

## The Influence of Digital Promotion, Product Quality, and Product Halal Commitment on Marketing Performance of Meatball Small and Medium Enterprises (SMEs) in Bantul Regency

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### Abstract

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**Introduction:** Small and Medium Enterprises (SMEs) play a vital role in the Indonesian economy, particularly in Bantul Regency, which holds significant potential in the food processing sector, including meatballs. However, intense competition requires effective marketing strategies to improve marketing performance. This study aims to determine the effect of digital promotion, product quality, and Halal Product Commitment on the marketing performance of meatball SMEs in Bantul Regency. **Research Methods:** This study employed quantitative research methods. A sample of 80 respondents was selected using a probability sampling method with a proportional stratified random sampling technique. Data collection used a questionnaire processed with SPSS 22, and data analysis used multiple linear regression. **Results:** The results show that digital promotion, product quality, and Halal Product Commitment collectively have a significant effect on marketing performance, with a significance value of  $<0.05$ . **Conclusion:** By optimizing digital promotion, maintaining product quality, and ensuring halal product compliance, meatball SMEs in Bantul Regency can significantly improve marketing performance and achieve sustainable business growth.

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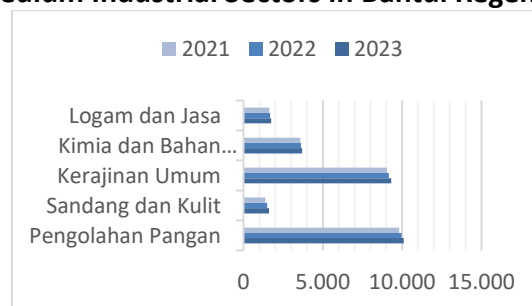
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## INTRODUCTION

The development of Small and Medium Enterprises (SMEs) plays a crucial role in supporting Indonesia's economy. Their flexibility and ability to absorb a large workforce make SMEs an essential foundation for national economic growth. SMEs are business entities operating on a small to medium scale in terms of employees, assets, and revenue. Typically managed by individuals or small groups, they contribute significantly to improving community welfare and stimulating economic development. One region with considerable potential as a driver of economic growth is Bantul Regency.

Bantul Regency, located in the Special Region of Yogyakarta Province, is recognized as an area that has experienced consistent growth in the number of micro, small, and medium enterprises over the years. The regency's SME sector is categorized into five main industrial groups. As illustrated in Figure 1, the food processing sector has remained the largest sector from 2021 to 2023, reaching a total of 10,095 business units. This sector is followed by general handicrafts, chemicals and building materials, metal and service industries, and finally the textile and leather sector. Consequently, one of the most prominent and promising businesses within the food processing sector is the meatball (*bakso*) culinary industry.

**Figure 1**  
**Small and Medium Industrial Sectors in Bantul Regency, 2021–2023**



Source: Statistics Indonesia (BPS) Bantul Regency (2023)

Meatballs (*bakso*) are one of Indonesia's most popular traditional foods, originating from the cultural acculturation between Chinese and Indonesian communities. The term *bakso* is derived from the Hokkien language, where *bak* means "meat" and *so* means "ground" or "minced," thus literally referring to minced meat. Along with cultural development and the demographic characteristics of Indonesia, where the majority of the population is Muslim, *bakso* is generally made from halal ingredients such as beef, chicken, or fish. As a result, *bakso* has become widely accepted and enjoyed by people from various social and economic backgrounds. Today, *bakso* can be found in a wide range of dining establishments, from restaurants and food courts to street vendors, reflecting its strong popularity and significant market potential within Indonesia's culinary industry (Rohmatil 'Izza, Hilal, & Fasa, 2024).

**Table 1. List of Five Indonesian Foods Recognized Internationally**

No	Type of Food
1	Fried Rice ( <i>Nasi Goreng</i> )
2	Rendang
3	Meatballs ( <i>Bakso</i> )
4	Gado-Gado
5	Satay ( <i>Sate</i> )

*Source: Hamdani (2024)*

Bakso is included among the five Indonesian foods that have gained international recognition. Furthermore, it ranks among the top three Indonesian dishes with global popularity. This recognition was reinforced by TasteAtlas in March 2025, when Indonesian bakso was featured in the category of the "50 Best Meatballs in the World." Several variations, including fried bakso (*bakso goreng*), Solo-style bakso (*bakso Solo*), and grilled bakso (*bakso bakar*), were also acknowledged within this ranking (Sena, 2025). The substantial market potential of bakso is evident not only internationally but also at the local level. In Bantul Regency, data from the Department of Cooperatives, SMEs, Industry, and Trade (2025) recorded 401 bakso SMEs operating within the region.

The growing number of bakso SMEs in Bantul Regency has intensified market competition, requiring businesses to implement effective marketing strategies to enhance their marketing performance. Marketing performance refers to the level of achievement attained by a business through the implementation of various market-oriented strategies aimed at meeting sales targets and effectively serving targeted customer segments (Nasir, 2018).

Promotion is one of the most important factors that must be undertaken by bakso SMEs. Through promotional activities, businesses can communicate product information to consumers and highlight the unique advantages and value of their offerings (Batu et al., 2021). The rapid development of information and communication technology has transformed the way bakso SMEs interact with customers. Digital promotion through social media platforms, websites, and mobile applications enables businesses to reach consumers in a more personalized, interactive, and efficient manner. Previous research conducted by Permana (2023) found that digital promotion has a significant positive effect on the marketing performance of culinary SMEs. However, a study by Ningsih et al. (2024) reported contrasting findings, indicating that digital promotion does not have a direct effect on marketing performance.

Another factor that contributes to improved marketing performance is product quality. Product quality plays a crucial role in consumers' purchasing decisions and directly influences the overall performance of small and medium enterprises. It reflects consumers' perceptions of a product's appearance, characteristics, and ability to meet their expectations. Previous research conducted by Primadhita, Budiningsih, Wicaksana, and Melani (2023) demonstrated that product quality has a significant positive effect on the performance of food and beverage

SMEs. These findings suggest that one of the primary determinants of SME success in marketing and selling products lies in their ability to maintain high product quality.

In addition to product quality, commitment to product halalness is another important factor that may influence the marketing performance of bakso SMEs. For food products, particularly bakso, halal status is not merely a consumer preference but a fundamental requirement that strongly affects purchasing decisions. Commitment to product halalness reflects the seriousness and dedication of business owners in ensuring that every stage of the production process from the selection of raw materials and processing methods to product handling and serving complies with Islamic principles and halal standards.

Such commitment directly fosters consumer trust, as customers gain confidence that the products they consume are safe, permissible, and aligned with their religious beliefs. The importance of maintaining commitment and responsibility in preserving product quality serves as a guarantee for consumers regarding the halal integrity of a product. Business operators play a central role in ensuring and sustaining halal compliance throughout the production process (Damanik, 2024).

This study is motivated by inconsistencies in the findings of previous research. Furthermore, earlier studies have generally examined the effects of digital promotion, product quality, and halal certification ownership separately on marketing performance. The novelty of the present study lies in its examination of the combined influence of digital promotion, product quality, and product halal commitment on marketing performance. In addition, this research specifically focuses on bakso SMEs operating in Bantul Regency. Based on the background discussed above, the study is entitled "The Influence of Digital Promotion, Product Quality, and Product Halal Commitment on the Marketing Performance of Meatball (Bakso) Small and Medium Enterprises (SMEs) in Bantul Regency."

The research problems in this study are as follows: Is there an effect of digital promotion on the marketing performance of meatball (bakso) Small and Medium Enterprises (SMEs) in Bantul Regency? Is there an effect of product quality on the marketing performance of meatball (bakso) Small and Medium Enterprises (SMEs) in Bantul Regency? Is there an effect of product halal commitment on the marketing performance of meatball (bakso) Small and Medium Enterprises (SMEs) in Bantul Regency? Is there an effect of digital promotion, product quality, and product halal commitment on the marketing performance of meatball (bakso) Small and Medium Enterprises (SMEs) in Bantul Regency?

## **RESEARCH METHOD**

This study employs a quantitative research approach. The research uses a descriptive method. The population of this study consists of meatball (bakso) Small and Medium Enterprise (SME) owners domiciled in Bantul Regency. The sample used in this study comprised 80 meatball SME owners selected using a probability sampling method with the Proportionate Stratified Random Sampling technique. The research data were collected through questionnaires administered both directly and indirectly (via Google Forms) using a Likert scale. The data were then analyzed and processed using SPSS 22. The data analysis

procedures in SPSS included: Descriptive Statistical Analysis, Validity Test, Reliability Test, Classical Assumption Tests (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), Multiple Linear Regression Analysis, Hypothesis Testing (t-test and F-test), and Coefficient of Determination Test. The data collection instruments used in this study are presented in the following table:

**Table 2. Research Data Collection Instruments.**

No	Variable	Source	Indicators
1	Digital Promotion (X <sub>1</sub> )	According to Aryani (2021) as cited in Permana (2023)	Interactivity Trust Information
2	Product Quality (X <sub>2</sub> )	According to Tjiptono (1997) as cited in Anang Firmansyah (2019)	Performance Product Features Reliability Conformity Durability Aesthetics
3	Product Halal Commitment (X <sub>3</sub> )	According to Kasnelly & Jalil (2019)	Confidence in the Product's Halal Status Confidence in Product Cleanliness Confidence in Product Healthiness Assurance of Compliance with Islamic Law
4	Marketing Performance (Y)	According to Sari & Farida (2020) as cited in Mamengko, Tawas, & Ch Raintung (2023).	Sales Volume Customer Growth Profit Increase Market Share

## RESULTS AND DISCUSSION

### 1. Descriptive Statistical Analysis

This descriptive analysis aims to obtain values related to the dependent and independent variables in this study, namely marketing performance, digital promotion, product quality, and product halal commitment. The results of the descriptive analysis of the research variables are presented below.

**Table 3. Results of Descriptive Statistical Analysis**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Digital Promotion (X<sub>1</sub>)</b>	80	14.00	30.00	24.5000	4.23667
<b>Product Quality (X<sub>2</sub>)</b>	80	46.00	60.00	56.1375	4.29231

<b>Product Halal Commitment (X3)</b>	80	30.00	40.00	37.9875	2.58278
<b>Marketing Performance (Y)</b>	80	20.00	37.00	28.8875	4.37772

Source: Primary Data Processed (SPSS 22), 2025

Based on Table 3 above, the descriptive statistical analysis was conducted using 80 samples for each variable. The Digital Promotion variable (X1) has a minimum value of 14.00, a maximum value of 30.00, and a mean value of 24.5000. The standard deviation of Digital Promotion is 4.23667. The Product Quality variable (X2) has a minimum value of 46.00, a maximum value of 60.00, and a mean value of 56.1375. The standard deviation of Product Quality is 4.29231. The Product Halal Commitment variable (X3) has a minimum value of 30.00, a maximum value of 40.00, and a mean value of 37.9875. The standard deviation of Product Halal Commitment is 2.58278. The Marketing Performance variable (Y) has a minimum value of 20.00, a maximum value of 37.00, and a mean value of 28.8875. The standard deviation of Marketing Performance is 4.37772.

## 2. Validity and Reliability Tests

The data in this study were tested using SPSS 22. The validity test results showed that all questionnaire items were valid, including 6 statement items for the Digital Promotion variable (X1), 12 statement items for the Product Quality variable (X2), 8 statement items for the Product Halal Commitment variable (X3), and 8 statement items for the Marketing Performance variable (Y). Since all independent and dependent variable items produced a  $r_{hitung} > 0,219$  it can be concluded that each statement item is valid.

The reliability test results indicated that the Cronbach's Alpha value for the Digital Promotion variable was 0.937, for the Product Quality variable was 0.912, for the Product Halal Commitment variable was 0.858, and for the Marketing Performance variable was 0.905. Since the Cronbach's Alpha values for all research variables were greater than 0.60, the questionnaire instrument is considered reliable and can be used for further research.

## 3. Classical Assumption Tests

### a. Normality Test

The normality test in this study was conducted using the Kolmogorov–Smirnov test. The decision criterion is that if the significance value is greater than 0.05, the residual values are normally distributed.

**Table 4. Results of the Normality Test**

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
<b>N</b>	80	
<b>Normal Parameters<sup>a,b</sup></b>	Mean	,0000000
	Std. Deviation	3,50823659

<b>Most Extreme Differences</b>	Absolute	,095
	Positive	,076
	Negative	-,095
<b>Test Statistic</b>		,095
<b>Asymp. Sig. (2-tailed)</b>		<b>.071<sup>c</sup></b>

Source: Primary Data Processed (SPSS 22), 2025

Based on Table 4 above, the results of the Kolmogorov–Smirnov test indicate a Sig. (2-tailed) value of 0.071. Therefore, it can be concluded that the residual values are normally distributed because the significance value of 0.071 is greater than 0.05 ( $0.071 > 0.05$ ).

b. Multicollinearity Test

Uji multikolinieritas digunakan untuk mengetahui apakah ada hubungan yang kuat antara variabel independen dalam model regresi. Model regresi yang bebas multikolinieritas apabila nilai tolerance value diatas angka 0,1 sedangkan batas VIF adalah 1.

The multicollinearity test is used to determine whether there is a strong relationship among the independent variables in the regression model. A regression model is considered free from multicollinearity if the tolerance value is greater than 0.1, while the VIF threshold is 1.

**Table 5. Results of the Multicollinearity Test**

<b>Model</b>	<b>Collinearity Statistic</b>		<b>Keterangan</b>
	Tolerance	VIF	
<b>Digital Promotion (X<sub>1</sub>)</b>	0,733	1,368	No Multicollinearity
<b>Product Quality (X<sub>2</sub>)</b>	0,647	1,546	
<b>Product Halal Commitment (X<sub>3</sub>)</b>	0,721	1,386	

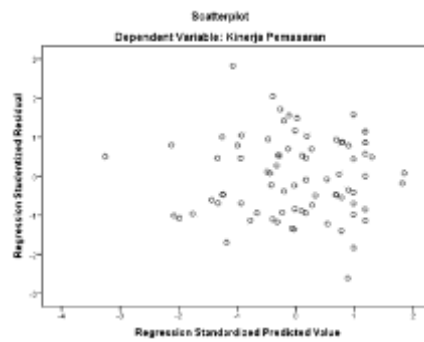
Source: Primary Data Processed (SPSS 22), 2025

Based on Table 3 above, it is indicated that none of the independent variables have a tolerance value below 0.10 or a VIF value above 10. Therefore, it can be concluded that this study is free from multicollinearity symptoms.

c. Heteroscedasticity Test

The heteroscedasticity test is used to determine the presence of variance in the independent variables within the regression model. A good regression model is one that does not exhibit heteroscedasticity.

**Figure 1. Results of the Heteroscedasticity Test**



Source: Primary Data Processed (SPSS 22), 2025

Based on Figure 1 above, the scatterplot shows that the data points are randomly distributed both above and below the value of 0 on the axis. Therefore, it can be concluded that there is no indication of heteroscedasticity, and thus the regression model can be used.

#### 4. Multiple Linear Regression Test

Multiple linear regression analysis was conducted to determine the effect of the independent variables, namely Digital Promotion (X1), Product Quality (X2), and Product Halal Commitment (X3), on the dependent variable, namely Marketing Performance (Y).

**Table 6. Results of the Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
<b>(Constant)</b>	<b>16,946</b>	6,579		2,576	0,012
<b>Digital Promotion</b>	<b>0,533</b>	0,111	0,515	4,801	0,000
<b>Product Quality</b>	<b>0,259</b>	0,117	0,254	2,222	0,029
<b>Product Halal Commitment</b>	<b>-0,412</b>	0,183	-0,243	-2,245	0,028

Source: Primary Data Processed (SPSS 22), 2025

Based on the results of the analysis presented in Table 6 above, the following multiple linear regression equation can be obtained:

$$Y = 16,946 + 0,533X_1 + 0,259X_2 - 0,412X_3 + e$$

From the multiple linear regression equation above, it can be concluded that the constant value obtained is 16.946, which means that if the variables of digital promotion, product quality, and product halal commitment are equal to 0 (constant), then the marketing performance value is 16.946. The digital promotion variable shows a coefficient value of 0.533, which is positive. This means that if the digital promotion variable increases, the marketing performance variable will increase by 0.533. The product quality

variable shows a coefficient value of 0.259, which is positive. This means that if the product quality variable increases, the marketing performance variable will increase by 0.259. The product halal commitment variable shows a coefficient value of -0.412, which is negative. This means that if the product halal commitment variable increases, the marketing performance variable will decrease by 0.412, and vice versa.

## 5. Hypothesis Testing

### a. T-Test (Partial Test)

This test was conducted to examine the partial effect of the independent variables on the dependent variable by comparing the *t*-table and *t*-calculated values. Each calculated *t* value was then compared with the *t*-table value obtained using a significance level of 0.05.

**Table 7. Results of the Partial Test (t-Test)**

Model	$t_{hitung}$	Sig.	$t_{tabel}$	Description
(Constant)	2.576	0.012		
Digital Promotion	4.801	0.000	1,991	(+) Significant
Product Quality	2.222	0.029	1,991	(+) Significant
Product Halal Commitment	-2.245	0.028	1,991	(-) Significant

Source: Primary Data Processed (SPSS 22), 2025

Based on the results of the partial test (*t*-test) presented in Table 7 above, it is indicated that the Digital Promotion variable has a *t*-calculated value of 4.801, while the *t*-table value is 1.991. Thus, it can be seen that *t*-calculated (4.801) > *t*-table (1.991), indicating an effect, and the significance value of 0.000 < 0.05 indicates statistical significance. Therefore, it can be concluded that digital promotion has a significant effect on marketing performance. The Product Quality variable has a *t*-calculated value of 2.222, while the *t*-table value is 1.991. Thus, *t*-calculated (2.222) > *t*-table (1.991), indicating an effect, and the significance value of 0.029 < 0.05 indicates statistical significance. Therefore, it can be concluded that product quality has a significant effect on marketing performance. The Product Halal Commitment variable has a *t*-calculated value of -2.245, while the *t*-table value is 1.991. Thus, it can be seen that  $|t\text{-calculated}|$  (2.245) > *t*-table (1.991), indicating an effect, and the significance value of 0.028 < 0.05 indicates statistical significance. Therefore, it can be concluded that product halal commitment has a significant effect on marketing performance.

### b. F-Test (Simultaneous Test)

The F-test (simultaneous test) was conducted to determine whether the independent variables collectively have an effect on the dependent variable.

**Table 8. Results of the Simultaneous Test (F-Test)**

Model	Sum of Square	df	Mean Square	f	Sig.
Regression	541.677	3	180.559	14.113	.000
Residual	972.310	76	12.794		
Total	1513.988	79			

Source: Primary Data Processed (SPSS 22), 2025

Based on the results of the simultaneous test (F-test) presented in Table 8 above, the calculated F-value (*F-calculated*) is 14.113, while the critical F-value (*F-table*) is 2.724. Since the *F-calculated* value is greater than the *F-table* value ( $14.113 > 2.724$ ), and the significance value of F is 0.000, which is lower than the 5% significance level ( $0.000 < 0.05$ ), it can be concluded that digital promotion, product quality, and product halal commitment simultaneously have a significant effect on marketing performance.

c. Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) is a statistical measure used to determine the extent to which the model can explain the influence of the independent variables on the dependent variable. The value of the coefficient of determination ranges from zero to one. A small  $R^2$  value indicates that the ability of the independent variables to explain the dependent variable is limited.

**Table 9. Results of the Coefficient of Determination Test ( $R^2$ )**

R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>0.598</b>	0.358	0.332	3.57681

Source: Primary Data Processed (SPSS 22), 2025

Based on the results of the coefficient of determination test ( $R^2$ ) presented in Table 9 above, the R value is 0.598, indicating that the relationship between the independent variables (digital promotion, product quality, and product halal commitment) and marketing performance is 59.8%, suggesting a moderate relationship among these variables. The Adjusted R Square value is 0.332. This means that the variables of digital promotion, product quality, and product halal commitment are able to explain 33.2% of the variation in marketing performance, while the remaining 66.8% is explained by other variables that were not examined in this study.

## DISCUSSION

### 1. The Effect of Digital Promotion on Marketing Performance in Small and Medium-Sized Meatball Enterprises (SMEs) in Bantul Regency

Based on the statistical analysis conducted in this study, the calculated *t-value* (*t-calculated*) was 4.801, while the critical *t-value* (*t-table*) was 1.991. Since the *t-calculated* value is greater than the *t-table* value ( $4.801 > 1.991$ ) and the significance value is  $0.000 <$

0.05, it can be concluded that digital promotion has a significant effect on the marketing performance of small and medium-sized meatball enterprises (SMEs) in Bantul Regency.

The findings of this study are consistent with those of Fajar Gumelar and Wibowo (2025), who reported that digital promotion has a positive and significant effect on SME performance. This study is also supported by Supriatna, Juhandi, and Rasipan (2022), who found that social media promotion positively influences marketing performance. Their findings suggest that actively conducting promotional activities through social media platforms can improve marketing performance.

Digital promotion enables SMEs to introduce and market their products more effectively without being constrained by geographical distance or time limitations. Marketing through online platforms such as WhatsApp, Facebook, Instagram, and other digital channels allows businesses to reach a wider consumer base, thereby increasing the potential for higher sales and customer acquisition (Primadhita et al., 2023). Consequently, the effective utilization of digital promotion can contribute significantly to improving the marketing performance and competitiveness of SMEs.

## **2. The Effect of Product Quality on Marketing Performance in Small and Medium-Sized Meatball Enterprises (SMEs) in Bantul Regency**

Based on the statistical analysis conducted in this study, the calculated *t-value* (*t-calculated*) was 2.222, while the critical *t-value* (*t-table*) was 1.991. Since the *t-calculated* value is greater than the *t-table* value ( $2.222 > 1.991$ ) and the significance value is  $0.029 < 0.05$ , it can be concluded that product quality has a significant effect on the marketing performance of small and medium-sized meatball enterprises (SMEs) in Bantul Regency.

The findings of this study are consistent with those of Taufiq, Prihatni, and Gurendrawati (2020), who found that product quality has a significant positive effect on SME performance. One of the primary factors contributing to the success of SMEs in marketing and selling their products is the quality of the products they offer. The better the quality of the meatball products provided, the better the marketing performance achieved by the SME.

High product quality can enhance customer satisfaction by meeting or exceeding consumer expectations regarding taste, freshness, consistency, safety, and overall value. Satisfied customers are more likely to make repeat purchases, recommend the products to others, and develop loyalty toward the business. Consequently, maintaining and continuously improving product quality can contribute significantly to enhancing the marketing performance of small and medium-sized meatball enterprises in Bantul Regency.

## **3. The Effect of Product Halal Commitment on Marketing Performance in Small and Medium-Sized Meatball Enterprises (SMEs) in Bantul Regency**

Based on the statistical analysis conducted in this study, the calculated *t-value* (*t-calculated*) was -2.245, while the critical *t-value* (*t-table*) was 1.991. Since the absolute value of *t-calculated* (2.245) is greater than the *t-table* value (1.991), and the significance value is  $0.028 < 0.05$ , it can be concluded that product halal commitment has a significant

effect on the marketing performance of small and medium-sized meatball enterprises (SMEs) in Bantul Regency.

The findings of this study are consistent with the research conducted by Ika Wahyuningsih, Laksmi Indyastuti, and Retno Widuri (2022), which found a significant relationship between halal commitment and SME performance. This finding is also in line with the study by Damanik (2024), which emphasized that business owners play a crucial role in ensuring the halal status of their products.

#### **4. The Effect of Digital Promotion, Product Quality, and Product Halal Commitment on Marketing Performance in Small and Medium-Sized Meatball Enterprises (SMEs) in Bantul Regency**

Based on the results of the multiple linear regression analysis conducted in this study, digital promotion, product quality, and product halal commitment were found to simultaneously have a significant effect on marketing performance. The results of the F-test indicate that the calculated F-value (*F-calculated*) of 14.113 is greater than the critical F-value (*F-table*) of 2.724 ( $14.113 > 2.724$ ), and the significance value of 0.000 is lower than the 0.05 significance level. Therefore, it can be concluded that digital promotion, product quality, and product halal commitment have a significant simultaneous effect on the marketing performance of small and medium-sized meatball enterprises (SMEs) in Bantul Regency.

Furthermore, the coefficient of determination ( $R^2$ ) value of 0.332 indicates that these three variables collectively explain 33.2% of the variation in marketing performance. In other words, digital promotion, product quality, and product halal commitment contribute 33.2% to the marketing performance of meatball SMEs in Bantul Regency, while the remaining 66.8% is influenced by other factors that were not examined in this study.

## **CONCLUSION**

Based on the results of the study conducted on the effect of digital promotion, product quality, and product halal commitment on marketing performance in small and medium-sized enterprises in Bantul Regency, the conclusions of this study are as follows. Digital promotion has a significant effect on the marketing performance of small and medium-sized meatball enterprises in Bantul Regency. Product quality has a significant effect on the marketing performance of small and medium-sized meatball enterprises in Bantul Regency. Product halal commitment has a significant effect on the marketing performance of small and medium-sized meatball enterprises in Bantul Regency. The variables of digital promotion, product quality, and product halal commitment simultaneously affect the marketing performance of small and medium-sized meatball enterprises in Bantul Regency, with an *F-calculated* value of  $14.113 > F-table$  value of 2.724 and a significance value of  $0.000 < 0.05$ . Furthermore, the coefficient of determination ( $R^2$ ) result of 0.332 indicates that these three variables jointly influence marketing performance by 33.2%, while the remaining 66.8% is influenced by other factors outside the scope of this study.

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