



# Analysis of digital transformation on the economic growth of culinary business In Makassar City

Nurchayadi <sup>1</sup>, Anas Iswanto Anwar <sup>2</sup>, Sanusi Fattah <sup>3</sup>

<sup>1,2,3</sup> Faculty of Economics, Hasanuddin University, Makassar, Indonesia

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## ARTICLE INFO

### Article history:

Received Jul 17, 2023  
Revised Jul 26, 2023  
Accepted Jul 28, 2023

### Keywords:

Economic growth;  
Information;  
Makassar city.

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## ABSTRACT

The development of technology, information and the internet also extends to the business sector, where entrepreneurs take advantage of the internet to widely disseminate their business products and services. One of the business sectors that is growing rapidly at this time is the culinary sector. This is due to the large number of requests and the large number of opportunities that you get when you are in the online culinary business. One of the purposes of this research is to find out and analyze the effect of Innovation and Creativity on the economic growth of the culinary business in Makassar City. The method used in this research is descriptive research method using a quantitative approach. The results of the study can be concluded that there is a significant influence between innovation and creativity on the economic growth of the culinary business in Makassar City.

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### Corresponding Author:

Nurchayadi,  
Faculty of Economics,  
Hasanuddin University,  
Jl. Perintis Kemerdekaan, Tamalanrea Indah, Makassar, 90245, Indonesia,  
Email: [adikahyadi243@gmail.com](mailto:adikahyadi243@gmail.com)

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## 1. INTRODUCTION

The era of the industrial revolution 4.0 made people's activities inseparable from technology and the internet. People are used to using technology-based smart phones and the internet. The development of technology, information and the internet also extends to the business sector, where entrepreneurs take advantage of the internet to widely disseminate their business products and services (Farida et al., 2020; Harahap & Rafika, 2020; Ihsan et al., 2020). Before the emergence of the internet, business actors and business people carried out their business activities in the traditional way but after the advent of the internet, business actors then traded online. Internet of Things (IoT) is a new era of Information and Communication Technology (ICT) for the industry. IoT is an effective way to solve information management problems among industry practitioners. This technology plays a role in reducing operating costs, reducing purchasing costs while increasing market share and improving relationships with partners and customers. Other perceived benefits include increasing productivity at minimum costs, and innovating. Digital transformation has

functions in design, manufacture, marketing, sales, presentation and is a data-based management model (Jiao et al., 2022; Syafruddin et al., 2022; Ulas, 2019).

One of the business sectors that is growing rapidly at this time is the MSME Culinary sector. This is due to the large number of requests and the large number of opportunities that you get when you are in the online culinary business (Ausat et al., 2023; Fauzi & Sheng, 2022; Srimulyani & Hermanto, 2021). With the various conveniences and benefits that can be obtained, this encourages entrepreneurship to be able to develop culinary businesses and provide the latest innovations in the culinary world. The development of this culinary business is accompanied by the increasing number of restaurants that have sprung up, both ordinary restaurants and fast food restaurants (Rawson & Shore, 2019; Walker, 2021; Wellton & Lainpelto, 2021). The menus and facilities offered are also growing, starting from places that are just for enjoying home-cooked food with simple menus to luxury restaurants that serve a variety of unique and luxurious international standard menus (Gössling et al., 2010; Gössling & Hall, 2021; Steven, 2018).

Research conducted by LD FEB UI at the end of 2017 examined the socio-economic impact of on demand applications on the Indonesian economy. This research involves a digital on demand application from Indonesia, namely Go-Jek. With more than 7,500 respondents, including 3,465 consumers and 806 MSME partners who are members of the Go-Jek platform. These respondents are active MSME partners and consumers, the sample represents the population of driver partners, MSME partners and consumers in 9 regions, namely Bandung, Bali, Balikpapan, Jabodetabek, DI Yogyakarta, Makassar, Medan, Palembang and Surabaya (University of Indonesia, 2021).

The results of this research found that the average increase in turnover from culinary MSMEs after joining Go-Jek was 26 percent. The increase that occurred only came from sales before and after joining Go-Jek. Of all culinary MSMEs, 82 percent of them experienced an increase in turnover. The 50 percent who experienced an increase in turnover experienced an increase of above 10 percent. As of July 2018, culinary MSMEs that have joined Go-Jek have reached 120,000 partners. Regarding this, Go-Jek's Chief Corporate Affairs Nila Marita said, the community's need for food delivery services saw it growing even before the Go-Jek application was launched in 2015. Meanwhile, according to data from LD FEB UI, this year's culinary business has jumped sharply to 9.5 percent of the National Gross Domestic Product (GDP). One of the triggers is the growing online delivery service. Meanwhile, the data results also state the reason why MSMEs cooperate with Go-Jek, namely 80 percent to increase customer trust and 76 percent to maintain long-term business continuity. It can be seen that with the Go-Jek application for MSME actors, it is necessary to master digital literacy and economic literacy to develop their business (Kompas, 2018).

Digital transformation is an integral part of regional connectivity efforts. The availability of information strongly supports the continuity of digital transformation in the economic sector which involves the main business, organizational structure and management concept of a business entity. In its development, business actors need to integrate overall coordination, prioritization and implementation. Connectivity plays a role in encouraging cooperation between various parties in economic growth through the digital economy (Bahasoan et al., 2019). Digital connectivity can also improve the quality of human resources who have high technology, information and communication competencies. By looking at the current phenomenon, the adoption of digital technology plays an important role in making smart decisions to carry out business activities. Apart from that, processing large amounts of information quickly requires an understanding of the basics of making smart economic decisions. Smart economic decisions are indicated by the ability to mix available resources to create benefits. To create value that is formed in behavior requires digital transformation in the aspects of logistics, marketing, and also product sales transactions (Mirwan et al., 2023).

The concept of the digital economy is understood and applied in the form of a new business model based on information technology via the internet. The consistency of the digital economy can be reflected in large industrial competition that utilizes information technology. The trade war between big industries in America (Microsoft, Apple, Amazon, Facebook, and the like) and big industries in Asia (Alibaba, Samsung, Weibo, Grab, and Gojek) is getting inevitable. Competition in the field of technology and information also affects the level of competition in ASEAN, including Indonesia. According to data, there are 125,000 new internet users in ASEAN. As a result, ± 160 million Indonesians are affected by digital transformation trends, 124% of whom access via mobile devices (Social, 2020).

One of the digital economic activities that is currently developing in Makassar City is the use of internet-based social media or commonly known as online trading. Where business people in Makassar City promote their products via the internet as a communication tool that is in great demand by the public, with social media, entrepreneurs can also use their smartphones as a medium to promote their products so that they can be recognized by the wider community.

The growth of micro businesses makes them a source of growth in employment and income opportunities. The number of Micro, Small and Medium Enterprises in South Sulawesi Province itself at the end of 2016 had reached 916,232 business units.

Data from the Office of cooperatives and UMK in Makassar City which utilizes digital transformation in their business activities. This study aims to test the importance of understanding the right digital transformation model for each MSME, especially taking advantage of the accelerated moment due to social restriction policies during the pandemic, because choosing the right model will provide good opportunities for successful transformation. Digital transformation is a term used in academics to refer to organizational changes that are influenced by digital technology. Digital transformation occurs because of changes driven by technological developments in organizations and the environment.

So, based on the background description above, it is important to conduct research with the title "Digital Transformation Analysis of Culinary Business Economic Growth in Makassar City".

## 2. RESEARCH METHOD

The method used in this research is descriptive research method using a quantitative approach. Descriptive research is research that uses observation, interviews or questionnaires regarding the current situation, regarding the subject being researched by researchers. Through questionnaires and so on we collect data to test hypotheses or answer a question. Through this descriptive research, the researcher will explain what actually happened regarding the current situation being studied. The research approach in this thesis uses a quantitative research approach, as stated (Sugiyono, 2019) that the quantitative research method is defined as a research method based on the philosophy of positivism, used to research on certain populations or samples, collecting data using research instruments,

The selection of the sample was determined using purposive sampling method, namely a non-random sampling technique in which the researcher determines sampling by establishing special characteristics or criteria that are in accordance with the research objectives so that they are expected to be able to answer research problems. The sample used as the object of this study is Makassar City Culinary, which meets the following criteria: (a) Business that has been running for at least 1 year; (b) Business engaged in Culinary; (c) Businesses that have adopted digital systems.

Sampling is a procedure in which only a portion of the population is taken and used to determine the desired characteristics and characteristics of a population (Siregar, 2013). The number of samples in this study were taken using the slovin formula, as follows:

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

Where :

n = Sample size

N = Total Population

e = Error in sampling, for example 10% based on the formula, then the sample size is as follows:

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

$$n = \frac{5.349}{1+5.349(0.10)^2} \quad (3)$$

$$n = N 1 + N ( e ) 2$$

$$n = 5.349+ 5.349 (0.10)2$$

n = 99.9 Rounded up to 100 so that the number of samples in the study to be studied is 100 Culinary in Makassar City.

The primary data used in this study is used as a reference for analyzing and calculating research variables. In addition to primary data, researchers also use secondary data, namely data obtained indirectly from the source. Secondary data in this study were obtained through the Makassar City Office of Cooperatives and UKM related to the problem under study.

Multiple linear regression analysis is used so that researchers can find out how big the relationship and influence of the independent variables ( $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  and  $X_5$ ) on the dependent variable (Y). And to get more targeted results, the researchers plan to use the help of the SPSS application program. This research is about how digital transformation influences the economic growth of the culinary business in Makassar City, as follows

$$Y = \alpha + \beta_1 .X_1 + \beta_2 .X_2 + \beta_3 .X_3 + \beta_4 X_4 + \beta_5 .X_5 + \varepsilon \quad (4)$$

Where:

Y	=	Culinary Business Economic Growth
$X_1$	=	Use of Digital Media
$X_2$	=	Job Simplification
$X_3$	=	Technology Adoption and Integration
$X_4$	=	Acceleration of Change
$X_5$	=	Innovation and Creativity
$\alpha$	=	Constant
$\beta_1, \beta_2, \beta_3$	=	Regression Coefficient
$\varepsilon$	=	Error Term

### 3. RESULTS AND DISCUSSIONS

#### Multiple Linear Regression Analysis

Table 1. Data from multiple linear regression test results (t test)

	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	std. Error	Betas	
(Constant)	13003	1,541		.000
Use of Digital Media	-.207	.117	-.262	.079
Job Simplications	.306	.101	.408	.003
Technology Adoption and Integration	.032	.113	.057	.777
Acceleration of Change	.083	.139	.136	.550
Innovation and Creativity	.212	.091	.336	.023

Based on table 5.6 Coefficients above, it is known that the digital media use variable (X1) has a sig. 0.079 > greater than the significance level of 0.05. from these results it can be concluded that there is no effect of the variable (X1) The use of digital media on the variable (Y) Culinary Business. Meanwhile, it is known that the Sig. 0.003 < smaller than the significance level of 0.05. from these results it can be concluded that the variable (X2) job simplification has a positive and significant effect on the variable (Y) Culinary Business. Furthermore, it is known that the variable (X3) Technology Adoption and Integration has a sig. 0.777 > greater than the significance level of 0.05. from these results it can be concluded that there is no effect of the variable (X3) Adoption and Integration of technology on the variable (Y) Culinary Business. Based on the Coefficients table above, it is known that the variable (X4) the acceleration changes the sig. 0.550 > greater than the significance level of 0.05. from these results it can be concluded that there is no effect of variable (X4) acceleration of change on variable (Y) Culinary Business. It is known that the variable (X5) Innovation and Creativity has a sig. 0.023 < smaller than the significance level of 0.05. from these results it can be concluded that the variable (X5) innovation and creativity has a positive and significant effect on the variable (Y) Culinary Business. Based on multiple linear regression analysis in the table above. the following regression equation analysis is obtained:

$$Y = \alpha + \beta_1 . X_1 + \beta_2 . X_2 + \beta_3 . X_3 + \beta_4 X_4 + \beta_5 . X_5 \varepsilon \quad (5)$$

Where:

Y = Culinary Business Economic Growth

X<sub>1</sub> = Use of Digital Media

X<sub>2</sub> = Job Simplification

X<sub>3</sub> = Technology Adoption and Integration

X<sub>4</sub> = Acceleration of Change

X<sub>5</sub> = Innovation and Creativity

For values  $\alpha = 13.003$  and  $\beta_1 = -0.207$  and  $\beta_2 = 0.306$   $\beta_3 = 0.032$   $\beta_4 = 0.083$   $\beta_5 = 0.212$  so the resulting regression equation is:

$$Y : 13.003 + -0.207 + 0.306 + 0.032 + 0.083 + 0.212 \quad (6)$$

Based on the equation above, the following is the interpretation. With a constant of 13,003 it states that if there is no use of digital media, then the economic growth of the culinary business is 13,003. The regression coefficient of -0.207 states that any decrease (due to a negative sign) in the use of digital media will reduce the economic growth of the culinary business by -0.207. With a constant of 13,003 it states that if there is no job simplification, then the economic growth of the culinary business is 13,003. The regression coefficient of 0.306 states that every increase (due to a positive sign) job simplification will increase the economic growth of the culinary business by 0.306.

With a constant of 13,003 it states that if there is no adoption and integration of technology, then the economic growth of the culinary business is 13,003. The regression coefficient of 0.032 states that every increase (due to a positive sign) in technology adoption and integration will increase the economic growth of the culinary business by 0.032. With a constant of 13,003 it states that if there is no acceleration of change, then the economic growth of the culinary business is 13,003. The regression coefficient of 0.083 states that every increase (due to a positive sign) the acceleration of change will increase the economic growth of the culinary business by 0.083. With a constant of 13,003 it states that if there is no innovation and creativity, then the economic growth of the culinary business is 13,003. The regression coefficient of 0.212 states that every increase (due to a positive sign) of innovation and creativity will increase the economic growth of the culinary business by 0.212.

Table 2. Data from the multiple linear regression Test (Test f)

Model	Sum of Squares	df	MeanSquare	Sig.
Regression	230,627	5	46,125	.000 <sup>b</sup>
residual	321,213	94	3,417	
Total	551,840	99		

Based on table 5.7 ANOVA above, it is known that the sig value is  $0.000 <$  smaller than the 0.05 significance level. from these results it can be concluded that the variables X1, X2, X3, X4 and X5 have a positive and significant effect simultaneously or simultaneously on variable

Table 3. Data from multiple linear regression test results (coefficient of determination)

R	R Square	Adjusted R Square	std. Error of the Estimate
.646 <sup>a</sup>	.418	.387	1.84856

Based on table 5.8 of the Summary Model above, it is known that the R Square value is 0.418, meaning that the influence of variable X on variable Y is 41.8% while the remaining 58.2% is influenced by other variables not included in this study.

## Discussion

Based on the results of data analysis using multiple linear regression tests, it is known that there is no effect of the use of digital media on the Culinary Business. The results of this study are in line with the results obtained by Rahardja (2021) which states that the results of activities using digital media in the culinary business do not have a significant impact on the continuity of the business. This indicates that the use of digital media does not directly affect the performance of the culinary business. However, it should be noted that this may not mean that the use of digital media has absolutely no effect on the culinary business, but rather leads to the conclusion that the effect may be limited or dependent on other factors not measured in this study.

However, different results were obtained in research conducted by Mulyansyah (2021) in his research entitled The effect of social media-based digital marketing on culinary buying decisions in the G-Walk area of Surabaya. The results showed that social media marketing variables had an effect on purchasing decisions in culinary businesses of 12,694 with a significance level of 0,000.

Meanwhile, job simplification has a positive and significant effect on the Culinary Business. This means that the simpler and more organized the work in the culinary business, the more the business performance will improve. Job simplification can include using tools or technologies that reduce task complexity, efficient planning, or implementing sound management systems. This is in accordance with the statement of Tien (2021) which states that by simplifying work processes in the culinary business, such as using technology or tools that can automate routine tasks, businesses can achieve higher operational efficiency. This can reduce the time and effort required in serving food and services to customers, thereby increasing productivity and effectiveness in managing the business. Different results were found in research conducted by Weking (2020) in his research entitled The Impact of Technology in Business Transactions. The research results obtained sig.  $0.322 >$  0.05. With these results it can be said that job simplification has no effect on the Culinary MSME Business.

Furthermore, the results of multiple linear regression analysis show that there is no effect of technology adoption and integration on the culinary business. This means that in

the context of this research, technology implementation or use of technology may not have a significant impact on culinary business performance. This is in accordance with Chen Si (2021) which states that the technology adopted may not be in accordance with the needs and characteristics of certain culinary businesses. Every culinary business has unique needs, and if the integrated technology cannot meet those special needs, the impact on business development can be limited. These results differ from the findings of Mahanani (2022) entitled *The Effect of Entrepreneurial Orientation, Information Technology and Entrepreneurial Characteristics on Marketing Performance of Culinary MSMEs Kelapa Gading, North Jakarta*. In his research, the value of sig. 000 < 0.05 on the technology integration variable. From these results it was concluded that there was an effect of technology integration on Culinary MSME Marketing.

In addition, based on the results of multiple linear regression analysis it is known that there is no effect of the acceleration of change on the Culinary Business. This means that the level of change that occurs in the business environment as a whole does not directly affect the performance of the culinary business in this study. However, change could have an indirect or immeasurable impact in this study and could be influenced by contextual factors that were not considered. This is in accordance with P.-J. Chen & Antonelli (2020) that changes in the culinary industry may be more influenced by external factors, such as food trends, consumer preferences, or changes in government policies. In this study, the Acceleration of Change variable may not fully cover these external factors. Therefore, even though there have been significant changes in the culinary industry, this variable may not have a direct impact on the economic growth of the culinary business. These results are different from the findings of Nadyan (2021) entitled *Utilization of the Digital Economy in Marketing and Service Strategies in MSME Culinary Businesses During the Covid-19 Pandemic and Adaptation Strategies in the New Normal Era*. In his research, he stated that the acceleration of change had a positive and significant effect on marketing and service in MSME Culinary Businesses during the Covid-19 Pandemic and Adaptation Strategies in the New Normal Era, this was evidenced by the sig. 000 < 0.05.

Meanwhile, it is known that innovation and creativity have a positive and significant effect on the Culinary Business. This shows that culinary businesses that are able to generate innovation and creativity in menus, customer experience, or marketing strategies have the potential to improve their business performance. Innovation and creativity can provide a competitive advantage that differentiates the culinary business from its competitors and attracts new customers. These results are in accordance with the statement by Oltra-Mestre et al (2021) that Innovation and creativity enable culinary businesses to identify and meet customer needs and expectations in new and interesting ways. Businesses that are able to innovate in terms of menu, food presentation, or service can create a more satisfying experience for customers and build strong loyalty. However, it is different from the findings of Wiralaga (2013) entitled *The Influence of Innovation and Creativity on Business Success in Culinary SMEs in East Baturaja District, Ogan Komering Ulu Regency*. The results of the analysis in this study indicate that there is no significant effect of Innovation and Creativity (X) on Business Success (Y) in Culinary MSMEs in Baturaja City.

Meanwhile, it is known that based on the results of the simultaneous test of the variables Use of digital media, Job Simplification, Technology Adoption and Integration, Acceleration of Change and Innovation and Creativity Variables have a positive and significant effect together or simultaneously on the Culinary Business variable. In addition, it is known that the R Square value is 0.418, meaning that the influence of the use of digital media, job simplification, technology adoption and integration, acceleration of change and innovation and creativity variables on the culinary business variable is 41.8% while the remaining 58.2% is influenced by other variables not included in this study.

In this study, the variable Use of digital media refers to the level of use of digital technology in culinary business activities, such as using online ordering platforms, social

media, or food ordering applications. Job Simplification reflects efforts to simplify work processes in the culinary business, such as using technology to automate routine tasks or reduce operational complexity. Technology Adoption and Integration includes the acceptance and application of technology in the culinary business, including the use of more sophisticated hardware and software. The Acceleration of Change refers to the level of adaptation of the culinary business to rapidly changing market trends and consumer preferences. The Variable Innovation and Creativity includes the level of culinary business ability to generate new ideas, unique concepts, and develop innovative products or services (Kuncoro & Windyasari, 2021).

Furthermore, the research results also present an R Square value of 0.418, which indicates that the independent variables (Use of digital media, Job Simplification, Technology Adoption and Integration, Acceleration of Change, and Innovation and Creativity Variables) collectively explain around 41.8 % variation in Culinary Business. In other words, these variables make a significant contribution in explaining the performance or results of the culinary business.

The results of this study provide an understanding that the variables Use of digital media, Job Simplification, Technology Adoption and Integration, Acceleration of Change, and Variables Innovation and Creativity together have a positive and significant effect on the Culinary Business. However, for a more complete understanding, further research can be conducted to understand the influence of each variable individually and to identify other factors that can affect the performance of the culinary business as a whole.

#### 4. CONCLUSION

The conclusions from the results of the research that has been done are as follows:, Based on the results of the data analysis test that has been carried out, it can be concluded that there is no effect of the use of digital media on the economic growth of the culinary business in Makassar City. This is evidenced by a significance value of  $0.079 > 0.05$ . Based on the results of the data analysis test that has been carried out, it can be concluded that there is a significant influence between work simplification on the economic growth of the culinary business in Makassar City. This is evidenced by a significance value of  $0.003 < 0.05$ . Based on the results of the data analysis test that has been carried out, it can be concluded that there is no effect of technology adoption and integration on the economic growth of the culinary business in Makassar City. This is evidenced by a significance value of  $0.777 > 0.05$ . Based on the results of the data analysis test that has been carried out, it can be concluded that there is no effect of accelerating changes on the economic growth of the culinary business in Makassar City. This is evidenced by a significance value of  $0.550 > 0.05$ . Based on the results of the data analysis test that has been carried out, it can be concluded that there is a significant influence between innovation and creativity on the economic growth of the culinary business in Makassar City. This is evidenced by a significance value of  $0.023 < 0.05$ . Suggestions for Culinary Business Development. In order to maximize the benefits of the results of this research, it is important for culinary business actors to consider the context and characteristics of the Makassar City culinary business. In addition, culinary business people can also experiment on their own to evaluate the effectiveness of implementing these strategies in their business context. Future research can use more in-depth research methods, such as in-depth interviews or direct observation, to obtain more detailed information about how the independent variables interact with the Culinary Business variables. This method can provide a more qualitative and in-depth insight into the mechanism of influence of these variables.

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