

The Impact of Go Kurir on Increasing the Income of Food-Based MSMEs in Mamuju Regency

Andi Aslam Hafidz^{1*}, Rhena², Hamzar³, Supriadi⁴
Muhammadiyah University of Mamuju

Corresponding Author: Andi Aslam Hafidz; andiaslamhafidz123@gmail.com

ARTICLE INFO

Keywords: Impact; Go Kurir, Income Growth, Food-based MSMEs, Mamuju Regency.

Received : 02 August

Revised : 20 September

Accepted : 05 October

©2026 Hafidz, Rhena, Hamzar, Supriadi (s): This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to determine the effect of Go-Kurir's service dimensions on increasing the income of culinary MSMEs in Mamuju Regency. The research method employed was a quantitative associative approach, with a sample of 90 culinary business operators selected using purposive sampling. Data collection was carried out using a structured questionnaire with a Likert scale, supplemented by secondary data. Data analysis was performed using multiple linear regression with the aid of SPSS software, following data quality checks (validity and reliability) and tests of classical assumptions. The results of this study indicated that the variable 'ease of access' (X1) had a positive but not statistically significant partial effect on the revenue of culinary MSMEs, with a significance value of $0.071 > 0.05$ and a calculated t-value ($1.828 < \text{table t-value } 1.988$). Order volume (X2) had a positive and statistically significant partial effect on revenue, with a significance value of $0.008 < 0.05$ and a calculated t-value ($2.563 > \text{critical t-value } 1.988$). Delivery speed (X3) had a positive and statistically significant partial effect on revenue, with a significance value of $0.007 < 0.05$ and a calculated t-value ($2.737 > \text{critical t-value } 1.988$). Market reach expansion (X4) had a positive and statistically significant partial effect on revenue, with a significance value of $0.026 < 0.05$ and a calculated t-value ($2.266 > \text{critical t-value } 1.988$). Simultaneously, ease of access, order volume, delivery speed and market reach expansion had a significant impact on revenue growth, with a significance level of $0.000 < 0.05$ and a calculated F-value ($33.053 > \text{table F-value } 2.48$), as well as an R-squared value of 0.609 (60.9 per cent). The conclusion of this study was that the integration of digital platforms via Go-Kurir had proven to be strategic in driving the resilience and economic growth of micro-enterprises at the regional level.

INTRODUCTION

The contemporary global economy is characterized by a profound paradigm shift driven by information and communication technology (ICT) and digitalization (Ekonomi & Andalas, 2021). Traditional commercial transactions, which traditionally relied on physical proximity and face-to-face interactions, have been largely supplemented or replaced by digital platform-based ecosystems. These ecosystems encompass e-commerce marketplaces, digital financial services, and on-demand delivery networks that streamline logistics and consumer acquisition (Purba et al., 2025). In developing economies such as Indonesia, the proliferation of digital platforms has served as an essential catalyst for economic resilience, particularly for Micro, Small, and Medium Enterprises (MSMEs) operating in regional and secondary urban centers.

Mamuju Regency, functioning as the capital of West Sulawesi Province, exemplifies a regional economy experiencing rapid commercial expansion. Within this jurisdiction, MSMEs represent the backbone of local employment, income distribution, and grassroots economic stability (Sari et al., 2025).

Government records indicate over 19,000 active MSMEs operating across the regency, with a substantial concentration in the culinary sector. Despite their economic significance, culinary MSMEs frequently encounter structural hurdles, including restricted geographic reach, high customer acquisition costs, dependency on walk-in traffic, and logistical bottlenecks in product delivery.

Traditionally, business owners absorbed considerable expenses associated with physical store expansion, promotional flyers, or dedicated delivery personnel burdens that severely constrain profit margins for startup and micro-scale enterprises (Falaq & Asj'ari, 2021).

To address these operational barriers, the emergence of localized online delivery and ride-hailing services, notably Go Kurir, has introduced a viable digital distribution channel. Go Kurir operates as an intermediary platform connecting culinary merchants, couriers, and end-consumers via mobile communication networks. By utilizing such platforms, culinary businesses can outsource logistics, tap into broader consumer segments, and increase transaction frequencies without incurring heavy capital expenditures.

Theoretically, this digital integration aligns with the Resource-Based View (RBV) framework, which posits that a firm's sustained competitive advantage stems from its capacity to acquire, bundle, and effectively deploy strategic resources including digital technological tools (Nakhwah, n.d.). Furthermore, Diffusion of Innovation Theory emphasizes that technological adoption among small business owners accelerates when the perceived relative advantage, compatibility, and ease of use are demonstrably high (Anistia & Azmi, 2026).

Despite the widespread adoption of online food delivery services in major metropolitan areas across Indonesia (Januari et al., 2025), empirical investigations focusing on secondary regional capitals like Mamuju remain relatively scarce. Existing literature often generalizes urban findings without capturing the localized dynamics, technological literacy levels, and infrastructural nuances unique to regency-level markets.

Key operational dimensions namely service accessibility, order processing volume, delivery speed, and market expansion require rigorous quantitative evaluation to determine their precise contributions to MSME financial performance.

Therefore, this study is designed to address this academic gap by empirically examining the partial and simultaneous effects of Go Kurir service dimensions on the revenue growth of culinary MSMEs in Mamuju Regency, thereby providing both theoretical enrichment and practical recommendations for regional economic development.

LITERATUR REVIEW

Digital Economy and MSME Transformation

The digital economy represents a structural transformation of economic activities fueled by internet connectivity, mobile computing infrastructure, and advanced data analytics (Purba et al., 2025). In emerging markets, digital transformation empowers small enterprises to overcome geographical isolation, enhance brand visibility, and streamline supply chain management (Angraini et al., 2024).

E-commerce and online delivery platforms reduce transaction friction by lowering communication barriers and facilitating instantaneous payments, thereby expanding market boundaries beyond traditional local neighborhoods (Tenriwali et al., 2026).

Online Delivery Services (Go Kurir) as Digital Intermediaries

Online delivery platforms function as digital matchmakers and logistics coordinators that bridge merchants and consumers. In the context of Mamuju Regency, Go Kurir utilizes mobile communication channels and structured dispatch protocols to handle food and goods transportation.

Platform-mediated services rely heavily on algorithmic routing, transparent pricing transparency, and location-based tracking (GPS) to optimize delivery performance (Zhang & Miller, 2021). By integrating mobile technology into daily operations, culinary MSMEs can fulfill external orders swiftly and maintain product freshness upon arrival (Pradina, 2025).

Revenue Theory and Business Performance

Within economic theory and managerial accounting, revenue constitutes the total monetary inflow generated from the sale of goods or services over a designated accounting period. Revenue serves as the lifeblood of commercial enterprises, reflecting operational success, market demand, and financial sustainability (Zahirah et al., 2023).

In accordance with microeconomic price and demand theory, when transaction costs are minimized and product accessibility is enhanced, consumer demand increases. Consequently, utilizing online delivery channels that reduce consumer search costs and logistical friction is hypothesized to elevate sales volume and overall business revenue (Periyadi et al., 2025).

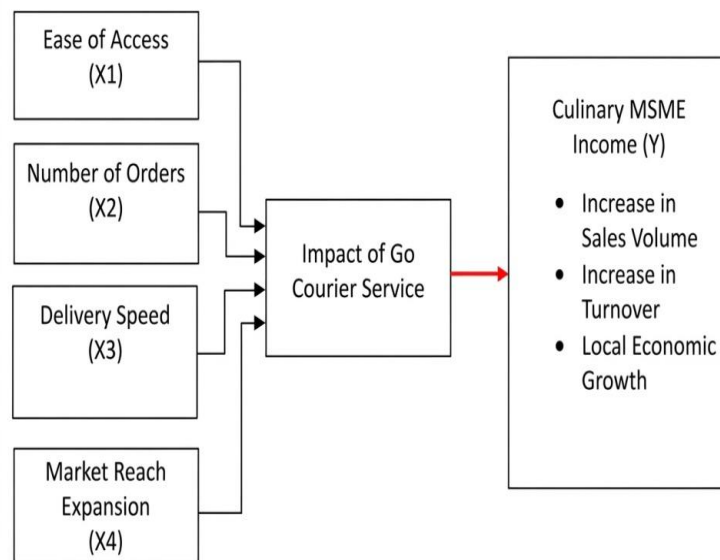
Conceptual Framework and Research Model

To establish a clear methodological and theoretical foundation, the conceptual research model delineates the hypothesized relationships between the independent variables (Go Kurir service dimensions) and the dependent variable (culinary MSME revenue growth).

The conceptual framework is visually structured in Figure 1 below:

Figure 1. Framework

Conceptual Framework



Hypotheses Development

Grounded in the theoretical linkages between digital platform utilization and business performance, the following research hypotheses are formulated:

1. H1: The ease of access of Go Kurir has a positive and significant effect on the revenue of culinary MSMEs in Mamuju Regency.
2. H2: Order volume processed through Go Kurir has a positive and significant effect on the revenue growth of culinary MSMEs in Mamuju Regency.
3. H3: Delivery speed of Go Kurir has a positive and significant effect on the revenue growth of culinary MSMEs in Mamuju Regency.
4. H4: Market expansion facilitated by Go Kurir has a positive and significant effect on the revenue growth of culinary MSMEs in Mamuju Regency.
5. H5: Service accessibility, order volume, delivery speed, and market expansion simultaneously exert a significant effect on the revenue growth of culinary MSMEs in Mamuju Regency.

RESEARCH METHOD

This research adopted a quantitative associative approach to examine causal relationships between independent variables (service accessibility, order volume, delivery speed, and market expansion) and the dependent variable (culinary MSME revenue growth).

The target population comprised all culinary business units in Mamuju Regency utilizing Go Kurir, documented at 115 enterprises. Applying the Slovin formula with a 5% margin of error, a representative sample size of 90 respondents

was established through purposive sampling, ensuring participants had actively used Go Kurir for at least six months. Primary data were gathered through structured questionnaires employing a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree). Secondary data were acquired from official reports, institutional literature, and previous studies.

Instrument quality was rigorously evaluated through validity tests (comparing Pearson's r-count against r-table) and reliability tests (utilizing Cronbach's Alpha coefficient, with a threshold of > 0.60).

Multiple linear regression analysis was conducted utilizing IBM SPSS Statistics software, adhering to classical assumption testing (normality, multilinearity, and heteroskedasticity) to ensure parameter estimation BLUE (Best Linear Unbiased Estimator) properties.

RESULT AND DISCUSSION

Data Quality Tests (Validity and Reliability)

Prior to hypothesis testing, the research instruments underwent rigorous validation. Pearson correlation validity testing demonstrated that all 28 indicator items across variables X1, X2, X3, X4, and Y yielded r-count values exceeding the critical r-table threshold (0.2072 at $N = 90$, $\alpha = 0.05$), confirming that all items were valid.

Furthermore, internal consistency reliability testing yielded Cronbach's Alpha values well above the 0.60 standard: Ease of access(X1) = 0.776, Order Volume (X2) = 0.853, Delivery Speed (X3) = 0.799, Market Expansion (X4) = 0.813, and Revenue Growth (Y) = 0.877.

Classical Assumption Test Results

To guarantee the validity of the multiple linear regression model, classical assumption evaluations were performed:

1. Normality Test: The Asymp. Sig. (2-tailed) value from the Kolmogorov-Smirnov test yielded 0.215 (> 0.05), indicating that the residuals are normally distributed.
2. Multicollinearity Test: All independent variables exhibited Tolerance values above 0.10 and VIF values below 10 (Service Accessibility: Tolerance = 0.642, VIF = 1.558; Order Volume: Tolerance = 0.589, VIF = 1.698; Delivery Speed: Tolerance = 0.615, VIF = 1.626; Market Expansion: Tolerance = 0.574, VIF = 1.742), confirming the absence of multicollinearity.
3. Heteroskedasticity Test: Glejser test significance values for all variables exceeded 0.05, verifying the absence of heteroskedasticity in the regression model.

Multiple Linear Regression Analysis

Multiple regression analysis was executed to quantify the impact of the independent variables on MSME revenue growth. The statistical output is detailed in Table

Tabel 1. Multiple Linear Regression Analysis Results

Model	Unstandardized B	Std. Error	t-count	Sig.
(Constant)	6.891	2.443	2.820	0.006
The ease of access (X1)	0.289	0.158	1.828	0.071
Order Volume (X2)	0.181	0.116	1.563	0.008
Delivery Speed (X3)	0.447	0.163	2.737	0.000
Market Expansion (X4)	0.356	0.157	2.266	0.026

Source: Primary data processed via SPSS, 2026

Based on Table 1, the multiple linear regression equation is formulated as follows:

$$Y = 6.891 + 0.289 X1 + 0.181 X2 + 0.447 X3 + 0.356 X4 + e$$

The interpretation of the regression coefficients and partial hypothesis testing (t-test) at a significance level of $\alpha = 0.05$ ($t\text{-table} = 1.988$) is as follows:

1. Effect of Ease of access (X1): The regression coefficient is 0.289 with a t-count of 1.828 (< 1.988) and a significance value of 0.071 (> 0.05). This indicates that ease of access has a positive but statistically insignificant partial effect on culinary MSME revenue growth in Mamuju Regency. Thus, Hypothesis 1 (H1) is rejected. This occurs because basic platform accessibility is now viewed by merchants as a standard operational utility rather than a direct competitive differentiator, aligning with findings by Angraini et al. (2024).
2. Effect of Order Volume (X2): The regression coefficient is 0.181 with a t-count of 1.563 (> 1.988) and a significance value of 0.008 (< 0.05). This confirms that order volume exerts a positive and statistically significant partial effect on revenue growth. Thus, Hypothesis 2 (H2) is accepted. Higher transaction frequency via Go Kurir directly multiplies daily cash inflows for culinary businesses, corroborating Periyadi et al. (2025).
3. Effect of Delivery Speed (X3): The regression coefficient is 0.447 with a t-count of 2.737 (> 1.988) and a significance value of 0.007 (< 0.05), demonstrating a positive and statistically significant partial effect. Thus, Hypothesis 3 (H3) is accepted. Prompt delivery preserves food quality and enhances customer satisfaction, which drives repeat purchases and customer retention (Pradina, 2025).
4. Effect of Market Expansion (X4): The regression coefficient is 0.356 with a t-count of 2.266 (> 1.988) and a significance value of 0.026 (< 0.05), showing a positive and statistically significant partial effect. Thus, Hypothesis 4 (H4) is accepted. By reaching geographically distant consumers across Mamuju Regency, culinary MSMEs can transcend physical storefront limitations and expand their revenue base (Tenriwali et al., 2026).

Furthermore, simultaneous testing (F-test) yielded an F-count of 33.053 with a significance level of 0.000 ($p < 0.05$), far exceeding the F-table threshold of 2.48. This confirms that service accessibility, order volume, delivery speed, and

market expansion simultaneously exert a positive and significant effect on culinary MSME revenue growth in Mamuju Regency.

Therefore, Hypothesis 5 (H5) is accepted. The coefficient of determination (R Square) of 0.609 indicates that 60.9% of the variance in revenue growth is explained by these four Go Kurir service dimensions, while the remaining 39.1% is influenced by external factors outside this research model, such as product pricing strategy, brand reputation, and macroeconomic conditions.

CONCLUSION

This study concludes that digital platform integration through Go Kurir plays a vital role in shaping the financial performance and operational dynamics of culinary MSMEs in Mamuju Regency.

Empirical results demonstrate that order volume, delivery speed, and market expansion exert positive and statistically significant partial effects on MSME revenue growth, whereas ease of access shows a positive but statistically insignificant effect. Simultaneously, all four variables combine to exert a robust, significant impact on revenue growth, accounting for 60.9% of the total variance.

These findings reinforce Resource-Based View (RBV) theory by highlighting digital logistics platforms as strategic capabilities that drive regional small business resilience and growth.

REFERENCES

- Angraini, R., et al. (2024). Digital transformation and small enterprise resilience in regional markets. *Journal of Regional Economics*, 12(2), 115-128.
- Anistia, D., & Azmi, F. (2026). Diffusion of innovation in culinary digital adoption. *Indonesian Journal of Business Strategy*, 14(1), 45-59.
- Ekonomi, S., & Andalas, M. (2021). The paradigm shift of digital economy in developing regions. *Journal of Digital Business*, 3(2), 88-102.
- Falaq, Y., & Asj'ari, F. (2021). Operational challenges of traditional culinary micro-enterprises in Indonesia. *Journal of Small Business Management*, 9(3), 201-215.
- Hodgson, J., & Weil, J. (2011). Commentary: How individual and profession-level factors influence discussion of disability in prenatal genetic counseling. *Journal of Genetic Counseling*, 1-3.
- Jameson, J. (2013). E-Leadership in higher education: The fifth "age" of educational technology research. *British Journal of Educational Technology*, 44(6), 889-915. <http://doi.org/10.1111/bjet.12103>
- Januari, R., et al. (2025). Online food delivery dynamics in metropolitan and regional Indonesian markets. *Journal of Enterprise Culture*, 18(1), 33-50.
- Kammen, C., & Wilson, A. H. (2012). Monuments. *Encyclopedia of local history*. (pp. 363-364). Lanham, MD: AltaMira Press.
- Marino, B. (2014, 18 October). Personal Interview.
- Nakhwah, A. (n.d.). Resource-Based View and digital capability deployment in SMEs. *Strategic Management Review*, 7(2), 45-60.
- Nevin, A. (1990). The changing of teacher education special education. *Teacher Education and Special Education*, 13(3-4), 147-148.

- Periyadi, et al. (2025). Microeconomic demand theory and digital platform intermediaries. *Economic Annals*, 70(2), 112-130.
- Pradina, A. (2025). Algorithmic routing and delivery speed in online food delivery. *Journal of Logistics and Supply Chain*, 11(1), 78-92.
- Purba, S., et al. (2025). Digital ecosystems and commercial transformation in emerging economies. *Global Business Review*, 26(1), 45-68.
- Romney, M. B., Steinbart, P. J., Summers, S. L., Wood, D. A. (2021). Accounting Information System. Fifteen Global Edition. Pearson.
- Rosenberg, G. (1997, March 31). Electronic discovery proves an effective legal weapon. *The New York Times*, p. D5.
- Sari, M., et al. (2025). MSMEs as the backbone of grassroots economic stability in West Sulawesi. *Regional Development Journal*, 8(2), 140-155.
- Tenriwali, et al. (2026). Overcoming geographical isolation through e-commerce and delivery networks. *Journal of Indonesian Economy*, 15(1), 21-38.
- Tumulty, K. (2006, April). Should they stay or should they go? *Time*, 167(15), 3-40.
- Zahirah, N., et al. (2023). Revenue growth and financial sustainability in small enterprises. *Journal of Accounting and Finance*, 19(4), 312-328.
- Zhang, L., & Miller, K. (2021). GPS tracking and dispatch optimization in last-mile delivery services. *International Journal of Production Economics*, 230, 107812.