

ABSTRAK

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Program Studi : Kewirausahaan
Judul : Pengaruh Promosi Media Sosial, Orientasi Pelanggan dan Inovasi Menu Terhadap Keberhasilan Usaha Warung Bakso di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh promosi media sosial, orientasi pelanggan, dan inovasi menu terhadap keberhasilan usaha warung bakso di Kota Lhokseumawe. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 80 responden pemilik warung bakso yang dipilih melalui teknik *purposive sampling*, dan data dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa promosi media sosial tidak berpengaruh signifikan terhadap keberhasilan usaha ($t = 1,461$; $p = 0,144$) karena sebagian besar pelaku usaha belum memanfaatkan media sosial secara optimal, sedangkan orientasi pelanggan ($t = 5,344$; $p = 0,000$) dan inovasi menu ($t = 5,544$; $p = 0,000$) terbukti berpengaruh positif dan signifikan, dengan inovasi menu sebagai faktor paling dominan. Temuan ini mengimplikasikan bahwa keberhasilan usaha warung bakso di Kota Lhokseumawe lebih ditentukan oleh kemampuan pelaku usaha dalam memahami kebutuhan pelanggan dan terus berinovasi pada produknya.

Kata Kunci: Promosi Media Sosial, Orientasi Pelanggan, Inovasi Menu, Keberhasilan Usaha, UMKM Kuliner

ABSTRACT

Name : Miranda
Study Program : Entrepreneurship
Title : *The Influence of Social Media Promotion, Customer Orientation, and Menu Innovation on the Business Success of Bakso Stalls in Lhokseumawe City*

This study aims to analyze the influence of social media promotion, customer orientation, and menu innovation on the business success of bakso (meatball) stalls in Lhokseumawe City. A quantitative survey approach was employed, with data collected from 80 stall owners selected through purposive sampling and analyzed using Partial Least Squares-based Structural Equation Modeling (PLS-SEM). The results indicate that social media promotion has no significant effect on business success ($t = 1.461$; $p = 0.144$), largely because most business owners have not yet utilized social media platforms optimally, whereas customer orientation ($t = 5.344$; $p = 0.000$) and menu innovation ($t = 5.544$; $p = 0.000$) both demonstrate a significant positive effect, with menu innovation emerging as the strongest determinant. These findings suggest that the success of bakso stall businesses in Lhokseumawe City is primarily shaped by the owners' ability to understand customer needs and to continuously innovate their product offerings.

Keywords: *Social Media Promotion, Customer Orientation, Menu Innovation, Business Success, Culinary MSME*