

ABSTRACT

With the rapid advancement of digital technology, the use of Online Food Delivery (OFD) applications has become one of the key strategies for Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector to expand consumer reach and enhance market competitiveness. The utilization of this technology not only supports the distribution aspect but also encourages business actors to access broader markets more effectively. However, despite the growing trend of digital technology adoption, studies that specifically examine the extent to which factors such as ease of use, cost efficiency, and feature variety of OFD applications contribute to market access remain limited. Therefore, this study aims to examine the influence of these three factors on the market access of MSMEs in Indonesia.

This research was conducted using a survey method through a structured questionnaire distributed via Google Forms to owners and employees of MSMEs in the culinary sector who utilize online food delivery applications in Indonesia. The data analysis technique employed was multiple linear regression using SPSS for Windows version 22.0, which included descriptive and inferential statistical analyses. The total sample consisted of 388 respondents who met the predefined eligibility criteria.

The findings indicate that ease of use, cost efficiency, and feature variety have a significant influence on the expansion of MSME market access. These results affirm that the optimal use of online food delivery (OFD) technology can serve as an effective strategy to support the growth and market reach of MSMEs. This study offers valuable insights for MSME practitioners, OFD service providers, and policymakers in formulating strategies that promote digitalization and strengthen the MSME sector in Indonesia.

Keywords: Online Food Delivery, Market Access, MSMEs, Multiple Linear Regression.

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