

# THE EFFECT OF THE EXISTENCE OF E COMMERCE ON INCREASING SALES OF MSMEs IN CULINARY FIELDS IN KLATEN DISTRICT

by Ngadiyono, Muhammad Roestam Afandi, Sugiharsono, Zamroni

## ABSTRACT

This research aims to see the effect of food delivery services on increasing sales of SMEs in the culinary field in Klaten Regency. The rapid development of the world of technology must be addressed with innovations to make progress, especially in the field of product sales. In response to this, shopee food as one of the e-commerce sectors in the food sector gave birth to food delivery service products. Shopee added a delivery product service to make it easier for customers to make purchases. MSME actors in the culinary field who partner with Shopee Food will get delivery services without having to incur additional costs. This is intended to increase sales so that profits will also increase. The type of data in this study is primary data which is the result of a questionnaire given to 93 SMEs in the culinary field in Klaten Regency. The data collection technique used a questionnaire which contained 12 questions which were measured using a Likert scale of 1 to 5 and tested for validity and reliability. The population in this study were SMEs in the culinary field in Klaten Regency and samples were taken from 26 sub-districts. The data analysis technique used to answer the hypothesis was simple regression analysis. The results show that food delivery services have a positive effect on increasing sales. The X regression coefficient of 0.535 states that the regression coefficient has a positive value, so it can be said that the influence of the X variable on the Y variable is positive. This means that the more shopee food services or the level of order delivery that comes in, the higher the level of sales by 0.535. Then the coefficient of determination shows that the effect of food delivery services on increasing sales is 26.7% while the remaining 73.3% is influenced by other factors.

Kata Kunci: *Food Delivery, Sales Increase, E Commerce, Shopee Food*