

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Effect of Social Media Usage on Increasing Sales in Micro, Small, and Medium Enterprises (MSMEs): A Case Study of Cut Nyak Dien Road, Pekanbaru

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ABSTRACT

This study used a questionnaire as the data collection technique. Based on the data analysis conducted on the research sample, the results showed that the use of social media platforms, including Facebook, TikTok, and Instagram, had a significant simultaneous effect on increasing sales. This finding is indicated by the significance value obtained from the simultaneous test, which was $0.000 < 0.05$. The influence of social media usage on sales growth was 64.5%, indicating that Facebook, TikTok, and Instagram contributed significantly to increasing sales. Meanwhile, the remaining 35.5% was influenced by other factors not examined in this study. The implication of this research is that MSMEs should optimize the use of social media as a promotional tool to improve sales performance.

Keywords: Social Media Usage, Sales Growth, MSMEs.

I. Introduction

The development of MSMEs on Cut Nyak Dien Road, Pekanbaru, remains relatively limited due to the lack of effective social media utilization among business owners. This condition affects sales performance and restricts the implementation of up-to-date business operations. The limited presence of MSMEs on social media platforms reduces their potential to reach a wider market and increase sales. Therefore, optimizing the use of social media among MSMEs on Cut Nyak Dien Road, Pekanbaru, is essential to enhance their marketing strategies and business growth. The existence of MSMEs on Cut Nyak Dien Road, Pekanbaru, plays an important role in the local economy. These enterprises not only contribute to absorbing labor that cannot be accommodated by the formal sector but also support community economic development. However, the current economic conditions have affected the performance of MSMEs, particularly through declining sales turnover, which requires strategic improvements to maintain business sustainability. MSMEs on Cut Nyak Dien Road, Pekanbaru, can utilize social media as an effective marketing and promotional tool to improve competitiveness. Compared with businesses that do not utilize social media, MSMEs that actively use platforms such as Facebook, TikTok, and Instagram tend to have greater opportunities to increase sales. Many MSMEs on Cut Nyak Dien Road have started using social media to promote their products, introduce creative

ideas, and reach broader consumer segments. The increasing number of social media users in Indonesia provides significant opportunities for MSMEs to expand their market reach. The effective use of social media can enhance product visibility, attract consumer interest, and strengthen brand awareness. Recognizing this potential, MSMEs on Cut Nyak Dien Road, Pekanbaru, have begun to participate in digital marketing activities and promote their products through various social media platforms.

II. Literature Review and Hypothesis Development

Social media has become an important part of people's daily lives, as many individuals continuously access and use various social media platforms. According to Sari (2024), social media, including social networking sites, provides significant opportunities for users to maintain relationships with friends, colleagues, and business partners. Furthermore, social media enables people worldwide to establish new connections and share various types of content, such as images, videos, and information. Social media is an internet-based platform that allows users to share, participate, and create content through blogs, wikis, forums, social networking sites, and virtual communities supported by advanced multimedia technology (Pipit Mulyah et al., 2020). Social media offers several advantages, including rapid information dissemination and broad communication opportunities. However, excessive use of social media may reduce direct interpersonal interactions and create challenges related to privacy, ethics, and regulations regarding inappropriate content (Sudiyatmoko, 2015). Sales are an integrated effort involving strategic planning to satisfy customer needs and achieve profitable transactions. Sales are considered the lifeblood of a company because they generate revenue and contribute to business sustainability. According to Reken et al. (2020), sales refer to the transfer of ownership of goods from sellers to buyers. According to Afifah et al. (2025), sales represent the main objective of business activities because they involve negotiation, price agreements, product delivery, and payment processes.

Sales volume represents the total revenue generated from business activities. Higher sales volume generally leads to greater profitability. Moekijat, cited by Satriawan (2018), explains that sales are activities aimed at identifying, influencing, and persuading buyers to fulfill their needs through products offered by sellers and reach mutually beneficial agreements. Sales can also be defined as a social management process in which individuals and groups obtain what they need or want through the creation, offering, and exchange of valuable products. The relationship between social media usage and sales growth is strong because social media serves as an effective marketing tool for introducing products, building customer relationships, and influencing purchasing decisions. Social media allows businesses to reach wider audiences quickly and at relatively low costs. The more frequently consumers encounter a product or brand on social media, the greater the possibility of increasing brand awareness, consumer trust, and purchasing intention. Through features such as comments, direct messages, live streaming, and online reviews, businesses can communicate directly with customers. Effective interaction can improve customer satisfaction, strengthen relationships, and encourage repeat purchases.

H1 : Social media usage through Facebook has a significant influence on increasing sales in Micro, Small, and Medium Enterprises (MSMEs) (Case Study of Cut Nyak Dien Road, Pekanbaru).

H2 : Social media usage through Instagram has a significant influence on increasing sales in Micro, Small, and Medium Enterprises (MSMEs) (Case Study of Cut Nyak Dien Road, Pekanbaru).

H3 : Social media usage through TikTok has a significant influence on increasing sales in Micro, Small, and Medium Enterprises (MSMEs) (Case Study of Cut Nyak Dien Road, Pekanbaru).

H4 : Social media usage through Facebook, TikTok, and Instagram simultaneously has a significant influence on increasing sales in Micro, Small, and Medium Enterprises (MSMEs) (Case Study of Cut Nyak Dien Road, Pekanbaru).

III. Research Method

This study employed a quantitative research approach. Quantitative research is a process of discovering knowledge by using numerical data as a tool to analyze information related to research variables (Kusumastuti et al., 2021). The population in this study consisted of MSMEs located on Cut Nyak Dien Road, Pekanbaru. According to Subagyo (2015), population refers to the entire research object used to obtain and collect data. The sampling technique applied in this study was census sampling, where all members of the population were included as respondents. The total sample consisted of 100 respondents. Data were collected using questionnaires and documentation methods. The questionnaire consisted of statements based on research indicators and was measured using a Likert scale. The questionnaire was used to measure respondents' perceptions and behaviors related to social media usage and sales growth. The research instrument consisted of the following indicators:

Table 1. Research Instrument Grid

No	Research Variable	Indicator	Item Number
1	Social Media Usage (X)	Usage	1–3
		Convenience	4–6
		Information Quality	7–9
2	Sales Growth (Y)	Achieving Sales Volume	1–3
		Gaining Profit	4–7
		Supporting Business Growth	8–10

Data analysis techniques included validity testing, reliability testing, multiple linear regression analysis, F-test, t-test, and coefficient of determination analysis. The validity test was conducted to determine whether the research instrument accurately measured the intended variables. Reliability testing was performed using Cronbach's Alpha to evaluate the consistency of the research instrument. The F-test was used to examine the simultaneous influence of independent variables on the dependent variable, while the t-test was used to analyze the partial influence of each independent variable (Ghozali, 2015).

IV. Result and Discussion

4.1. Analysis Result

a. Validity and Reliability Test

The validity test results showed that the correlation value was 0.195, and the calculated r-value was greater than the r-table value. Therefore, the variables of social media usage (Facebook, TikTok, Instagram) and sales growth were considered valid and suitable for further analysis. The reliability test results showed that all variables had Cronbach's Alpha values above 0.60. Facebook social media usage obtained a value of 0.609, TikTok obtained 0.608, Instagram obtained 0.641, and sales growth obtained 0.683. Therefore, all research instruments were considered reliable.

b. Multiple Regression Analysis

The constant value of 0.706 indicates that if social media usage factors such as Facebook, TikTok, and Instagram were absent, the sales growth of MSMEs would remain at 0.706. The regression coefficient results showed:

- 1) Facebook usage had a regression coefficient of 0.598, meaning that every one-unit increase in Facebook usage would increase sales growth by 0.598.

- 2) TikTok usage had a regression coefficient of 0.221, meaning that every one-unit increase in TikTok usage would increase sales growth by 0.221.
- 3) Instagram usage had a regression coefficient of 0.381, meaning that every one-unit increase in Instagram usage would increase sales growth by 0.381.

c. Simultaneous Test (F-Test)

The F-test results showed that the calculated F-value was 61.026 with a significance value of 0.000. Since the significance value was lower than 0.05 and the calculated F-value was greater than the F-table value ($61.026 > 2.70$), it can be concluded that Facebook, TikTok, and Instagram usage simultaneously had a significant effect on sales growth.

d. Partial Test (t-Test)

The t-test results showed that:

- 1) Facebook usage obtained a t-value of 5.169 with a significance value of 0.000 (<0.05). Therefore, Facebook usage had a positive and significant partial effect on sales growth.
- 2) TikTok usage obtained a t-value of 1.926 with a significance value of 0.007 (<0.05). Therefore, TikTok usage had a positive and significant partial effect on sales growth.
- 3) Instagram usage obtained a t-value of 3.110 with a significance value of 0.002 (<0.05). Therefore, Instagram usage had a positive and significant partial effect on sales growth.

e. Coefficient of Determination (R^2)

The coefficient of determination analysis showed an Adjusted R Square value of 0.645. This indicates that social media usage through Facebook, TikTok, and Instagram explained 64.5% of sales growth among MSMEs. The remaining 35.5% was influenced by other factors outside this study.

4.2. Discussion

Facebook contributes to sales growth by enabling businesses to distribute product information quickly and widely through features such as posts, stories, and groups. Consumer interaction through likes, comments, shares, and reviews can increase trust and influence purchasing decisions. Furthermore, Facebook Messenger allows direct communication between sellers and customers, improving service quality and customer satisfaction. The results indicate that Facebook usage significantly influences sales growth, as shown by the significance value of $0.000 < 0.05$. TikTok influences consumer interest through creative and engaging content such as product reviews, testimonials, and promotional videos. High engagement levels through likes, comments, and shares can strengthen consumer trust. The results show that TikTok usage significantly influences sales growth with a significance value of $0.007 < 0.05$. Instagram contributes to brand awareness through consistent content creation. Features such as stories, reels, direct messages, and interactive content allow businesses to maintain communication with customers. The results indicate that Instagram usage has a significant positive effect on sales growth with a significance value of $0.002 < 0.05$.

V. Conclusion

This study concludes that social media usage through Facebook, TikTok, and Instagram has a significant positive influence on increasing sales among MSMEs on Cut Nyak Dien Road, Pekanbaru. Facebook, TikTok, and Instagram individually have significant effects on sales growth, and collectively these platforms contribute 64.5% to sales improvement. The findings indicate that MSMEs should optimize social media utilization by creating consistent, creative, and informative content. Business owners are also encouraged to

maximize social media features such as reels, live streaming, stories, and marketplace functions to improve customer interaction, expand market reach, and increase sales performance.

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