

CHAPTER V CONCLUSION

A. Conclusion

Based on the results of the study on the effect of the utilization of e-commerce and social media usage on the performance of processed food MSMEs in Padang City, particularly in chip, rendang, and bakery businesses, the following conclusions are drawn:

1. The utilization of e-commerce and social media usage by food-processing MSMEs in Padang City has a positive and significant effect on business performance. The more optimal the utilization of e-commerce and social media use, will be impact to the higher the performance of food-processing MSMEs in Padang City. E-commerce serves as an online transaction medium while social media functions as a product promotion tool play a role as digital strategies that help business owners increase sales, expand market reach, and reach consumers outside their business areas. Therefore, the utilization of e-commerce and social media usage has become an important factor in supporting the improvement of food-processing MSME performance in the digital era.
2. Financial service, which serves as a moderating variable in the relationship between e-commerce utilization and social media usage on the MSME performance of processed food MSMEs, has not been able to moderate these relationships. This condition may be attributed to the limited utilization of e-commerce and social media, which remains confined to basic and free service features and has not yet reached a more intensive level of use. In addition, the limited use of financial service indicators may also explain why the moderating effect of financial service on the relationship between e-commerce utilization, social media usage, and the MSME performance of processed food MSMEs in Padang City has not been observed.

B. Suggestions

Based on the conclusions presented, several suggestions can be provided as follows:

1. Processed food MSME actors in Padang City are recommended to enhance the utilization of e-commerce and social media use in a more optimal and sustainable manner. This is because most MSME actors are in the productive age group, which has the potential to develop both hard skills and soft skills, particularly in the use of digital technology. This optimization should not be limited to basic usage but should also include more creative, interactive, and market-oriented content management to increase consumer attraction. In addition, business actors are also advised to begin improving access to capital sources, especially for businesses that have shown growth. Adequate capital availability can be utilized to support digital marketing activities, such as creating more professional content, using paid features on digital platforms, and improving service quality to consumers. Thus, the use of digital technology can be carried out more optimally and contribute to improving MSME performance.
2. For researchers interested in studying the use of e-commerce and social media in processed food MSMEs in Padang City, it is recommended to consider other moderating variables like ability use of digital marketing, financial level, and internet capability besides financial service as discussed in this study.

