

**THE INFLUENCE OF E-COMMERCE AND SOCIAL MEDIA
UTILIZATION ON THE PERFORMANCE OF PROCESSED
FOOD MSME's**

UNDERGRADUATE THESIS

By



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PADANG

2026

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Abstrak

Perkembangan teknologi digital telah mendorong pemanfaatan e-commerce dan media sosial sebagai saran pemasaran bagi Usaha Mikro Kecil Menengah (UMKM). Namun, jumlah UMKM olahan pangan di Kota Padang yang memanfaatkan platform digital masih relatif sedikit dibandingkan dengan jumlah keseluruhan UMKM yang ada. Oleh karena itu, penelitian ini bertujuan menganalisis pengaruh penggunaan e-commerce dan media sosial terhadap kinerja UMKM olahan pangan di Kota Padang dengan layanan keuangan sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 103 pelaku UMKM yang dipilih menggunakan teknik *Proportionate stratified random sampling*. Analisis data dilakukan dengan metode *Structural Equation Modeling Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa penggunaan e-commerce dan media sosial berpengaruh positif dan signifikan terhadap kinerja UMKM olahan pangan di Kota Padang. Namun, layanan keuangan belum mampu memoderasi hubungan tersebut yang disebabkan oleh pemanfaatan e-commerce dan penggunaan media sosial oleh pelaku usaha terbatas pada layanan yang bersifat gratis.

Kata Kunci: E-commerce, Media sosial, Layanan keuangan, UMKM olahan pangan, SEM-PLS, Variabel moderasi.

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Abstract

The rapid development of digital technology has encouraged the use of e-commerce and social media as marketing tools for Micro Small Medium Enterprises (MSME's). However, the number of processed food MSMEs in Padang City that utilize digital platforms remains relatively small compared to the total number of MSME's. Therefore, this study aims to analyze the influence of e-commerce and social media utilization on the performance of processed food MSMEs in Padang City, with financial services as a moderating variable. This study employed a quantitative approach. Data were collected through questionnaires distributed to 103 MSME owners selected using the proportionate stratified random sampling technique. The data were analyzed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method. The results show that e-commerce use and social media use have a positive and significant effect on MSME performance in Padang City. However, financial services were not able to moderate these relationships because the utilization of e-commerce and the use of social media by MSME owners were limited to free services..

Keywords: E-commerce, Social Media, Financial Service, Processed Food MSME's, PLS-SEM, Moderating Variable

