

ABSTRAK

PENGARUH BIAYA TRANSAKSI DIGITAL DAN HARGA JUAL TERHADAP
PENDAPATAN BERSIH UMKM KULINER DI ERA *PLATFORM FOOD DELIVERY*

Romario Fiereynaldo Bate
222314052
Universitas Sanata Dharma
Yogyakarta

Penelitian ini bertujuan untuk menganalisis pengaruh biaya transaksi digital dan harga jual terhadap pendapatan bersih UMKM kuliner pengguna *platform food delivery* di kawasan Jalan Selokan Mataram, Yogyakarta. Data penelitian dikumpulkan menggunakan kuesioner berbasis *Google Form* dengan skala Likert yang disebarakan kepada 50 responden melalui teknik purposive sampling, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Secara parsial, biaya transaksi digital tidak berpengaruh signifikan terhadap pendapatan bersih, sedangkan harga jual berpengaruh positif dan signifikan terhadap pendapatan bersih. Secara simultan, kedua variabel berpengaruh terhadap pendapatan bersih dengan Adjusted R^2 sebesar 0,334. Temuan ini mengindikasikan bahwa strategi penetapan harga jual merupakan faktor kunci dalam menjaga dan meningkatkan pendapatan bersih UMKM kuliner di era *platform food delivery*.
Kata kunci: biaya transaksi digital, harga jual, pendapatan bersih, UMKM kuliner, *food delivery*



ABSTRACT

**THE INFLUENCE OF DIGITAL TRANSACTION COSTS AND SELLING PRICES ON
THE NET INCOME OF CULINARY MSMEs IN THE FOOD DELIVERY PLATFORM ERA
(A CASE STUDY OF MSMEs ON SELOKAN MATARAM STREET, YOGYAKARTA)**

Romario Fiereynaldo Bate
222314052
Sanata Dharma University
Yogyakarta
2026

This study aims to analyze the influence of digital transaction costs and selling prices on the net income of culinary Micro, Small, and Medium Enterprises (MSMEs) using food delivery platforms in the Selokan Mataram area, Yogyakarta. The research data were collected through a Google Forms-based questionnaire using a five-point Likert scale and distributed to 50 respondents selected through purposive sampling. The data were analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS). The results indicate that, partially, digital transaction costs do not have a significant effect on the net income of culinary MSMEs. In contrast, selling prices have a positive and statistically significant influence on net income. Simultaneously, digital transaction costs and selling prices have a significant effect on net income, with an Adjusted R^2 value of 0.334. These findings suggest that an effective pricing strategy is a key factor in maintaining and increasing the net income of culinary MSMEs in the era of food delivery platforms.

Keywords: Digital Transaction Costs, Selling Price, Net Income, Culinary MSMEs, Food Delivery Platforms.