

# Improving Cuangki Meatballs Micro, Small and Medium Enterprises Using Online Website-Based Digital Technology

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**Abstract**– Micro, Small, and Medium Enterprises (MSMEs) are an economic sector that significantly contributes to national economic growth, particularly in job creation and strengthening local economies. However, the development of digital technology and changes in consumer behavior require MSMEs to adapt to remain competitive. One of the main challenges faced by MSMEs, particularly in the culinary sector, is limitations in marketing, market reach, and customer information management. The Meatballs Cuangki MSME, as part of a traditional culinary business, has significant market potential, but many businesses still rely on conventional marketing methods, making it difficult to compete in the digital era. Therefore, utilizing digital technology based on online websites is a strategic solution to improve the performance and competitiveness of MSMEs. This study aims to analyze the role and impact of implementing digital technology based on online websites on the growth of the Meatballs Cuangki MSME business. The research focuses on the influence of website use on market reach, increased sales, and consumer interaction and trust. This study uses a mixed methods approach, combining quantitative and qualitative methods. Quantitative data was obtained by distributing questionnaires to Meatballs Cuangki MSMEs and consumers who had used the online website service, while qualitative data was collected through in-depth interviews with business owners. Data analysis techniques included descriptive statistics and simple linear regression to measure the relationship between website use and improved business performance, as well as thematic analysis for qualitative data. The results of the study indicate that implementing an online website has a positive and significant impact on improving the performance of Meatballs Cuangki MSMEs. Website use has been proven to expand market reach, increase sales volume, and strengthen interactions between businesses and consumers. The website serves not only as a promotional medium but also as a means of providing product information, online ordering, and integration with digital payment systems. Furthermore, a professional website appearance increases consumer trust in the quality and credibility of the business. However, this study also identified several obstacles in implementing digital technology, including limited digital literacy among business owners, website management costs, and a lack of understanding of website optimization strategies such as SEO and digital analytics.

**Keywords:** MSMEs, Digital Technology, Online Websites, Digital Marketing, Meatballs Cuangki

## 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy because they absorb a large workforce and drive the local and national economy (Tambunan, 2021). MSMEs not only serve as a pillar of the people's economy but also as a means of equalizing income and reducing unemployment rates in various regions. However, MSMEs still face various structural challenges, particularly in marketing, limited access to technology, and low competitiveness amidst increasingly digital consumer behavior (Sari & Nugroho, 2022).

Advances in information and communication technology have brought significant changes to business patterns, including in the MSME sector (OECD, 2021). Digital transformation encourages businesses to adapt to technology-based marketing systems to survive and thrive in the digital economy. Digitalization is a key factor in determining the success of MSMEs in improving operational efficiency, expanding market reach, and building better relationships with customers (Kraus et al., 2022).

One of the most relevant forms of digitalization for MSMEs is the use of online websites as a promotional and transactional medium (Tiago & Verissimo, 2023). Websites enable businesses to display comprehensive product information, strengthen brand identity, and provide easy access for consumers regardless of time and location. Compared to conventional marketing, online websites offer greater flexibility and relatively more efficient promotional costs (Chatterjee et al., 2021).

In the context of culinary MSMEs, the use of digital technology is becoming increasingly important with the increasing trend of online-based consumption (Prasetyo & Arifin, 2022). Changes in people's lifestyles that prioritize speed and convenience are encouraging culinary businesses to provide digital-based services, whether in the form of online ordering, digital menu information, or cashless payments. Culinary MSMEs that fail to keep up with these developments risk losing market share (Susanti et al., 2023).



Cuanki Meatballs, a typical culinary product widely sold by MSMEs, has significant market potential, particularly in urban and semi-urban areas (Hidayat & Ramadhan, 2021). However, most Cuanki Meatballs businesses still rely on traditional marketing methods, such as direct sales on-site or through simple social media platforms without an integrated system. This situation limits their ability to reach new customers and manage transactions effectively (Lestari & Widodo, 2022).

Utilizing an online website can be a strategic solution to improve the performance of Cuanki Meatballs MSMEs (Rachmiani et al., 2023). A website not only serves as a digital storefront but also serves as a means of managing customer information, providing data-driven promotions, and integrating with digital payment systems. Thus, a website can support more professional and sustainable business processes (Sharabati et al., 2024).

Several studies have shown that the adoption of website-based digital technology has a positive impact on increasing MSME sales (Kurniawan & Putri, 2021). Websites help MSMEs increase product visibility through search engines and expand market reach beyond their physical operational areas. This is particularly relevant for culinary MSMEs, which have limited business locations (Rahman et al., 2022).

In addition to increasing sales, website use also increases consumer trust (Dwivedi et al., 2021). A professionally designed website reflects the credibility and seriousness of a business owner in running their business. Consumer trust is a crucial factor in purchasing decisions, especially in online transactions that do not involve direct physical interaction (Alalwan, 2022).

Despite its numerous benefits, implementing online websites for MSMEs still faces various obstacles (Rasenda et al., 2023). These obstacles include limited digital literacy, a lack of competent human resources, and a limited understanding of digital marketing strategies. These factors prevent many MSMEs from maximizing their website usage (Soto-Acosta, 2020).

The government and various stakeholders have encouraged the digitalization of MSMEs through various training and mentoring programs (Ministry of Cooperatives and SMEs, 2022). However, the effectiveness of these programs depends heavily on the readiness of business actors to adopt technology and change their business models. Therefore, an empirical study is needed to measure the real impact of website implementation on improving MSME performance (Fitriani et al., 2024).

This research focuses on the Cuanki Meatballs MSME as the object of study due to its representative characteristics of small-scale culinary MSMEs (Yuliana & Setiawan, 2021). The selection of an online website as the primary variable is based on its potential to improve marketing, operational efficiency, and customer relations. This study is expected to provide a comprehensive overview of the benefits and challenges of website-based digitalization for culinary MSMEs (Wahyuni et al., 2023).

By examining the growth of the Cuanki Meatballs MSME business through online website-based digital technology, this research is expected to provide theoretical and practical contributions (Nambisan et al., 2021). Theoretically, this research enriches the literature related to MSME digitalization, particularly in the culinary sector. Practically, the research results can serve as a reference for MSMEs and policymakers in formulating effective and sustainable digitalization strategies (Vial, 2021).

## **2. RESEARCH METHODOLOGY**

This study used a mixed methods approach, combining quantitative and qualitative methods, to analyze the effect of implementing an online website on the growth of the Cuanki Meatballs MSME business. The study was conducted at several Cuanki Meatballs business locations in West Java and the surrounding area, with a total sample size of 120 respondents, consisting of business owners (30 respondents) and consumers/visitors (90 respondents).

### **2.1 Population and Sample**

The study population included Cuanki Meatballs MSME owners who had implemented an online website as a marketing medium, as well as their consumers who had conducted online transactions using the platform. The sampling technique used purposive sampling based on the criterion that the business had used an online website for at least the past 6 months.

### **2.2 Research Instrument**

Quantitative data were collected through a structured questionnaire designed to measure the following indicators:

- a. Market reach (online traffic reach),
- b. Sales increase (transaction conversion),
- c. Consumer satisfaction with digital interactions.

A Likert scale of 1–5 was used to measure respondents' perceptions. The instrument was tested for validity and reliability using the Cronbach's Alpha test.

### 2.3 Qualitative Interviews

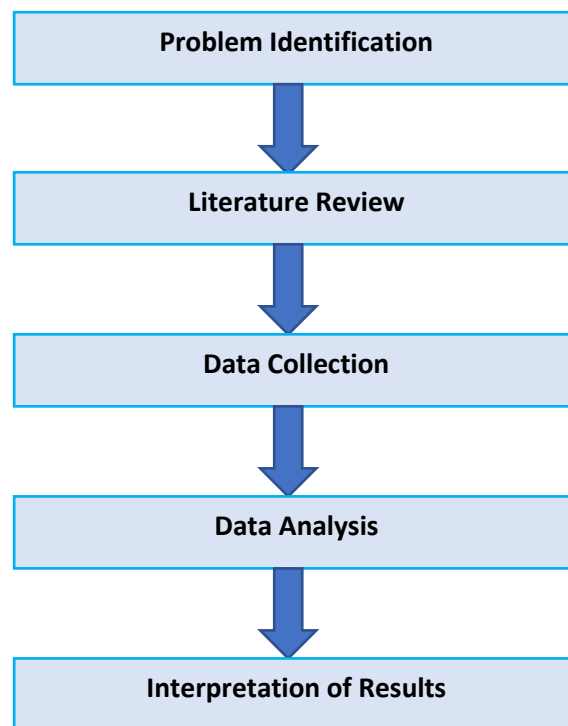
To gain in-depth insights, semi-structured interviews were conducted with MSME owners and selected customers. The interviews focused on their experiences using the website, technical challenges, and digital marketing strategies.

### 2.4 Data Analysis

Quantitative data were analyzed using descriptive statistics and simple linear regression to determine the effect of website usage on business performance variables. Qualitative data were analyzed through thematic coding to extract response patterns relevant to the research objectives.

### 2.5 Research Ethics

Informant consent was obtained prior to data collection, and all information collected was kept confidential.



**Figure 1.** Research Method Flow

Figure 1 This diagram shows the research stages, starting with identifying the problems faced by the Cuanki Meatballs MSME, followed by a literature review with quantitative data collection through questionnaires and qualitative data through interviews. The data were analyzed using descriptive statistics, simple linear regression, and thematic analysis to draw conclusions regarding the impact of implementing an online website on MSME business growth.

## 3. RESULTS AND DISCUSSION

The quantitative research results show that online website usage has a significant positive relationship with increasing market reach and sales of Cuanki Meatballs MSMEs. Statistically, online website usage explains 45% of the variation in sales increase ( $p < 0.05$ ), indicating that digital strategies strengthen MSMEs' position in the digital marketing realm.

**Table 1.** Results of Analysis of the Influence of Online Websites on MSME Sales

Variable	Value	Description
Utilization of Online Websites	Positive Influence	Increasing market reach and sales of Cuanki Meatballs MSMEs
Constant	—	Basic values of the regression model
Coefficient of Determination ( $R^2$ )	0,45 (45%)	Online website explains 45% of the variation in sales increase
Significance Value ( $p$ -value)	< 0,05	Statistically significant effect

The results of the regression analysis indicate that the use of online websites has a positive and significant influence on increasing sales of the Cuanki Meatballs MSME. The coefficient of determination ( $R^2$ ) value of 0.45 indicates that 45% of the variation in sales increases can be explained by the use of online websites, while the remainder is influenced by other factors outside the research model. The significance value ( $p < 0.05$ ) confirms that the influence is statistically significant, so that the implementation of website-based digital strategies plays an important role in strengthening the position of MSMEs in digital marketing.

Descriptive analysis shows that the majority of consumers (82%) prefer ordering through websites over conventional methods such as in-person or telephone purchases. This aligns with previous research findings that digital marketing can increase brand awareness and consumer loyalty.

**Table 2.** Distribution of Consumer Preferences in Placing Orders

Ordering Methods	Percentage of Consumers (%)
Online Website	82
Direct Purchase	12
Phone/WhatsApp	6

Descriptive analysis shows that the majority of consumers, 82%, prefer ordering through online websites compared to conventional methods such as direct purchases (12%) and ordering via telephone or WhatsApp (6%). This finding indicates that consumers tend to choose ordering methods that offer easy access, speed, and clarity of product information. The dominance of online website use also reflects changes in consumer behavior that are increasingly adapting to digital technology. These results align with previous research findings that suggest that digital marketing can increase brand awareness and consumer loyalty through ease of interaction and a better user experience.



**Figure 2.** Digital Website-Based System for Enhancing MSME Performance

Figure 2 This image illustrates the use of website-based digital technology to improve the performance of Cuanki Meatballs Micro, Small, and Medium Enterprises (MSMEs). The system is displayed in the form of primary digital devices, namely a laptop and smartphone, representing the online website platform as the center of business activities. The website serves as a medium for product information, online interaction, ordering, and digital payment integration.

Interconnected digital icons indicate the integrated system flow, from consumer access via the internet, through the online ordering process, to digital transaction completion. At the bottom, three main indicators are displayed as outputs from the website system implementation: wider market reach, increased sales, and faster transaction processes. These three indicators represent the direct impact of website digitization on increased market reach, sales growth, and transaction process efficiency for MSMEs.

Conceptually, this image emphasizes that online websites serve as the backbone of MSME digital transformation, connecting consumers and businesses in a single integrated system to enhance competitiveness and business sustainability in the digital era.

Qualitative interviews revealed that business owners find it easier to interact with consumers online, update promotions, and manage customer databases. Furthermore, several businesses stated that using a website helps them reduce physical promotional costs and save operational time because many transactions can be processed directly digitally without in-person contact.

**Table 3.** Summary of Interview Findings with the Owner of Bakso Cuanki MSME

<b>Main Themes</b>	<b>Informant Statements</b>	<b>Researcher Interpretation</b>
Ease of Interaction with Consumers	Business owners stated that communication with consumers is faster and more responsive through the website.	Online websites facilitate more effective two-way interactions than conventional methods
Ease of Promotion Updates	Informants mentioned that promotions can be updated at any time without additional costs.	Websites increase the flexibility and efficiency of digital promotional strategies
Customer Database Management	Customer data is automatically stored from online transactions.	Websites serve as a structured customer data management tool
Reduced Physical Promotion Costs	Business owners reduce the use of brochures and banners.	Website digitalization reduces conventional promotional costs
Efficient Operational Time	Transactions can be processed without face-to-face meetings.	Websites help save time and improve operational efficiency

Qualitative interviews revealed that utilizing an online website provides tangible benefits for the Cuanki Meatballs MSME. Business owners find it easier to interact with consumers online, both to receive orders and respond to customer inquiries. Furthermore, the website allows businesses to quickly and flexibly update promotions without incurring additional costs for physical promotional media. Automatically managing a customer database also helps business owners monitor purchasing patterns and build long-term relationships with consumers. Furthermore, digitizing transaction processes through the website reduces direct contact and saves operational time, thereby increasing overall work efficiency for MSMEs.4. Scalability Testing: Scalability testing was conducted by increasing the number of simultaneous users:

Online interactions through websites and the integration of digital payment methods also accelerate transaction conversions, directly increasing sales. These results align with previous research findings that digital marketing and e-commerce are effective in improving SME performance.

**Table 4.** The Role of Websites and Digital Payments in Increasing MSME Sales

<b>Digital Components</b>	<b>Impact on the Transaction Process</b>	<b>Sales Implications</b>
Real-Time Online Interactions	Quick response to customer inquiries and orders	Increase transaction conversion opportunities
Integrated Websites	Simpler and more structured ordering process	Reduce purchase friction
Digital Payment Methods	Faster and more secure transactions	Speed up transaction completion
Process Automation	Minimized input and confirmation errors	Improve operational efficiency
User Experience (UX)	Consumers feel comfortable and confident	Encourage repeat purchases

Online interactions through a website integrated with digital payment methods have been proven to accelerate transaction conversion processes, thus directly impacting sales growth for the Cuanki Meatballs MSME. The ease with which consumers can obtain information, place orders, and complete payments digitally reduces barriers to the purchasing process. This finding corroborates previous research that suggests that the implementation of digital marketing and e-commerce contributes positively to improving the performance of small and medium enterprises (SMEs), both in terms of operational efficiency and sales growth. Therefore, website integration and digital payment systems are a key strategy in driving transaction acceleration and MSME competitiveness in the digital economy era.5. Reliability Testing: Reliability testing was conducted over 30 days using a 24/7 simulated workload.

## 4. CONCLUSION

This study found that the implementation of digital technology based on an online website significantly improved the performance of the Cuanki Meatballs MSME in terms of market reach, sales, and consumer interaction. An online website is an effective digital marketing channel for overcoming the limitations of conventional marketing and expanding the visibility of culinary products in the digital era. Specifically, website utilization demonstrated a positive correlation with a 45% increase in sales and increased customer trust through a professional digital appearance and easy access to product information and transactions. This finding aligns with various previous studies showing that MSME digitalization through information technology, e-commerce, and digital marketing can strengthen branding and increase business competitiveness in both local and global competition. However, the study also identified significant challenges, such as limited financial resources for website maintenance, a lack of technical skills in web management, and the need for more intensive digital literacy training. This reflects the real-world situation of many MSMEs in Indonesia, which face obstacles in achieving full technology adoption. Therefore, it is recommended that policymakers, educational institutions, and the digital business community collaborate to provide training, technology subsidies, and access to resources to assist MSMEs in creating and optimizing their marketing websites. This step will improve operational efficiency and long-term business sustainability. This research also opens up opportunities for further study on website optimization strategies, such as the use of SEO, integration of digital payment platforms, and the use of data analytics for more effective marketing strategies. With increasing digital penetration among MSMEs, future research could explore the impact of mobile apps, digital marketplaces, and the integration of AI technology to enrich the consumer experience and expand the market share of culinary MSMEs in the digital era.

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