple Linear Regression Analysis

Multiple linear regression analysis can be used to find out how the independent variables influence, namely the use of social media and (business development at MSMEs coffee shops in the city of Bandung. The multiple linear regression equation used in this study is as follows:

Table 3. Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	34,000	6,919		4,914	.000
	Social media	.206	.094	.221	2,207	.030
	Creativity	.655	.126	.518	5.181	.000
	Training	.124	.087	.146	1,419	.159

a. Dependent Variable: Social Media

### Coefficient of Partial Determination

A partial determination coefficient is used to determine the magnitude of the influence of one of the independent variables (X) on the partially dependent variable (Y).

Table of 6. Coefficient of Partial Determination

Variable	Relative Contribution	In %
Social Media (X1)	0.12	11%
Creativity (X2)	0.74	76%
Training (X3)	0.12	11%

Based on the table above that the size of the partial determination coefficient for the relative variable contribution of Social Media was 11%, creativity was 76% and Training was 11%. Thus, the greatest relative contribution is creativity to the development of enterprise.

### The Impact of Social Media Use (X1) on Business Development (Y)

In the Double Linear Regression Test there is the regression equation  $Y = 34,000 + 0,206 X_1 + 0,655 X_2 + 0,124 X_3$ , which means the variable regression coefficient of Social Media Use (X1) is 0.206. In the Partial Test (Test) variable Social Media Use (X1) showed that the thitung value of 2,207 > tables of 1,984 and the significance value of 0,030 < 0,05, then it can be concluded Ho rejected and Ha accepted.

## CONCLUSION

Based on the results and discussions in the previous chapter on the impact of the use of social media, creativity and training on the development of business at UMKM Coffee Shop Kota Bandung can be concluded that at a real level 5%:

- 1) Based on the Partial Test (Test), the thitung value of 2,207 > tables of 1,984 and the significance value of 0,030 < 0,05, then it can be concluded Ho rejected and Ha

accepted, answering the 1st hypothesis means “The use of social media has an impact on the development of business on the coffee shop business in the city of Bandung.

- 2) Based on the Partial Test (Test t), the thitung value of 5,181 > tables of 1,984 and the significance value of 0,000 < 0,05, then it can be concluded that H0 is rejected and Ha is accepted, answering the 2nd hypothesis meaning “Creativity influences the development of business on coffee shop in the city of Bandung
- 3) Based on the partial test (Test t) thitung value of 1.419 < tables of 1.984 and significance value of 0.159 > 0.05 meaning can be concluded H0 accepted and Ha rejected, answer the 3rd hypothesis means “Training is not influential to the development of business on coffee shop enterprises in the city of Bandung.
- 4) Based on the Simultaneous Test (Test F), the value of Fcal = 43,114 > Ftable = 3,09 and the significance value of 0,000 < 0,05, which means that the hypothesis in this study H0 is rejected and Ha is accepted. Answering the fourth hypothesis means “The use of social media, creativity and training has a positive and significant impact simultaneously on the development of business on the coffee shop business in the city of Bandung.

The determination coefficient value of 0.481 means that the contribution of the influence of the regression equation with the formula  $Y = a + b_1X_1 + b_2X_2 + b_3X_3$  is  $Y = 34,000 + 0,206X_1 + 0,655X_2 + 0,124X_3$  Where the determination coefficient of Social Media Use (X1), Creativity (X2) and Training (X3) towards Business Development (Y) of UMKM Coffee Shop was 48,1%, while the remaining 51,9% was influenced by other factors not discussed in this study.

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