

## **THE EFFECT OF PRODUCT QUALITY AND DIGITAL PROMOTION ON BUSINESS SUSTAINABILITY FROM A CONSUMER'S PERSPECTIVE ON ROTI GEMBUL IN JAMBI CITY**

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**Abstract:** This study aims to examine and analyze the influence of product quality and digital promotion on business sustainability at Roti Gembul in Jambi City. Business sustainability is a crucial aspect in maintaining the existence of MSMEs amidst increasingly fierce culinary business competition and rapid development of digital technology. Therefore, consistent product quality and effective digital promotion strategies are seen as key factors in supporting business sustainability. This study uses a quantitative approach with a survey method. Data collection was conducted by distributing Google Form-based questionnaires to 100 respondents selected using random sampling techniques at three Roti Gembul branches in Jambi City, namely Beringin, Sipin, and Selincah. Data analysis was conducted using the Partial Least Square (PLS) approach with the assistance of SmartPLS software to test the measurement model (outer model) and structural model (inner model). The results show that product quality and digital promotion have a positive and significant effect on the business sustainability of Roti Gembul in Jambi City from a consumer perspective. The coefficient of determination (R-Square) of 88.8% indicates that variations in business sustainability can be explained by product quality and digital promotion, while the remaining 11.2% is influenced by other factors outside the research model. This finding indicates that the synergy between consistent product quality standardization and digital technology-based marketing capabilities plays a crucial role in expanding market reach, increasing consumer loyalty, and maintaining the long-term operational resilience of MSME culinary businesses.

**Keywords:** business sustainability, product quality, digital promotion, SmartPLS, MSMEs

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### **INTRODUCTION**

The current development of digital technology has brought about a fundamental transformation in the marketing strategies of Micro, Small, and Medium Enterprises (MSMEs) worldwide. According to World Bank data (2024), more than 60% of global MSMEs have adopted digital platforms for their product marketing, with a significant increase especially in the culinary and food sectors. In Indonesia, the Ministry of Cooperatives and MSMEs noted that 45% of the 64.2 million MSMEs had utilized digital technology for their businesses by 2025, with the food and beverage sector being one of the most dominant in digital adoption. This trend shows that digital promotion is no longer an option, but rather a strategic necessity to survive in increasingly fierce business competition.

Business sustainability in the context of MSMEs is defined as a business's ability to survive and thrive in the long term amidst various challenges, including market changes, pandemics, and business competition. The main relevant theory is the Resource-Based View (RBV), which emphasizes that product quality and digital marketing capabilities are strategic resources that shape



sustainable competitive advantage. According to Srikarsa et al. (2024), open innovation and digital literacy significantly influence MSME business sustainability through new product development as intervening variables. The evolution of theoretical thinking shows a shift from an approach focused on the business owner's perspective to a consumer perspective as the primary determinant of business sustainability.

Despite increasing digital adoption, many local culinary MSMEs still face challenges in optimizing digital promotions and maintaining consistent product quality. Research by Regina et al. (2025) on culinary MSMEs shows that 55% of business owners have not optimally utilized digital technology for marketing, even though the integration of social media creativity and entrepreneurial skills significantly forms a sustainable competitive advantage. A specific problem that arises is product quality instability due to inconsistent variations, which results in product quality remaining weak as a primary competitive advantage. Furthermore, there are indications of quality consistency issues evident in consumer reviews, particularly regarding the amount of fillings and toppings that do not meet expectations compared to product appearance.

Jambi City As one of the centers of economic growth in Sumatra, it has the characteristics of rapidly growing culinary MSMEs, including the bakery business that faces fierce competition. Roti Gembul, as one of the leading bakery MSMEs in Jambi City with 200 outlets throughout Indonesia and 36 flavor variants, faces the challenge of maintaining business sustainability amidst ever-growing business competition. Sales data for Roti Gembul Beringin Jambi in 2024 shows fluctuations reflecting the influence of product quality and digital promotions on business sustainability from a consumer perspective, with sales declining from 21,350 units in January to 15,000 units in March-April before increasing again in December. The specific characteristics of the bakery sector in Jambi include consumer preference for fresh products every day at affordable prices starting from IDR 14,000, but at the same time demanding a wider variety of flavors and shapes to avoid customer saturation.

Based on a review of previous research, there is a research gap both in terms of research objects and the perspective of measuring business sustainability variables. Most research on product quality and digital promotion still focuses on purchasing decisions, consumer satisfaction, customer loyalty, brand image, and purchase intention, rather than directly on business sustainability. Research examining the influence of product quality and digital promotion on business sustainability is still relatively limited, particularly in the local culinary MSME sector. Furthermore, most research on business sustainability is measured from the perspective of the business owner or organization, such as business growth and revenue increase, while research that places consumers as a source of business sustainability assessment is still very rare. The novelty of this study lies in the consumer perspective in measuring business sustainability, where consumer perceptions of a business's ability to grow, maintain quality, and remain competitive can be important indicators in assessing business sustainability from a market perspective.

By Therefore, this study was conducted to analyze the influence of product quality and digital promotion on consumer perceptions of business sustainability at Roti Gembul in Jambi City. This study aims to provide an empirical understanding of how consistent product quality and optimal digital promotion can improve consumer perceptions of the sustainability of bread MSME businesses, as well as provide strategic recommendations for local culinary MSMEs in maintaining and improving their business sustainability amidst increasingly fierce business competition.



## METHOD

This study uses a quantitative research design with a positivist approach that views reality as something real, observable, measurable, and statistically analyzed. According to Rahmawati and Pratama (2023), quantitative research methods are scientific ways to obtain data with the aim of testing previously formulated hypotheses, and this approach usually uses data in the form of numbers collected through instruments such as questionnaires and then analyzed using statistical techniques to answer research questions or test relationships between variables. The type of quantitative research used in this study is survey research that aims to obtain a broad overview of the phenomenon of the influence of product quality and digital promotion on business sustainability from a consumer perspective at Roti Gembul in Jambi City. Survey research was chosen because it allows generalization of results from the sample to a wider population and provides an empirical understanding of the cause-and-effect relationship between variables systematically according to Dewi et al. (2022).

The data sources in this study consist of two categories: primary data and secondary data. Primary data were obtained directly from questionnaires distributed to respondents who were active consumers of Roti Gembul at three outlets: Roti Gembul Cabang Beringin, Roti Gembul Cabang Sipin, and Roti Gembul Cabang Selincah in Jambi City. According to Kun Martini and Siswanto (2024), primary data is data collected directly by researchers from original sources or respondents with a specific purpose for the study. Secondary data were obtained from literature such as books, scientific journals, and official websites that support the theory and actual information regarding the research variables, including 2024 sales data from Roti Gembul Beringin Jambi, which showed sales fluctuations from 21,350 units in January to 15,000 units in March-April. The type of data used is quantitative data in the form of numbers or can be measured numerically and analyzed using statistical techniques, obtained through respondents' responses to questionnaire questions related to product quality, digital promotion, and business sustainability from a consumer perspective, as explained by Amalia and Rahman (2023).

The research subjects or population in this study are all consumers of Roti Gembul in Jambi City who have certain characteristics to be studied and conclusions drawn. According to Hendrawan et al. (2022), a population is an area consisting of objects that have quantity and characteristics to be studied, not just objects but all the characteristics possessed by a subject or object. The research sample is part of the number and characteristics possessed by a population that is taken must be truly representative. The active consumer group was chosen as the research subject because it is considered to have direct experience in making purchases, stability of preferences, and mature consumption behavior patterns towards Roti Gembul products. Respondent inclusion criteria include: (1) Roti Gembul consumers are residents of Jambi City, (2) respondents are active consumers of Roti Gembul, and (3) willing to fill out the questionnaire voluntarily and provide honest answers according to Putri and Anggraini (2023).

TechniqueThe sampling method used was random sampling where every Roti Gembul consumer who met the research criteria had an equal opportunity to become a respondent. The sample size was determined using the Lemeshow formula due to the unknown or infinite population size, with the formula  $n = Z^2_{1-\alpha/2} \times P(1-P) / d^2$  where  $Z = 1.96$  (z score at 95% confidence),  $P = 0.5$  (maximum estimate), and  $d = 0.10$  (sampling error 10%). Based on calculations using the Lemeshow formula, the minimum sample size was 96.04 respondents which was then rounded up to 100 respondents to facilitate the research process and meet the minimum required sample size.



The use of the Lemeshow formula with 100 respondents is considered adequate for quantitative research with a complex Partial Least Square (PLS) analysis model as stated by Sari and Wijaya (2024).

The main research instrument in this study is a questionnaire compiled based on indicators of each variable, namely product quality (X1), digital promotion (X2), and business sustainability from a consumer perspective (Y). The questionnaire was distributed online using Google Form considering time efficiency, ease of distribution, and ease of access for respondents spread across three Roti Gembul branches. Responses were evaluated using a Likert scale with five assessment levels: STS (Strongly Disagree) = 1, TS (Disagree) = 2, N (Neutral) = 3, S (Agree) = 4, and SS (Strongly Agree) = 5. The Likert scale was chosen because it is considered suitable for measuring subjective data but can be quantified statistically, thus facilitating the further analysis process according to Lestari et al. (2023).

The data analysis used in this study is Partial Least Square (PLS) analysis using SmartPLS software to test the relationship between latent variables and measure the influence of independent variables on the dependent variable. PLS was chosen because it is capable of analyzing complex models with a relatively large number of indicators and does not require the assumption of normal distribution in the data. The analysis stages in PLS include testing the measurement model (outer model) to test validity and reliability, and testing the structural model (inner model) to determine the relationship and influence between variables. Evaluation of the outer model is carried out to ensure that the questionnaire indicators are truly able to represent the latent variable construct by using an Outer Loading value  $> 0.70$  and an Average Variance Extracted (AVE) of at least  $> 0.50$  as explained by Ghazali and Hidayat (2024). The inner model is used to test the research hypothesis by looking at the R-Square ( $R^2$ ) for the magnitude of the contribution of the independent variable, the Path Coefficient value for the direction and strength of the influence, and the bootstrapping significance test with a t-statistic  $> 1.96$  and p-value  $< 0.05$  at a significance level of 5% according to Khotimah and Harahap (2025).

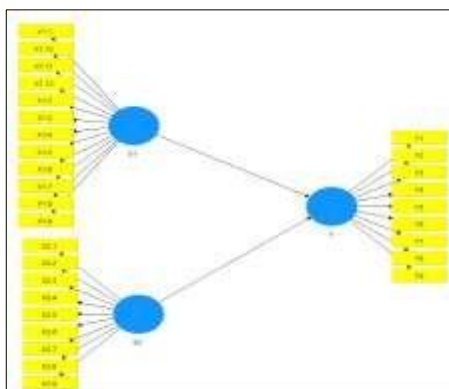
Operationalization of variables is the process of elaborating theoretical concepts into measurable indicators so that each research variable can be observed empirically through a questionnaire. The product quality variable (X1) is operationalized using indicators of additional features, conformance to specifications, and aesthetics. The digital promotion variable (X2) has indicators of promotional messages, promotional media, and promotional time. The consumer perspective business sustainability variable (Y) is operationalized using indicators of business income, competitiveness, and business environmental conditions. All variables use an ordinal measurement scale for consistent and valid measurement in PLS analysis, as stated by Anggraini et al. (2022).

## DISCUSSION

### Data analysis

The data analysis for this study was conducted using a two-step approach using SmartPLS software. Because this study uses second-order constructs, the analysis process begins with testing the outer model (measurement model) to ensure that all indicators forming the first-order and second-order constructs meet validity and reliability criteria. After the measurement model is declared feasible, the next stage is testing the inner model (structural model) to evaluate the causal relationships between the latent variables formulated in the research hypothesis.





**Figure 1. Research Model**

Source: Processed Primary Data, 2026

### **Measurement Model Evaluation Results (outer model)**

The criteria for using data analysis techniques to assess the outer model include evaluating convergent validity.

Based on the results of data processing using SmartPLS, initial testing was conducted by evaluating convergent validity through the factor loading values of each indicator variable studied. Details of all indicator values for variables X1, X2, and Y can be seen in the table below:

**Table 1 Outer Loading Values**

|       | X1    | X2    | Y |
|-------|-------|-------|---|
| X1.1  | 0.731 |       |   |
| X1.2  | 0.835 |       |   |
| X1.3  | 0.831 |       |   |
| X1.4  | 0.799 |       |   |
| X1.5  | 0.703 |       |   |
| X1.6  | 0.739 |       |   |
| X1.7  | 0.787 |       |   |
| X1.8  | 0.799 |       |   |
| X1.9  | 0.784 |       |   |
| X1.10 | 0.848 |       |   |
| X1.11 | 0.835 |       |   |
| X1.12 | 0.847 |       |   |
| X2.1  |       | 0.832 |   |

| X1   | X2    | Y     |
|------|-------|-------|
| X2.2 | 0.773 |       |
| X2.3 | 0.794 |       |
| X2.4 | 0.826 |       |
| X2.5 | 0.819 |       |
| X2.6 | 0.836 |       |
| X2.7 | 0.875 |       |
| X2.8 | 0.829 |       |
| X2.9 | 0.851 |       |
| Y1   |       | 0.867 |
| Y2   |       | 0.836 |
| Y3   |       | 0.809 |
| Y4   |       | 0.791 |
| Y5   |       | 0.789 |
| Y6   |       | 0.730 |
| Y7   |       | 0.816 |
| Y8   |       | 0.806 |
| Y9   |       | 0.832 |

Source: Processed Primary Data, 2026

Based on Table 1, it is known that all indicators have outer loading values above 0.70, with the lowest value of 0.703 on indicator X1.5 and the highest value reaching 0.875 on indicator X2.7. Thus, it can be concluded that all question items in this study have met the requirements for convergent validity and are suitable for use in further structural model analysis.

The next stage of convergent validity evaluation was conducted by analyzing the Average Variance Extracted (AVE) value and supported by construct reliability testing to ensure the internal consistency of this research instrument. The results of the AVE, Cronbach's Alpha, Rho\_A, and Composite Reliability tests for each variable are presented in full in the table below:

**Table 2 Average Variance Extracted (AVE) Value**

|    | <i>Cronbach's Alpha</i> | <i>Rho_A</i> | <i>Composite Reliability</i> | <i>Average Variance Extracted (AVE)</i> |
|----|-------------------------|--------------|------------------------------|-----------------------------------------|
| X1 | 0.947                   | 0.949        | 0.954                        | 0.634                                   |
| X2 | 0.942                   | 0.943        | 0.951                        | 0.683                                   |



|   |       |       |       |       |
|---|-------|-------|-------|-------|
| Y | 0.934 | 0.936 | 0.945 | 0.655 |
|---|-------|-------|-------|-------|

Source: Processed Primary Data, 2026

Based on the test results in Table 2, it is known that the AVE value for variable X1 is 0.634, variable X2 is 0.683, and variable Y is 0.655, where all three have exceeded the minimum standard of 0.50. In addition to meeting the convergent validity requirements, all variables are also proven to be

has very good reliability due to the Cronbach's Alpha and Composite values *Reliability* is well above the threshold of 0.70, so this measurement model is valid and reliable for use in hypothesis testing.

### Structural Model Evaluation Results (Inner Model)

In assessing the quality of the inner model, one of the parameters used is the R-Square value, which describes how much variability in the endogenous construct can be explained by the exogenous construct.

In addition to using the R-Square value, the evaluation of the structural model (inner model) is also strengthened by analyzing the Adjusted R-Square value. The use of Adjusted R-Square aims to measure the contribution of independent variables more accurately, because the value has been adjusted and is not susceptible to bias due to the addition of new variables to the research model. The estimated R-Square and Adjusted R-Square values in this study are presented in the following table:

**Table 3 R Square**

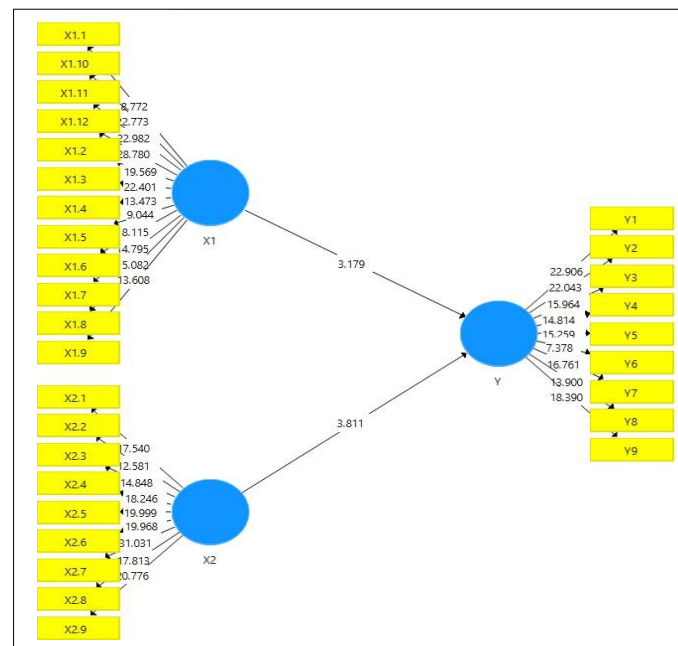
|   | R Square | R square Adjusted |
|---|----------|-------------------|
| Y | 0.888    | 0.886             |

Source: Processed Primary Data, 2026

Based on Table 3, the R-Square value for the dependent variable of business sustainability (Y) is 0.888. This value indicates that the contribution or influence of the combination of independent variables (X1 and X2) in explaining the variation of the consumer perspective business sustainability variable (Y) is

of 88.8%, which is considered strong. Meanwhile, the remaining 11.2% is explained by variations in other variables outside this research model.

The structural model (inner model) was evaluated through a bootstrapping process to test the significance of the relationships between the studied variables. The estimated path coefficients and T-statistics, which indicate the strength of the influence between the latent variables in this study, are visually depicted in the following diagram:



**Figure 2 path confidence**

Source: Processed Primary Data, 2026

Based on the bootstrapping path diagram in Figure 4.37, the test results show that the T-statistics value for the influence of variable X1 on Y is 3.179, while the influence of variable X2 on Y has a T-statistics value of 3.811. Considering that both values have exceeded the critical T-table value of 1.96 (at a significance level of 5%), it can be concluded that both the first and second independent variables have been proven to have a positive and statistically significant influence on the sustainability of the Consumer Perspective business (Y).

Based on Figure 4.3, the results of the structural model analysis, namely path confidence using the bootstrapping method in SmartPLS, obtained T-statistics values that describe the strength of the relationship and significance between constructs in the research model. The first independent variable construct (X1) has a T-statistics value of the path to business sustainability from the Consumer Perspective.

(Y) is 3.179 according to the visualization results in the model.

Furthermore, the second independent variable construct (X2) shows a path T-statistics value of 3.811 towards business success (Y). Both T-statistics values show numbers that have exceeded the critical T-table value of 1.96 at a significance level of 5%, which indicates a positive and statistically significant relationship direction according to the structural model estimate. All of these values provide an initial overview of the significance of the influence between variables in the model before further hypothesis testing is carried out on the sustainability of the Consumer Perspective business (Y).

Hypothesis testing is conducted to determine the direction of the relationship and the level of significance of the influence of the independent variables on the dependent variable. The criteria for partial hypothesis decision testing are based on T-statistics (above the critical value of 1.96) and P-values (below the significance threshold of 0.05). The results of the bootstrapping path

coefficient significance estimation are shown in the following table:

**Table 4. Significance Test (Bootstrapping)**

|         | <i>Original Sample (O)</i> | <i>Sample Mean (M)</i> | <i>Standard Deviation (STDEV)</i> | <i>T Statistics (O/STDEV)</i> | <i>P Values</i> |
|---------|----------------------------|------------------------|-----------------------------------|-------------------------------|-----------------|
| X1 -> Y | 0.440                      | 0.432                  | 0.138                             | 3,179                         | 0.002           |
| X2 -> Y | 0.519                      | 0.525                  | 0.136                             | 3,811                         | 0.000           |

Source: Processed Primary Data, 2026

Based on The data presented in Table 4.4, below is a detailed explanation of the results of testing each research hypothesis:

1. Hypothesis Analysis 1: The Effect of Product Quality (X1) on Business Sustainability from a Consumer Perspective (Y)

The estimation results show an Original Sample value (path coefficient) of 0.440 with a positive direction. The T-Statistics value obtained is 3.179 ( $> 1.96$ ) and is supported by a P-Value of 0.002 ( $< 0.05$ ). This indicates that Product Quality (X1) has a positive and significant effect on Consumer Perspective Business Sustainability (Y).

Thus, the better the quality of the products offered by business actors, the level of sustainability of their business will increase significantly.

2. Hypothesis Analysis 2: The Effect of Digital Promotion (X2) on Business Sustainability from a Consumer Perspective (Y)

The test results show an Original Sample value of 0.519 with a positive coefficient. The T-Statistics value was recorded at 3.811 ( $> 1.96$ ) and supported by a P-Value of 0.000 ( $< 0.05$ ). These results indicate that Digital Promotion (X2) has a positive and significant effect on Business Sustainability (Y). Thus, the hypothesis stating that Digital Promotion influences Business Sustainability is accepted. This finding indicates that the better the implementation of digital promotions by Roti Gembul, the higher the level of business sustainability perceived by consumers. Effective digital promotions enable businesses to reach a wider consumer base, increase product visibility, and strengthen customer relationships, thereby supporting long-term business sustainability.

3. Hypothesis Analysis 3: The Simultaneous Effect of Product Quality (X1) and Digital Promotion (X2) on Business Sustainability from a Consumer Perspective (Y)

The bootstrapping path diagram test measures the influence independently, the joint contribution of these two exogenous constructs is confirmed through the results of the previous structural model test (inner model). Referring to the achievement of the R-Square value of 0.888, this proves that Product Quality (X1) and Digital Promotion (X2) together are able to explain the variation in Consumer Perspective Business Sustainability (Y) by 88.8%, while the remaining 11.2% is influenced by other variables outside the scope of the study, while the rest is influenced

by other variables outside the scope of this study.

### **Discussion**

Based on the results of the measurement model (outer model) and structural model (inner model) tests described previously, all research instruments have been declared valid and reliable, and have strong predictive capacity. This aims to provide an in-depth overview of the empirical phenomena found in the field, analytical interpretation of the hypothesis testing results, and their relationship to theory and previous studies.

#### **The Influence of Product Quality (X1) on Business Sustainability from a Consumer Perspective (Y)**

The results of the first hypothesis test indicate that product quality has a positive and significant effect on business sustainability from the consumer perspective at Roti Gembul in Jambi City. This is evidenced by the original sample value of 0.440, the T-statistic value of 3.179 ( $>1.96$ ), and the P-value of 0.002 ( $<0.05$ ). These findings indicate that the better the product quality of Roti Gembul, the higher the consumer perception of business sustainability. Empirically, consumers assess that the quality of Roti Gembul has been able to meet customer expectations, especially in terms of taste, texture, product durability, and the suitability of product information. This is evident from the high positive response of respondents to the indicators of product durability and the suitability of the bread's shelf life. This condition indicates that the consistency of quality Products are an important factor in building consumer trust and loyalty towards a business.

The findings of this study align with the Resource-Based View (RBV) theory, which states that product quality is a strategic internal resource capable of creating competitive advantage. Products with good quality, distinctive characteristics, and consistent quality are more difficult for competitors to imitate, thus enabling long-term business sustainability.

Results This research also supports Yanti's research (2018) which states that the quality of Product quality plays a crucial role in increasing the competitiveness and sustainability of MSMEs. Furthermore, this research aligns with research by Sitorus et al. (2022), which explains that good product quality can increase customer satisfaction and reduce the risk of business failure.

Thus, product quality is the main factor that needs to be maintained by Roti Gembul Kota Jambi through taste innovation, product quality consistency, and continuous quality control in order to maintain customer loyalty and maintain business sustainability.

#### **The Influence of Digital Promotion (X2) on Business Sustainability from a Consumer Perspective (Y)**

The results of the second hypothesis test indicate that digital promotion has a positive and significant impact on consumer perspectives of Roti Gembul's business sustainability in Jambi City. This is evidenced by the original sample value of 0.519, the T-statistic value of 3.811 ( $>1.96$ ), and the P-value of 0.000 ( $<0.05$ ). These results indicate that the more optimal the digital promotion, the higher the consumer perception of Roti Gembul's business sustainability.

Empirically, digital promotions conducted through social media have been shown to increase product visibility, expand market reach, and strengthen interactions between businesses and consumers. Consumers believe that active and consistent promotional activities make Roti Gembul products more recognizable and memorable. Furthermore, the use of digital media also helps consumers obtain product information more quickly and easily.

This finding aligns with the RBV theory, which explains that a company's ability to utilize digital technology is a strategic capability that can enhance its competitive advantage. The



ability to effectively manage digital promotions allows companies to build closer relationships with consumers and strengthen their position amidst business competition.

The results of this study support the research of Firmansyah and Aziz (2020), which stated that digital promotion can expand markets more cost-effectively. This research also aligns with research by Syayuti (2024), which showed that active use of social media can increase brand awareness for food MSMEs.

Thus, digital promotion has become an important strategy for Roti Gembul Kota Jambi in maintaining business existence, increasing customer loyalty, and strengthening business sustainability amidst technological developments and increasingly fierce business competition.

### **The Influence of Product Quality (X1) and Digital Promotion (X2) on Business Sustainability Consumer Perspective(Y)**

ResultsThe study shows that product quality and digital promotion together can explain business sustainability from a consumer perspective with an R-Square value of 0.888. This value indicates that 88.8% of the variation in business sustainability can be explained by product quality and digital promotion, while the remaining 11.2% is influenced by other variables outside the study.

These findings indicate that Roti Gembul's business sustainability is not solely influenced by product quality, but also by its ability to effectively implement digital promotions. The combination of good product quality and optimal digital promotions can create positive consumer perceptions of the business, thus supporting its long-term sustainability.

Empirically, consumers tend to maintain purchasing interest in businesses that offer consistent product quality and actively promote their products through digital media. This demonstrates that a digital marketing strategy supported by good product quality can strengthen customer loyalty and enhance business competitiveness.

The results of this study align with those of Lestari and Nugroho (2022), who stated that integrating product quality and digital marketing can strengthen the sustainability of culinary MSME businesses. This research also supports the RBV theory, which explains that the combination of internal resources and company capabilities can create sustainable competitive advantage.

Thus, Roti Gembul Kota Jambi needs to maintain product quality while increasing digital promotional creativity in order to maintain business sustainability and strengthen its position in the culinary business competition in Jambi City.

## **CONCLUSION**

Based on the research results, product quality has been shown to have a positive and significant impact on the sustainability of the Roti Gembul business in Jambi City from a consumer perspective. This indicates that consistent product quality, conformity to specifications, and product appeal can increase consumer trust and loyalty, thereby supporting business sustainability. Furthermore, digital promotion has also been shown to have a positive and significant impact on business sustainability. Effective use of digital media can expand market reach, increase product visibility, and strengthen relationships with consumers. Product quality and digital promotion together contribute to explaining the sustainability of the Roti Gembul business in Jambi City.

The findings of this study indicate that the sustainability of culinary MSMEs is determined not only by the ability to maintain product quality, but also by the effectiveness of their digital marketing strategies. The synergy between consistent product quality and optimal digital



promotion is a crucial factor in maintaining business competitiveness, increasing customer loyalty, and ensuring long-term business existence.

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