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The Influence of Creativity, Social Media, and E-Commerce on the Business Success of Mahkota Ayam in Payakumbuh

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ABSTRACT

This study aims to analyze the influence of creativity, social media, and e-commerce on the success of the Mahkota Ayam business in Payakumbuh. Using a quantitative method with a survey approach, it involves Mahkota Ayam customer respondents. Data collected were analyzed using multiple linear regression to test each variable's influence on business success. The results show that creativity has a positive and significant effect on Mahkota Ayam's success, as seen in increased product and service innovation that boosts customer satisfaction and loyalty. Although Mahkota Ayam uses social media as a promotional tool, this variable does not significantly affect success due to inconsistent content, low interaction, and lack of an effective digital communication strategy. Meanwhile, the e-commerce variable, especially via GoFood, has a positive and significant impact by enhancing accessibility, service speed, and convenience leading to customer satisfaction. Simultaneously, creativity, social media, and e-commerce contribute significantly to business success, with creativity and e-commerce as dominant factors. Based on these findings, Mahkota Ayam should strengthen social media management through consistent, attractive content strategies. It is also expected to keep innovating in products and services to maintain business uniqueness and optimize e-commerce use as the main transaction and market expansion channel, ensuring sustainability in increasingly competitive digital markets.

Keywords: *E-Commerce, Business Success, Creativity, Mahkota Ayam, Social Media*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kreativitas, media sosial, dan e-commerce terhadap keberhasilan usaha Mahkota Ayam di Payakumbuh. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei yang melibatkan responden pelanggan Mahkota Ayam. Data yang dikumpulkan dianalisis menggunakan regresi linear berganda untuk menguji pengaruh masing-masing variabel terhadap keberhasilan usaha. Hasil penelitian menunjukkan bahwa kreativitas berpengaruh positif dan signifikan terhadap keberhasilan usaha Mahkota Ayam, yang ditunjukkan dengan peningkatan inovasi produk dan pelayanan yang mampu meningkatkan kepuasan pelanggan dan mendorong loyalitas. Mahkota Ayam meskipun telah memanfaatkan media sosial sebagai media promosi, variabel tersebut tidak memiliki pengaruh signifikan terhadap keberhasilan usaha. Hal ini disebabkan oleh kurangnya konsistensi konten, minimnya interaksi, dan belum adanya strategi komunikasi digital yang efektif. Sedangkan pada variabel e-commerce, khususnya melalui pemanfaatan layanan GoFood, memiliki pengaruh positif dan signifikan terhadap keberhasilan usaha dengan meningkatkan aksesibilitas, kecepatan layanan, dan kenyamanan proses pembelian yang berujung pada kepuasan pelanggan. Secara simultan, kreativitas, media sosial, dan e-commerce memberikan kontribusi signifikan terhadap keberhasilan usaha, dengan kreativitas dan e-commerce menjadi faktor dominan. Berdasarkan temuan tersebut, Mahkota Ayam disarankan untuk memperkuat pengelolaan media sosial melalui strategi konten yang konsisten dan menarik. Mahkota Ayam juga diharapkan terus berinovasi dalam produk dan pelayanan guna menjaga keunikan usaha, serta mengoptimalkan penggunaan e-commerce sebagai saluran utama transaksi dan ekspansi pasar untuk menjaga keberlanjutan usaha dalam persaingan digital yang semakin kompetitif.

Kata Kunci: *E-Commerce, Keberhasilan Usaha, Kreativitas, Mahkota Ayam, Media Sosial*

1. Introduction

The rapid evolution of modern lifestyles has fundamentally transformed food consumption ppattern (Zulfikri & Iskandar, 2022). Consumers now prioritize convenience, speed, and ease of access to food that also offers appealing taste and presentation (Nirmalasari *et al.*, 2022). This shift presents a strategic opportunity for culinary entrepreneurs to develop innovations aligned with market preferences (Hendrawan & Suselo, 2022).

One of the regions exhibiting dynamic growth in the culinary sector is Payakumbuh City in West Sumatra. According to data from the Central Statistics Agency of Payakumbuh in 2024, more than 500 culinary businesses are currently operating in this area (Badan Pusat Statistik, 2024). One product that has received a positive response is ayam geprek, a fried chicken dish served with a signature chili sauce, popular among various consumer groups, particularly the youth (Suhairi *et al*., 2023). Mahkota Ayam has emerged as a prominent local

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brand that successfully captures consumer attention through a creative approach to menu development and service strategies.

The competitive advantage of Mahkota Ayam lies not only in the taste and quality of its products but also in its differentiation strategy, which includes offering a wide variety of chili sauces, modern toppings, and customizable menu combinations tailored to customer preferences. In addition, the brand has implemented digital strategies to strengthen communication and promotional efforts, thereby expanding its online service reach.

The presence of Mahkota Ayam has intensified market competition, with the emergence of similar businesses such as Bikamari, Raja Geprek, Geprek Berkah, Pangeran Geprek, Hidayah Geprek, D'kriuk, and major brands like KFC and D'Besto that also offer ayam geprek on their menus. This competitive landscape challenges Mahkota Ayam to continuously innovate and leverage digital technology to maintain its market competitiveness (Hartono, 2023). Creativity in business development, the use of social media for marketing, and the integration of e-commerce in the sales process are increasingly vital factors in achieving business success in today's digital era.

This aligns with previous research which indicates that the combination of creativity, social media, and e-commerce can have a significant positive impact on business success (Putri *et al*., 2024). The findings of this research suggest that integrating these three factors not only enhances the visibility of a business in the market but also plays a crucial role in expanding market reach, building stronger relationships with consumers, and fostering innovation that captures the attention of customers, ultimately contributing to the success of a business.

The success of a culinary business can be evaluated from various perspectives. One important viewpoint is that of consumer perception. Consumer satisfaction is a key factor in determining the success of a business, as satisfied customers are more likely to become loyal patrons and recommend the business to others. Therefore, the assessment of Mahkota Ayam's success from the consumer perspective is the primary focus of this study.

The main objective of this research is to analyze the influence of creativity, social media, and e-commerce on the success of Mahkota Ayam in Payakumbuh from the consumer perspective, both individually and simultaneously. The exploration of these factors is expected to provide strategic recommendations for Mahkota Ayam in optimizing creativity, leveraging social media, and utilizing e-commerce to enhance competitiveness and maintain customer loyalty. This research is also anticipated to benefit other culinary entrepreneurs by highlighting the importance of these three factors in improving business success based on customer experiences and perceptions. Additionally, this study contributes to the academic field by developing literature on culinary business strategies in the digital era, particularly in the context of micro, small, and medium enterprise (MSME) competition within the culinary sector.

2. Theoretical Framework

The theoretical framework provides a comprehensive discussion of the key variables related to the research being conducted, namely creativity, social media, e-commerce, and business success.

Creativity

In the business world, creativity is seen by consumers as the ability to present new, engaging, and distinct experiences. This creativity can be reflected in the products, services, and communication methods a business employs with its customers. Consumers evaluate creativity based on how well a business can meet their expectations in an innovative way that leaves a lasting impression. Creativity is not just about creating something new but also providing an emotional experience that resonates deeply with consumers (Ratiyah *et al*., 2021).

Interesting and innovative product variations, original and interactive promotions, responsive service, and aesthetically pleasing business environments all influence how consumers perceive the creativity of a business. Ongoing product development demonstrates that a business is continually adapting to trends and market demands (Jefri & Ibrohim, 2021).

A creative business begins by observing consumer needs, followed by idea exploration and experimentation. Creative ideas are tested to see how the market accepts the product or service. If the idea proves successful, it is implemented on a larger scale and continually evaluated for further development. This process ensures that the innovations offered remain relevant to market needs and are well received by consumers.

However, managing a creative business can encounter challenges that hinder creativity. For instance, a lack of product differentiation or monotonous promotional efforts can make a business seem ordinary, while failure to respond to consumer feedback or having an unattractive business environment can decrease a business's appeal. Therefore, business owners need to implement creativity development strategies such as periodic product research, creation of creative content, innovative service training, and regular updates to business design (Jefri & Ibrohim, 2021).

Social Media

Social media refers to digital platforms that enable interactions between individuals through the sharing of information and experiences online. In the business world, social media functions as a tool to build relationships with consumers, enhance brand visibility, and strengthen the business's reputation. Consumers view consistent social media activity as an indicator of the business's professionalism. The success of a business

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is often measured by how effectively it manages its digital communications (Arianto & Sofyan, 2022).

The performance of social media is influenced by several key factors. First, consistent activity in posting content creates a positive perception of the business's professionalism. Second, responsive and friendly interactions with consumers strengthen loyalty. Third, attractive promotions through creative visual design and narratives will influence consumer appeal. Fourth, a positive image created through content that reflects the business's values also supports brand success. Lastly, the effectiveness of digital platform usage plays a critical role (Ikhsani & Saputra, 2023).

Utilizing social media effectively requires a planned approach. The first step is creating content that aligns with market segmentation and current trends. Content production should be tailored to the specific characteristics of each platform and distributed via the appropriate channels. Additionally, managing interactions with customers, whether in the form of questions or complaints, is essential to maintain the business's reputation. Evaluating content performance using analytical data provides valuable insights for further strategy development (Arya *et al*., 2024).

Social media development strategies must also address existing challenges. A lack of digital literacy can hinder the effectiveness of social media use. Moreover, irrelevant content or passive interactions can harm relationships with consumers. Inconsistency in posting and limited resources can also reduce the effectiveness of social media engagement. Therefore, improving digital skills and managing high quality content is crucial for enhancing business success through social media (Ramaputra & Afifi, 2021).

E-Commerce

E-commerce is a digital transaction system that allows consumers to purchase goods or services flexibly without the limitations of time and location *(Moehadi et al.,* 2024). The success of a business through e-commerce is influenced by the platform's ability to provide ease of access, convenience in the purchasing process, payment method options, and reliability in delivery. Consumers evaluate the quality of their shopping experience as the main indicator in determining satisfaction and loyalty to a brand or platform.

Key factors determining the effectiveness of e-commerce include an intuitive site navigation, an appealing user interface, and an efficient checkout process. A variety of payment options provides flexibility in transactions. The speed and accuracy of delivery contribute to the perception of reliability. Overall satisfaction is also influenced by product quality, accurate descriptions, and after sales services (Nazar & Salsabila, 2024) .

The impact of e-commerce on business success occurs through a continuous process. Consumers select platforms based on reputation and product availability. The purchasing process involves adding products to the cart and completing the transaction. Products are delivered within the estimated time frame. Consumers then evaluate their overall shopping experience. Satisfied consumers are more likely to make repeat purchases and become loyal customers.

Challenges in e-commerce include limitations in digital infrastructure, transaction security issues, delayed deliveries, inconsistent product quality, and unresponsive customer service (Maimuna *et al*., 2024). Development strategies focus on improving infrastructure quality, strengthening security systems, optimizing logistics, enhancing product information, and increasing the responsiveness of customer service to support sustainable business success (Nazar & Salsabila, 2024).

Business Success

Business success is assessed based on the ability to meet consumer expectations through high quality products, optimal service, and a satisfying shopping experience. The perception of success is formed based on customer satisfaction, loyalty, and the emotional connection established with the brand. A business is considered successful if it can adapt, effectively reach consumers, and maintain consistent service (Mawaddah *et al*., 2023).

Key factors influencing business success include product innovation, customer satisfaction levels, adoption of digital technologies, and the strength of consumer relationships. Relevant and high quality products strengthen competitive value, while high customer satisfaction increases the likelihood of repeat purchases. The utilization of technology accelerates service and enhances efficiency, while active consumer engagement strengthens loyalty and brand support (Aini *et al*., 2024).

The process of shaping perceptions of success begins with the first impression of the product or service. Consumers then evaluate the quality and benefits received. Positive experiences encourage repeat purchases and recommendations to others. Loyalty is built through consistent interactions and experiences that exceed expectations.

During this process, barriers may arise, such as a decline in product quality, slow service responses, difficulties in digital access, lack of innovation, and inadequate communication. Development strategies that can be implemented include focusing on improving product quality, responsive customer service, service digitization, loyalty programs, and strengthening interactive communication (Hariyanto & Ie, 2023).

Research Hypotheses

The hypotheses to be tested are as follows:

- t-test

Creativity

H01 : Creativity does not affect the business success of Mahkota Ayam in Payakumbuh.

Ha1: Creativity affects the business success of Mahkota Ayam in Payakumbuh.

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Social Media

H02 : Social media does not affect the business success of Mahkota Ayam in Payakumbuh.

Ha2: Social media affects the business success of Mahkota Ayam in Payakumbuh.

E-Commerce

H03 : E-commerce does not affect the business success of Mahkota Ayam in Payakumbuh.

Ha3: E-commerce affects the business success of Mahkota Ayam in Payakumbuh.

- F-test

H0 : Creativity, social media, and e-commerce do not affect the business success of Mahkota Ayam in Payakumbuh.

Ha: Creativity, social media, and e-commerce affect the business success of Mahkota Ayam in Payakumbuh.

3. Methodology

This research employs a quantitative method. Data collection techniques include the use of questionnaires, observation, and interviews with respondents at Mahkota Ayam between January and March 2025.

3.1 Data

The data used in this study consist of both primary and secondary sources. Primary data are obtained directly from consumers who have made purchases at Mahkota Ayam through questionnaires and interviews. Secondary data are gathered from BPS statistics, relevant literature reviews, and other supporting references (Agustin, 2023). The respondents in this study include anyone who has purchased products from Mahkota Ayam in Payakumbuh. A sample of 40 respondents was selected using accidental sampling, a technique where respondents are randomly chosen based on their engagement with the business activities (Zulfikri & Iskandar, 2022).

3.2 Analysis Method

The data analysis technique follows a systematic series of stages aimed at ensuring the feasibility of the model used, as well as the validity and reliability of the results. Each phase is methodologically designed to ensure the integrity and accuracy of the analysis.

Instrument Testing

The initial stage involves testing the research instruments, including validity and reliability assessments, which are essential to ensure the quality and trustworthiness of the data collection tools used in the study. Validity testing ensures that each questionnaire item accurately measures the corresponding variable indicators. An item is considered valid if the calculated r-value exceeds the r-table value and the significance level (Sig.) is below 0.05. Reliability testing is then conducted to assess the consistency of measurement results. An instrument is deemed reliable if the Cronbach's Alpha value exceeds 0.60.(Nilawati & Fati, 2022).

Classical Assumption Tests

Classical assumption testing is conducted to ensure that the data meet the requirements for multiple linear regression analysis (Sahir, 2022), including:

- Normality test, assesses whether the data follow a normal distribution, using the Kolmogorov-Smirnov significance value.
- Multicollinearity test, detects high correlations among independent variables, with tolerance > 0.10 and VIF < 10 as thresholds.
- Heteroscedasticity test, identifies variance inequality in residuals; the absence of heteroscedasticity is indicated by a significance value greater than 0.05.

Multiple Linear Regression Analysis

This stage aims to determine the partial and simultaneous influence of independent variables on the dependent variable. A multiple linear regression equation is derived from the analysis, indicating the direction and magnitude of the effect of each independent variable on the dependent variable (Agustin, 2023). The applied regression model is as follows:

$$Y = a + b^1 x^1 + b^2 x^2 + b^3 x^3 + e$$

Description:
Y = Business Success
a = Constant
b = Coefficients of each variable
X^1 = Creativity
X^2 = Social Media
X^3 = E-Commerce
e = Error term

Statistical Testing

The final phase involves statistical tests, consisting of three parts. First, the t-test (partial) is used to evaluate the individual effect of each independent variable on the dependent variable. Second, the F-test (simultaneous) is used to test the combined effect of all independent variables on the dependent variable. Third, the coefficient of determination (R^2 and adjusted R^2) is analyzed to determine the extent to which the dependent variable is explained by the independent variables in the model. If necessary, the multiple correlation coefficient (R) may also be presented to illustrate the overall strength of the relationship among the variables in the model (Nuryadi *et al.*, 2017).

This comprehensive data analysis procedure is expected to yield accurate insights regarding the influence of creativity, social media, and e-commerce on the business success of Mahkota Ayam in Payakumbuh.

4. Results and Discussion

4.1 Results

The results of data analysis include instrument testing, classical assumption testing, multiple linear regression analysis, and statistical testing.

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Instrument Testing

The quality of the research instruments is assessed through two key aspects validity and reliability. Detailed information on the results of the validity and reliability tests is presented in the following table.

Table 1. *Validity Test Results*

Variable	Ind.	r Calculated	r Table	Sig.	Desc.
Creativity (X^1)	$X^{1.1}$	0.614	0.312	0.000	Valid
	$X^{1.2}$	0.632	0.312	0.000	Valid
	$X^{1.3}$	0.719	0.312	0.000	Valid
	$X^{1.4}$	0.692	0.312	0.000	Valid
	$X^{1.5}$	0.712	0.312	0,000	Valid
Social Media (X^2)	$X^{2.1}$	0.733	0.312	0.000	Valid
	$X^{2.2}$	0.683	0.312	0.000	Valid
	$X^{2.3}$	0.720	0.312	0.000	Valid
	$X^{2.4}$	0.791	0.312	0.000	Valid
	$X^{2.5}$	0.691	0.312	0.000	Valid
E-Commerce (X^3)	$X^{3.1}$	0.767	0.312	0.000	Valid
	$X^{3.2}$	0.721	0.312	0.000	Valid
	$X^{3.3}$	0.802	0.312	0.000	Valid
	$X^{3.4}$	0.808	0.312	0.000	Valid
	$X^{3.5}$	0.700	0.312	0.000	Valid
Business Success (Y)	Y^1	0.720	0.312	0.000	Valid
	Y^2	0.638	0.312	0.000	Valid
	Y^3	0.624	0.312	0.000	Valid
	Y^4	0.737	0.312	0.000	Valid
	Y^5	0.787	0.312	0.000	Valid

Source: Processed by the Author, 2025

Based on the results of the validity test in Table 1, the indicators of the following variables show the following r-calculated values:

- Creativity (X^1) ranges from 0.614 to 0.712;
- Social media (X^2) ranges from 0.683 to 0.791;
- E-commerce (X^3) ranges from 0.700 to 0.808;
- Business success (Y) ranges from 0.624 to 0.787.

These values indicate that all indicators in each variable have r-calculated values greater than the r-table value (0.312) at a significance level of < 0.05, confirming that all questionnaire items meet the required criteria. Therefore, all indicators are declared valid and representative of their respective constructs (Sahir, 2022).

Table 2. *Reliability Test Results*

Variable	Cronbach's Alpha	Standard	Desc.
Creativity (X^1)	0.692	0.60	Reliable
Social Media (X^2)	0.765	0.60	Reliable
E-Commerce (X^3)	0.813	0.60	Reliable
Business Success (Y)	0.736	0.60	Reliable

Source: Processed by the Author, 2025

Table 2 demonstrates that the reliability coefficients (Cronbach's Alpha) for all variables exceed the threshold value of 0.60.

- Creativity (X^1) has a reliability score of 0.692.
- Social media (X^2) at 0.765.
- E-commerce (X^3) at 0.813.
- Business success (Y) at 0.736.

These results indicate that all measurement instruments in this study exhibit good internal consistency and are deemed appropriate for data collection purposes (Agustin, 2023).

Classical Assumption Test

The conformity of the data with the regression model is evaluated through a classical assumption test, the results of which are presented in the following table.

Table 3. *Normality Test Results*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parametersa	Mean	.0000000
	Std. Deviation	191.007.813
Most Extreme Differences	Absolute	.073
	Positive	.064
	Negative	-.073
Kolmogorov-Smirnov Z		.460
Asymp. Sig. (2-tailed)		.984
a. Test distribution is Normal.		

Source: Processed by the Author, 2025

The normality test using the Kolmogorov-Smirnov method, as shown in Table 3, yielded an Asymp. Sig. (2-tailed) value of 0.984 significantly above the 0.05 threshold. This result indicates that the residuals from the regression model are normally distributed (Zahriyah *et al*., 2021). Visual representations of the normality test are further illustrated through the histogram and normal probability plot below.

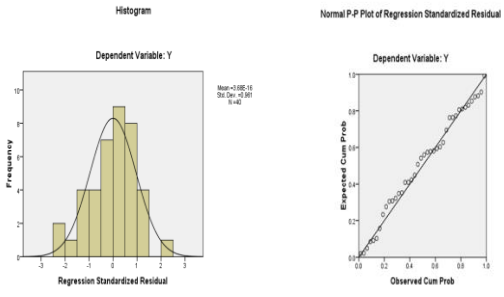


Figure 1. *Histogram and Normal Probability Plot*

Visual inspection of Figure 1 confirms the results of the normality test. The histogram exhibits a symmetrical distribution around the central value, while the points in the normal probability plot closely follow the diagonal line without any systematic deviation.

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These visual indicators support the conclusion that the data meet the assumption of normality.

Table 4. *Multicollinearity Test Results*

No.	Variable	Collinearity Statistics	
		Tolerance	VIF
1	Creativity	0.886	1.129
2	Social Media	0.548	1.825
3	E-Commerce	0.510	1.962

Source: Processed by the Author, 2025

Table 4 shows that all independent variables have Tolerance values above 0.10 and VIF values below 10. The Tolerance values range from 0.510 to 0.886, and VIF values range from 1.129 to 1.962. These results indicate the absence of multicollinearity within the regression model, ensuring that there is no strong interdependence among the independent variables that could compromise the model's validity (Indartini & Mutmainah, 2024).

Table 5. *Heteroscedasticity Test Results*

Corelation		
No.	Variable	Significance Value (Sig.)
1	Constant	0.425
2	Creativity	0.212
3	Social Media	0.865
4	E-Commerce	0.459

Source: Processed by the Author, 2025

The results presented in Table 5 reveal that all significance values exceed 0.05, indicating that the regression model does not suffer from heteroscedasticity. This suggests that the error variances are constant (homoscedastic), thus ensuring unbiased regression coefficient estimates (Indartini & Mutmainah, 2024).

To further validate these findings, a scatterplot analysis was conducted to visually assess the distribution pattern of residuals.

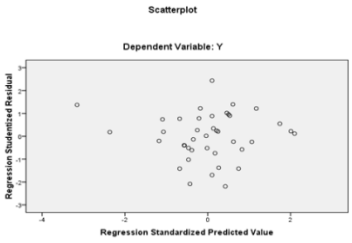


Figure 2. *Scatterplot Result*

The scatterplot in Figure 2 shows a random distribution of residuals without any discernible pattern, reinforcing the conclusion that the regression model is free from heteroscedasticity.

Multiple Linear Regression Test

The regression model derived from the research data is presented in the following table.

Table 6. *Results of Multiple Linear Regression Analysis*

No.	Variable	Coefficient Variable
1	Constant	2.660
2	Creativity	0.402
3	Social Media	-0.051
4	E-Commerce	0.534

Source: Processed Data by Author, 2025

Table 6 presents the estimated results of the multiple linear regression model involving three independent variables creativity (X^1), social media (X^2), and e-commerce (X^3), in relation to business success (Y) (Agustin, 2023). Based on the obtained coefficients, the regression equation is formulated as follows:

$$Y = 2.660 + 0.402x^1 - 0.051x^2 + 0.534x^3$$

This equation reflects the relationship between each independent variable and the dependent variable. The coefficient for creativity (X^1) is 0.402, indicating a positive relationship each increase in creativity contributes to greater business success. The coefficient for social media (X^2) is -0.051, suggesting a negligible and negative impact. Meanwhile, the e-commerce variable (X^3) shows the strongest positive influence, with a coefficient of 0.534, highlighting the significant role of e-commerce in driving business success.

Statistical Tests

The strength and significance of each variable's influence were assessed using statistical tests, summarized in the table below.

Table 7. *t-Test Results*

No.	Variable	T-Value	Significance
1	Creativity	3.348	0.002
2	Social Media	-0.372	0.712
3	E-Commerce	3.849	0.000
4	T-Table	2.024	0.05

Source: Processed Data by Author, 2025

Table 7 indicates that the creativity variable (X^1) has a t-value of 3.348 and a significance level of 0.002, which is greater than the critical t-value (2.024) and below the 0.05 threshold. Thus, H01 is rejected and Ha1 is accepted, confirming that creativity significantly influences business success. The social media variable (X^2) yields a t-value of -0.372 and a significance of 0.712, failing to meet the significance criteria hence, H02 is accepted and Ha2 is rejected. This implies that social media does not significantly contribute to business success. In contrast, the e-commerce variable (X^3) has a t-value of 3.849 with a significance level of 0.000, confirming a strong and significant positive effect, and H03 is rejected while Ha3 is accepted. Therefore, only creativity and e-commerce are shown to have a

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significant partial effect on business success (Indartini & Mutmainah, 2024).

Table 8. *F-Test Results*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Reg.	199.612	3	66.537	16.835	.000a
	Res.	142.288	36	3.952		
	Total	341.900	39			

Source: Processed Data by Author, 2025

Table 8 shows an F-value of 16.835, which is greater than the F-table value (2.866), with a significance level of 0.000 (< 0.05). Therefore, H0 is rejected and Ha is accepted, indicating that the combined effect of creativity, social media, and e-commerce significantly impacts business success. This confirms that the regression model is statistically valid for explaining variations in the dependent variable (Indartini & Mutmainah, 2024).

Table 9. *Multiple Correlation and Coefficient of Determination (R^2)*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764a	.584	.549	1.988

Source: Processed Data by Author, 2025

Table 9 presents the results of the multiple correlation and coefficient of determination tests. The R Square value of 0.584 indicates that 58.4% of the variation in business success (Y) is explained by the three independent variables creativity (X^1), social media (X^2), and e-commerce (X^3). The adjusted R Square of 0.549 accounts for the number of variables and sample size, meaning that 54.9% of business success is explained by the model, while the remaining 45.1% is influenced by other factors not included. The multiple correlation coefficient (R) of 0.764 supports this finding, indicating a strong overall relationship between the independent variables and business success *(Nuryadi et al.*, 2017).

4.2 Discussion

The Effect of Creativity on the Business Success of Mahkota Ayam in Payakumbuh

Based on the t-test results, the creativity variable (X^1) is proven to have a positive and significant effect on the success of Mahkota Ayam's business in Payakumbuh. A t-value of 3.348 and a significance level of 0.002 (below 0.05) reinforce this finding, with a regression coefficient of 0.402. This indicates that a 1% increase in creativity is projected to increase business success by 40.2%. These results affirm that creativity plays a crucial role in attracting customer attention and interest. The implementation of various creative strategies at Mahkota Ayam has positively contributed to customer satisfaction and loyalty.

Creativity is reflected in product variation, particularly in the diverse chili sauces offered. Options such as sambal embe, sweet and spicy, sambal hijau, sambal matah, and others give customers the flexibility to customize flavors to their preferences. This variety enhances the dining experience and differentiates Mahkota Ayam from its competitors.

Marketing and promotional efforts also exhibit creativity through the use of social media platforms like Instagram, Facebook, and WhatsApp. This approach demonstrates Mahkota Ayam's efforts to adapt to evolving digital trends. However, the effectiveness of digital promotions remains suboptimal due to limited interaction and inconsistent content. To improve customer engagement, social media promotion requires a more creative, scheduled, and responsive strategy.

Creativity is further reflected in offline services, which are characterized by staff friendliness and prompt service. On the online side, Mahkota Ayam facilitates customers through collaboration with the e-commerce platform GoFood. Delivery services via Gojek allow flexible ordering, aligning with the digital and practical lifestyle of modern consumers.

A unique and functional layout also reflects the business's creativity. The ordering area is on the ground floor, while the dining area is upstairs, providing a more private and comfortable environment. This design allows customers to enjoy their meals without feeling overly observed. The view of Payakumbuh city from above adds visual and emotional value, making each visit more memorable. Surveillance is maintained through CCTV without compromising customer comfort.

Menu development also shows innovation in expanding consumer choices. In addition to the main menu of chicken geprek and rice, Mahkota Ayam offers noodles, cheese, and iced tea as side dishes. This variety allows customers to customize their meals, expanding market segmentation and improving customer satisfaction.

These findings align with Harahap & Harahap (2022), in their study titled The Effect of Creativity on Business Success in Micro, Small, and Medium Enterprises in Patumbak Kampung Village, Patumbak District, Deli Serdang Regency. That study concluded that increased creativity directly contributes to business success.

The consistent application of creativity across various aspects of Mahkota Ayam's operations has had a real impact on its success. Although social media optimization remains a challenge, creativity in products, service, spatial design, and menu development has become a strong foundation for growth and sustainability amid the increasingly competitive culinary market.

The Effect of Social Media on the Business Success of Mahkota Ayam in Payakumbuh

The t-test results show that social media does not significantly affect the success of Mahkota Ayam in Payakumbuh. A t-value of -0.372 and a significance level of 0.712 indicate that the relationship between

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social media and business success is not statistically significant. The negative regression coefficient of -0.051 implies that, although social media is used as a promotional tool, it has not effectively contributed to business success from the customer's perspective.

Mahkota Ayam uses three main platforms for business communication Instagram, Facebook, and WhatsApp. The Instagram business account features 21 posts, seven reels, and 597 followers, with an average reel view of 634 showing potential for wider reach. However, the Facebook platform still uses the owner's personal account, with 2,800 followers and six reels averaging 261 views. Only 13 business related posts are available, while the rest are personal, unrelated content.

Similarly, WhatsApp still operates under a personal account instead of a business account, reducing the professionalism of the brand's image. Promotional activities across all three platforms lack consistency and a structured posting schedule. There is no planned promotional theme or content strategy to attract the target market. Most content includes only product names and prices without further explanation or visually appealing images. Promotional storytelling is absent, and there are no highlighted special offers, discounts, or bundling options.

Interaction with consumers is also limited. On Instagram, the average number of likes per post is six, with an average of six comments across 21 posts. Facebook interactions are also low, averaging 13 likes and five comments per post. There is no response to comments or messages from customers, and no effort to build stronger audience relationships through features like interactive stories, polls, or Q&A sessions. This lack of engagement may weaken the business's perceived closeness to consumers.

The impact of social media on purchase interest remains low. Existing content does not showcase product advantages in an engaging manner. There is no motivating information such as special promotions or a clear call to action to encourage users to become buyers.

The Mahkota Ayam brand image is still weak and lacks consistent formation. The Instagram account does not convey a strong brand identity. Visual branding, such as consistent use of colors, fonts, and design that reflects the business's values, is minimal. The use of personal accounts on Facebook and WhatsApp reduces professionalism and affects digital brand perception.

The effectiveness of social media in conveying product and promotional information is also low. There is no clear strategy for using digital platforms as two way communication tools. Uploaded content is mostly one directional, with no space for customer feedback. There are no short term promotions, loyalty programs, or customer testimonials that could enhance credibility and attract audiences. While WhatsApp is actively used for orders, integration between social media and ordering channels remains minimal.

Mahkota Ayam has yet to collaborate with influencers or food bloggers who could expand promotional reach and build customer trust. Additionally, the business does not yet have TikTok or YouTube accounts, limiting audience expansion potential. The absence of influencer involvement and video content further restricts promotional opportunities.

Previous research by Adawiyah & Veri (2024), titled Analysis of the Impact of Social Media on Business Success using a Systematic Literature Review, showed that social media can significantly influence customer engagement and market expansion if utilized optimally. Effective social media use requires consistency, creativity, and openness to interaction.

Mahkota Ayam has yet to demonstrate these three aspects in its social media management. Its current digital communication strategy remains passive and lacks distinction compared to competitors. Opportunities to build a customer community via social media have not been fully leveraged. The role of social media as a primary marketing channel has not been maximized.

A more structured and professional digital transformation is needed. Scheduled content updates, improved visual quality, and strengthened brand identity through social media can enhance the business image. Expanding to platforms like TikTok and YouTube and collaborating with influencers and food bloggers could broaden market reach and boost sales. Moreover, integrating social media with ordering channels like WhatsApp can streamline transactions and improve customer convenience.

The Effect of E-Commerce on the Business Success of Mahkota Ayam in Payakumbuh

The influence of e-commerce on the business success of Mahkota Ayam is clearly evident from statistical analysis, which shows a positive and significant relationship between the two. Based on multiple linear regression tests, the t-value of 3.849 and a significance level of 0.000 confirm that e-commerce significantly contributes to business performance improvement. The regression coefficient of 0.534 indicates that a 1% increase in e-commerce utilization is projected to increase business success by 53.4%. These findings suggest that Mahkota Ayam has successfully optimized the use of e-commerce particularly through the GoFood platform to expand market reach and strengthen competitiveness in the evolving digital marketplace.

E-commerce provides customers with various conveniences, from fast ordering processes to flexible payment options. Gojek, as the food delivery platform used by Mahkota Ayam, offers a simple and user friendly interface, even for first time digital users. Customers can complete transactions in just a few steps, starting from menu selection to entering the delivery address and choosing their preferred payment method. This system delivers convenience as customers are not required to visit the physical location or place orders manually via phone.

The availability of diverse payment methods such as GoPay, debit cards, credit cards, and cash on delivery enables customers to choose the option that best fits their

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preferences and circumstances. This diversity not only increases transaction efficiency but also creates a positive perception of ease and professionalism in service delivery. Furthermore, the speed of order delivery is a key aspect appreciated by customers. User reviews indicate that most orders from Mahkota Ayam are delivered quickly and in consumable condition. Packaging quality and order accuracy are also rated as satisfactory, minimizing customer complaints during the ordering and delivery process.

Customer satisfaction is reflected in an average rating of 4.7 stars given by more than 4,000 users on the GoFood application. Most reviews highlight the consistently good food taste, fast service, and ease of transaction. This high level of satisfaction demonstrates that e-commerce not only serves as a transaction channel but also functions as a medium for brand engagement and reputation building. Mahkota Ayam also utilizes promotional features available on GoFood, such as discounts, menu bundling, free delivery, and loyalty campaigns. These strategies have proven effective in attracting new customers while retaining existing ones.

These findings align with the study by Silalahi *et al*. (2022), "The Role of E-Commerce in Supporting the Success of MSMEs in Indonesia," which states that e-commerce plays a significant role in expanding market reach, enhancing business competitiveness, and providing ease of access for customers. This reinforces the relevance and importance of digital technology, particularly for MSMEs seeking to survive and grow in the digital era. It affirms that e-commerce is not merely a sales tool but an integral part of modern business strategies that drive growth and success.

Thus, the integration of e-commerce into Mahkota Ayam's operational system has been proven to deliver a significant positive impact on business success, particularly in terms of accessibility, service convenience, payment flexibility, delivery accuracy, and customer satisfaction.

The Simultaneous Effect of Creativity, Social Media, and E-Commerce on the Business Success of Mahkota Ayam in Payakumbuh

The analysis results indicate that creativity, social media, and e-commerce simultaneously have a significant effect on the business success of Mahkota Ayam. The F-value of 16.835 with a significance level of 0.000 demonstrates that these three variables collectively explain the variation in business success. The regression model is considered appropriate for measuring the contribution of each factor to business performance from the consumer's perspective.

Mahkota Ayam's success in delivering innovation is reflected in high customer satisfaction with the variety of chili sauces, visual menu appeal, and dining atmosphere that combines functionality with aesthetics. The wide range of menu options strengthens consumer perceptions of product uniqueness and encourages loyalty through a pleasant and non monotonous dining experience.

Social media acts as a promotional tool, although its utilization remains suboptimal. Platforms like Instagram, Facebook, and WhatsApp show potential for broad market reach, yet the lack of consistent and interactive content strategies hampers audience engagement. The absence of compelling visual storytelling, limited interaction, and promotional offers means that current content has not effectively influenced consumer purchasing interest.

E-commerce usage via GoFood is the dominant factor in improving accessibility and transaction convenience. The easy ordering system, flexible payment options, and fast delivery services add significant value. Consumer responses, evident from high ratings and positive reviews, reinforce the perception of reliability and professionalism in Mahkota Ayam's digital services (Akifah, 2020).

Customer loyalty and willingness to recommend the product increase as a result of a combination of enjoyable consumption experiences, practical access, and consistent service quality. Consumers not only make repeat purchases but also recommend the brand to others due to high satisfaction levels.

Customer interaction is more prominent on the e-commerce platform than on social media. Digital services via GoFood are seen as more effective in establishing strong customer relationships, supported by clear information, efficient transaction processes, and convenient purchasing systems. However, the potential to enhance interaction through social media remains substantial, provided that content strategies and two way communication are further developed.

Collectively, the three variables significantly impact Mahkota Ayam's business success. Consumers benefit from innovative products, accessible services, and a satisfying digital experience. Business success is reflected in high customer satisfaction, increasing online transactions, strengthened loyalty, and strong referral potential. Mahkota Ayam has demonstrated that integrating creativity, social media, and e-commerce can serve as an effective strategy for maintaining business sustainability and competitiveness in a dynamic market.

Comprehensive digital strategy optimization is necessary so that the contributions of all three variables not only occur simultaneously but also balance one another in supporting sustainable business growth.

5. Conclusion

Based on the results of data analysis and discussion, it can be concluded that the regression model used in this study has met all the fundamental assumptions of regression and is statistically valid. The research instruments were proven to be both valid and reliable, and no violations were found regarding assumptions of normality, multicollinearity, or heteroscedasticity, indicating that the model is reliable for explaining the phenomena studied.

Partially, the variables of creativity and e-commerce have a positive and significant effect on the business success of Mahkota Ayam in Payakumbuh. Creativity

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serves as a key strength in driving innovation and business differentiation, while e-commerce expands market reach and enhances operational efficiency through digital platforms. Conversely, social media has not shown a significant effect, likely due to the lack of content strategy, interaction, and consistent management.

Simultaneously, the three independent variables have a significant effect on business success, contributing 58.4% to the variation in the dependent variable. However, this study has limitations, as it employs only a quantitative approach and is restricted to three main variables, with data collected cross sectionally, which does not allow for observing changes in influence over time. Therefore, future research is recommended to include additional variables and use qualitative or longitudinal approaches.

For Mahkota Ayam's business management, it is essential to maintain the quality of existing products and immediately improve social media management by focusing on content consistency, enhancing customer interaction, and expanding presence to other platforms, so that all three factors can contribute optimally to the success of the business.

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