Effect of Business Scale and Social Media Marketing On the Revenue of Halal MSMEs in Nganjuk Regency

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Abstract

This research is motivated by the development of Halal MSME income through ownership of halal certification based on Government Regulation (PP) No. 39 of 2021, especially in food and beverage management products that have been implemented in Nganjuk Regency. The concentration of this research is on the influence given by the variables of business scale and social media marketing on the income of halal MSMEs both simultaneously and partially. So that a quantitative approach method with an associative research type is used with a total of 77 respondents through data collection procedures using a questionnaire. The conclusion of the analysis of this study shows that even partially, the test results show that the two variables have a significant and positive effect on the income of halal MSMEs accompanied by the acquisition of an R Square value of 83.3%. Thus, it is important for further research to develop other variables/factors, especially the factors most closely related to halal certification

Keywords: *Marketing; Revue; Scale*

Introduction

The decision of the Law related to Halal Product Guarantee (UU JPH) by the government has changed the characteristics of halal certification which previously was free to become an obligation for business actors, where processed products such as food and beverages are one of the 5 products that must be halal certified. This is done because based on the Law In developing countries such as Indonesia, Halal MSMEs make an active contribution in sustaining the nation's economy, such as their role in creating jobs, increasing income, and maintaining national stability. MSMEs are formed based on law number 20 of 2008 which separates business types in the form of micro, small, medium and large businesses based on assets and turnover In developing countries such as Indonesia, Halal MSMEs make an active contribution in sustaining the nation's economy, such as their role in creating jobs, increasing income, and maintaining national stability. MSMEs are formed based on law number 20 of 2008 which separates business types in the form of micro, small, medium and large businesses based on assets and turnover.

The government's policy in suppressing the growth of MSMEs through the regulation of the Law is in line with Nganjuk Regency's efforts to build its economic stability apart from the tourism sector. The results of the agricultural sector that are processed into products make the MSME sector in Nganjuk Regency continue to grow and increase in each region, while still paying attention to the quality, legality, and halal certification of its products. A survey conducted by the Nganjuk Regency Cooperative and Micro Business Office showed that the number of micro businesses with legality increased significantly from 2018 to 2024, reaching 15,574 micro businesses.

Other results in the survey showed that the largest increase in micro businesses in 2024 was in the food and beverage reseller sector (warung), which amounted to 1,834 units, while the food and beverage management sector amounted to 330 units. This data illustrates that micro businesses in Nganjuk Regency are dominated by consumption-based sectors, especially food and beverages, which reflects the lifestyle of the local community and the large market opportunities in this sector, so that if the business is managed properly, the income that will be obtained can be maximized.

Government support is seen from the cooperation that can be carried out with commercial banks that provide financing in the form of credit or loans to MSME players to support the needs of working capital, investment, and business development (such as production, marketing, innovation, and income), therefore business actors must be able to manage their business by paying attention to the scale of the business and the right marketing strategy. The great potential of social media as a digital marketing platform can be used due to changes in society in the current digital era, seen from the percentage of social media usage which is growing very steadily, it is even estimated that the increase

in 2025 will reach 256.11 million, making it easier for businesses to expand their reach and interact with consumers.

The selection of social media marketing is considered very suitable for developing micro-scale MSMEs because it is more efficient and practical. such as through Facebook, Instagram, Tiktok, WhatsApp, and so on, including halal MSMEs in Nganjuk Regency. The development of digitalization has made competition more competitive so that halal MSME players in Nganjuk Regency are required to develop product innovation, as well as continue to adapt to changes in both consumers and more modern marketing strategies including the use of digital features properly because they have a direct impact on customer satisfaction.(Aswad et al., 2024)

The use of marketing strategies with social media as a forum for distributing product information by halal MSME players is still not optimal. And in addition, many business actors do not fully understand how business scale and digital marketing strategies can support each other to increase revenue supported by halal certification.

Based on this phenomenon, research is needed that is able to measure the extent to which business scale and social media marketing affect the income of halal MSMEs in Nganjuk Regency as a form of effort to encourage the development of halal MSME players in Nganjuk Regency both in the process of managing, developing, and adjusting the use of social media marketing which is very important to do in order to determine its effect on the income to be obtained. Judging from the increasingly consumptive consumer behavior, the relevance of this research is very high because quantitative evidence is needed regarding how halal MSME players can manage their business scale through optimal use of social media marketing to increase revenue, especially based on local characteristics in Nganjuk Regency.

Literatur Review

Economic theory defines income as revenue obtained from economic activities such as production and sale of goods and services. According to Mankiw, business income is the result of the production factors owned, such as capital, labor, and entrepreneurship. (Armstrong et al., 2014) So that the income of halal MSMEs can be Income is defined as the income earned by a person by distributing his property through the socio-economy based on the purpose of benefiting consumers, labor, and owners by complying with applicable Islamic business ethics. Indicators that affect income are sales, length of business, and working hours (Munthe et al., 2023).

According to Nichollas and Holmes, business scale is the company's ability to manage its business by looking at how many employees are employed and how much revenue the company earns in one accounting period. The relationship between business scale and income of halal MSMEs can be seen from production theory, which states that an increase in inputs (such as labor, capital, or assets) will result in an increase in output including income. In addition, the scale of the business reflects the size of the inputs used

by the actors. (Andarsita & Rendra Erdkhadifa, 2024) So that if the scale of the business is getting bigger, the potential output and income obtained will be greater. Indicators of business scale are the number and education of labor, as well as equipment and machinery owned (Asset). (FSA, 2008)

The combination of theories from Jara et al., Kim & Ko, Pentina & Koh, and Richter. D, & Schafermeyer state that social media marketing (SMM) is a travel strategy between businesses, consumers, and several parties involved in managing communication, promotional information, usage experience, and activities between parties that benefit each other. (Erwin et al., 2023) The relationship between social media marketing and halal MSME revenue is shown in an Integrated Marketing Communication Theory or Integrated Marketing Communication Theory which states that social media is part of digital marketing which is able to expand market reach, build consumer relationships, and encourage purchasing decisions which ultimately increase revenue. (Morissan., 2010) In addition, social media marketing indicators include entertaiment, interaction, trendisness, customization.

Previous studies have shown that various factors such as financing, business scale, human resources, social media, and government support have a significant influence on the income or profitability of MSMEs, such as research conducted by Muhammad Afdhal C.P., et al. found that business scale and availability of human resources have a positive effect on MSME profitability. In addition, research by Irvan Kurniawan et al also shows that business scale, entrepreneurial competence, and marketing channels have a significant effect on business success.

Diaprilia Sondakh et al proved that the impact of social media marketing on increasing MSME sales is very positive and significant. However, research by Williams Sentoso and Henry Susanto shows that e-commerce is more dominant than social media in increasing sales. Hesti Syukramadani highlighted that business capital is more influential than social media on MSME income. Meanwhile, research by Itsnaini Rahma et al confirms that the government can play a role in moderating the effect of capital on income, although not on location and technology variables.

To specifically describe a mindset that connects between variables that are then examined in a study, a framework or conceptual framework is needed. Thus, the framework for this research can be shown in the following figure:

Figure **1.** Conceptual Framework
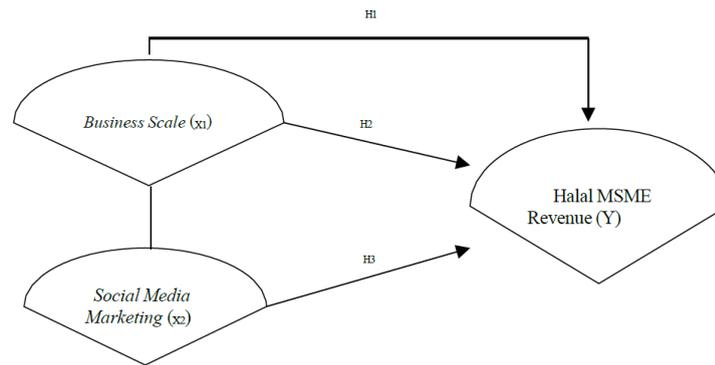
Based on the framework or conceptual and theoretical descriptions taken, the hypothesis is formulated as follows:

1. Hypothesis of the effect of business scale, as well as social media marketing on the income of halal MSMEs in Nganjuk Regency

   H0: Business scale and social media marketing do not have a significant effect on the income variable of halal MSMEs in Nganjuk Regency significantly on the halal MSME income variable

   H1: Business scale and social media marketing have a significant effect on the halal MSME income variable

2. Hypothesis about the effect of business scale on the income of halal MSMEs in Nganjuk Regency

   H0: Business scale does not significantly affect the income of halal MSMEs

   H1: Business scale significantly affects the income of halal MSMEs

3. Hypotheses related to the effect of social media marketing on the income of halal MSMEs in Nganjuk Regency

   H0: There is no significant influence between social media marketing on the income of halal MSMEs

   H1: There is a significant influence between social media marketing on the income of halal MSMEs

Methodology

A quantitative approach with an associative research type was carried out in this study to understand the causal relationship of the independent variables (business scale and Social Media Marketing) to the dependent variable (halal MSME income). A total of 330 halal MSME players in the food sector in Nganjuk Regency are the population that will be used in this research, then through the purposive sampling method and the calculation is through the Slovin formula with an error tolerance of 10%. This study obtained a sample of 77 respondents. Primary data was obtained through the distribution of Likert Scale- based closed questionnaires, complemented by using the interview model and documentation as data collection methods to be carried out.

The research instrument was tested for validity and reliability using SPSS 26, and the results showed that all statement items of the variables used were proven valid and reliable. This was done in a way that before distributing questionnaires to all research respondents, the researchers used a total of 20 respondents as a pre-test sample from a population that had similar characteristics to the main respondents.

The validity test can be seen through the large value of r count and r table from the degree of freedom (df)= N-2 obtained df= 20 - 2= 18. Because this study has the aim of understanding the effect of variables, the significant level used is 10% (0.1), with an r table value of 0.378, and the validity test results are:

Table 1. Validity Test Results

Variable	Statement Item	rcount	rtable	Criteria
X_1	$X_1.1$	0,721	0,378	Valid
	$X_1.2$	0,847	0,378	Valid
	$X_1.3$	0,682	0,378	Valid
	$X_1.4$	0,882	0,378	Valid
	$X_1.5$	0,815	0,378	Valid
X_2	$X_2.1$	0,631	0,378	Valid
	$X_2.2$	0,649	0,378	Valid
	$X_2.3$	0,838	0,378	Valid
	$X_2.4$	0,889	0,378	Valid
	$X_2.5$	0,605	0,378	Valid
Y	$Y1$	0,669	0,378	Valid
	$Y2$	0,757	0,378	Valid
	$Y3$	0,815	0,378	Valid
	$Y4$	0,669	0,378	Valid
	$Y5$	0,808	0,378	Valid

Based on Table 1, it shows that in the validity test, each statement of each variable, both independent (X1 and X2) and dependent (Y) has rcount> rtable, therefore it can be declared valid, so that the questionnaire in this variable is suitable for use in data collection on the main respondents.

In addition, the reliability test is carried out through the Cronbach's alpha (a) technique, based on the provisions which if the Cronbach's alpha value> 0.60 then the research data is considered good and reliable. So that in this study, the reliability test conducted through 20 respondents obtained the following results:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Criteria
X1	0,834	5	Reliable
X2	0,774	5	Reliable
Y	0,800	5	Reliable

In Table 2, the Cronbach's alpha value for variable X1 is 0.834, variable X2 is 0.774, and variable Y is 0.800, which indicates that each variable has a Cronbach's alpha value > 0.60. So the research results for variables X1, X2, and Y in this study can be considered accurate or reliable, and the questionnaires related to these variables are suitable for collecting data on the main respondents.

Furthermore, the research data was analyzed with Multiple Linear Regression, to analyze the effect partially and simultaneously, the Classical Assumption test (Normality, Heteroscedasticity, and Autocorrelation) was used, besides that, the Hypothesis Test (t test and F test) was also used to see the effect partially and simultaneously. The Coefficient of Determination (R^2) is used to determine the size of the business scale variable and social media marketing is able to describe the halal MSME income variable. Thus the purpose of this study is to provide an empirical picture of the effect of business scale, and marketing strategies through social media on increasing the income of halal MSMEs

Results And Discussions
Respondent Profile

The classification of respondents in this study is managed in several characteristics, namely based on gender, based on age, and based on final education with 77 respondents in Nganjuk Regency, with the results of grouping the characteristics of these respondents, namely:

Table 3. Respondent Profile

Variable	Sub Variable	Frequency	Percentage (%)
Gender	Male	19	25%
	Female	58	75%
	Total	77	100%
Age	< 20 years old	0	0%
	21-30 Years	4	5%
	31-40 Years	22	29%
	41-50 Years	26	34%

Variable	Sub Variables	Frequency	Percentage (%)
	51-60 years old	21	27%
	61-70 Years	4	5%
	>70 Years	0	0%
	Total	77	100%
Final education	ELEMENTARY SCHOOL	0	0%
	JUNIOR HIGH SCHOOL	19	25%
	HIGH SCHOOL	44	57%
	VOCATIONAL SCHOOL	2	3%
	D3-S1	12	16%
	Total	77	100%

Based on the grouping results, in this study the majority of respondents were female (75%) and were dominated by productive age 41-50 years (34%) with a high school education level (57%) which was then processed through the SPSS version 26 application.

- **Test Analysis**

Multiple Linear Regression

Table 4. Multiple Linear Regression Test Results

Variable	Coefficient
Constant	2,364
Business Scale (x_1)	0,501
Social Media Marketing (x_2)	0,430

Based on Table 4, it shows that the multiple linear regression test results obtained are the scale of business and *social media marketing* positively influence the income of halal MSMEs. So that the regression equation from these results is:

$Y = 2.364 + 0.501X_1 + 0.430X_2 e +$

Through this regression equation, it can be seen that the constant value obtained is 2.364 which states that if the value of the Business Scale and *Social Media Marketing* is 0, then the income of halal MSMEs is 2.364 units. In other words, multiple linear regression analysis shows that the two variables lead to a positive form, starting from the value of the

business scale variable of 0.501, and the value of the *Social Media Marketing* variable of 0.430, which means that assuming that each increase in the positive direction, the variable will increase the value of halal MSME revenue by one unit.

- **Test Coefficient of Determination (R²)**

Table 5. Test Results of the Coefficient of Determination (R^2)

Model	Coefficient
Regression	0,833

In Table 5, it can be stated that the variation in halal MSME income can be described through the two variables x_1 and x_2 by obtaining a coefficient value of 0.833 or 83.3%, on the other hand, the difference which is the influence of a factor other than in this research is found to be 16.7%.

- **Hypothesis Test Simultaneous Test**

Table 6. Simultaneous Test Results

Fhitung	Ftable	Sig.
18,058	2,38	0,000

Source:

The results shown in Table 6 show the F_{count} value of 185.058> F_{table} 2.38 with a significance of 0.000 <0.1, which means that business scale and *social media marketing* significantly affect the income of halal MSMEs.

- **Partial Test**

Table 7. Simultaneous Test Results

Variable	tcount	ttable	Sig.
X1	5,774	1,666	0,000
X2	5,011	1,666	0,000

Source:

In addition to the simultaneous test that has been carried out to determine the magnitude of the influence given by the two independent variables together, the next is the Partial Test stage to determine the influence contributed by each independent variable which shows that business scale obtained a tcount of 5.774 and social media marketing obtained a tcount of 5.011 each significant to income because it exceeds the t value.

Each independent variable shows that the scale of the business obtained a tcount of 5.774 and *social media marketing* obtained a tcount of= 5.011 each significant to income because it exceeds the t_{table} value obtained by both of them, which is 1.666 and the significance value of each is 0.000.

Classical Assumption Test

- **Heteroscedasticity Test**

Table 8. Heteroscedasticity Test Results

Variable	Sig.
Business Scale	0,391
Social Media Marketing	0,838

Based on Table 8, it is known that the results of the heteroscedasticity test with the Glasjer method in this research data, obtained a sig value. variable x_1 (Business Scale) of 0.391> 0.1, and sig value. variable x_2 (*Social Media Marketing*) of 0.838> 0.1. So the conclusion that can be drawn is that heteroscedasticity symptoms do not occur in both variables.

- **Autocorrelation Test**

Table 9. Autocorrelation Test Results

dW	dL	dU	4 - dL	4 - dU
1,949	1,577	1,684	2,423	2,316

The results of the autocorrelation test with the Durbin Watson method used in this study show a Durbin Watson value of 1.949. For the number of independent variables (k) 2 and sample (n) 77, the autocorrelation free area is 1.684 (dU) to 2.316 (4-dU). Since 1.949 is still between these values, dU< d< 4-dU= 1.684< 1.949< 2.316, so it can be stated that there is no positive or negative correlation or no autocorrelation in this model.

- **Normality Test**

Table 10. Normality Test Results

Unstandardized Residual	Asymp. Sig. (2-tailed)
Regression	0,182

To test the normality of this study, the *One Simple Kolmmogrov-Smirnov* method was used. The test results show that the value of *Asymp. Sig*. (2-tailed) value in this study is 0.182 > 0.1. Therefore, it can be concluded that the residual values found from the data of this study are normally distributed.

In detail, the causal relationship between the variables used in the development of the research model can be explained in the following discussion:

The effect of business scale and *social media marketing* on the income of halal MSMEs in Nganjuk Regency

The results showed that business scale and social marketing media simultaneously have a positive and significant impact on the income of halal MSMEs in Nganjuk Regency. This shows that the greater the scale of business owned by MSME actors, which is reflected in an increase in labor, capital, and production capacity, and the more effective the use of social media as a marketing tool, the greater the income earned. The use of social media allows low-cost access to a wider market and creates more interaction with customers.

This finding is supported by the theory of information technology adoption and the results of previous research, as stated by Khemthong and Roberts, that business size is an important factor in IT adoption decision making. In this context, the synergy between internal business growth and marketing digitalization is a strategic key to driving business effectiveness. Furthermore, in the perspective of Islamic economics, business development that is carried out halal, accompanied by tawakal to Allah after maximum efforts, in accordance with QS. At-Talaq verse 3, will bring blessings and benefits to business actors and the wider community.

- **The effect of business scale on the income of halal MSMEs in Nganjuk Regency**

Individually, the scale of business is proven to have a significant effect on the income of halal MSMEs. This means that the larger the scale of business in terms of capital, labor, and production equipment, the greater the potential income obtained by MSME actors. This can be seen from business actors in Nganjuk, Kertosono, and Tanjunganom sub-districts who have succeeded in increasing business legality and expanding their production capacity, which directly impacts their income.

This result is in line with production theory and the views of economists such as Faroman Syarief and Holmes, who emphasize the importance of human resources and means of production in increasing business output. In terms of Islamic economics, the principle of hard work and the blessings of a halal business are reflected in QS. An-Najm: 39-40 and the Prophet's hadith about the best business is that which is done with one's own hands and good transactions. MSME actors who work hard, honestly, and fulfill sharia principles in their business operations, logically and spiritually so that the results obtained can be maximized, especially in the blessing of income.

The effect of *social media marketing* on the income of halal MSMEs in Nganjuk Regency

The results in data analysis prove that *social media marketing* has a positive and significant effect on the income of halal MSMEs. Digital marketing strategies help businesses reach a wider range of consumers at a more efficient cost than conventional methods. A clear example can be seen in MSMEs in Sawahan and Rejoso Districts, which experienced an increase in demand after utilizing social media business accounts. This is increasingly

relevant after the COVID-19 pandemic, when digitalization is a major requirement in maintaining and developing a business.

The findings support integrated marketing communication theory as well as the views of experts such as Jara et al., Kim & Ko, and Pentina & Koh, who state that social media increases exposure, interaction, and customer loyalty. In addition, from an Islamic perspective, marketing through social media must fulfill sharia principles, such as honesty, openness, and usefulness. QS. Al-Isra' verse 35 and the Prophet's hadith remind us of the importance of weighing and measuring fairly, and being a human being who is beneficial to others. Thus, social media marketing that is carried out according to Islamic ethics not only increases revenue, but also creates blessings and benefits in business.

CONCLUSIONS

One of the research results and discussions is as follows: (1) The results of analysis and testing show that business scale and social media marketing simultaneously have a positive and significant effect on the income variable of halal MSMEs. In this study, the two independent variables influenced the income of halal MSMEs in Nganjuk Regency by 83.3%,

while other variables affect the income of halal MSMEs by 16.7%. (2) Business actors who want to generate large income must have the ability to manage their business both in terms of capital and labor in order to produce quality products and generate maximum income. (3) This study shows that advertising on social media has a positive and significant impact on the income of halal MSMEs in Nganjuk Regency. By providing benefits in the form of easy access for the community (consumers) and providing high- quality and high-quality halal products, it can be concluded that the use of social media is not only for marketing halal goods.

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