

ABSTRAK

Nama : Lestiani Hartanti
Program Studi : Kewirausahaan
Judul : Pengaruh Literasi Digital, Inovasi Produk, dan Media Sosial Terhadap Daya Saing Pelaku Usaha Warkop Di Kecamatan Muara Satu Kota Lhokseumawe

Penelitian ini bertujuan untuk mengkaji pengaruh literasi digital, inovasi produk, dan media sosial terhadap daya saing pelaku usaha warkop di Kecamatan Muara Satu Kota Lhokseumawe. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan usaha warkop di era digital, sehingga diperlukan kemampuan literasi digital, inovasi produk, dan pemanfaatan media sosial untuk meningkatkan daya saing usaha. Penelitian menggunakan metode kuantitatif dengan pendekatan asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 55 pelaku usaha warkop di Kecamatan Muara Satu Kota Lhokseumawe, kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan SPSS versi 26. Hasil penelitian menunjukkan bahwa literasi digital, inovasi produk, dan media sosial berpengaruh positif dan signifikan terhadap daya saing pelaku usaha warkop. Penelitian ini menyimpulkan bahwa peningkatan literasi digital, pengembangan inovasi produk, dan pemanfaatan media sosial merupakan faktor penting dalam meningkatkan daya saing pelaku usaha warkop di Kecamatan Muara Satu Kota Lhokseumawe.

Kata Kunci: Literasi Digital, Inovasi Produk, Media Sosial, Daya Saing Pelaku Usaha Warkop Di Kecamatan Muara Satu Kota Lhokseumawe

ABSTRACT

Name : Lestiani Hartanti
Study Program : Entrepreneurship
Title : The Influence of Digital Literacy, Product Innovation, and Social Media on the Competitiveness of Coffee Shop Entrepreneurs in Muara Satu District, Lhokseumawe City

This study aims to examine the effect of digital literacy, product innovation, and social media on the competitiveness of coffee shop (warkop) business actors in Muara Satu District, Lhokseumawe City. The study is motivated by the increasing competition among coffee shop businesses in the digital era, which requires digital literacy, product innovation, and the effective use of social media to enhance business competitiveness. This research employs a quantitative method with an associative approach. Data were collected through questionnaires distributed to 55 coffee shop business actors in Muara Satu District, Lhokseumawe City, and analyzed using multiple linear regression analysis with the assistance of SPSS version 26. The results indicate that digital literacy, product innovation, and social media have a positive and significant effect on the competitiveness of coffee shop business actors. This study concludes that improving digital literacy, developing product innovation, and optimizing the use of social media are important factors in enhancing the competitiveness of coffee shop businesses in Muara Satu District, Lhokseumawe City.

Keywords: *Digital Literacy, Product Innovation, Social Media, and Competitiveness of Coffee Shop Operators in Muara Satu District, Lhokseumawe City*