

The Influence of Digital Literacy, Business Accessibility, and Illegal Parking on the Development of Small and Medium Culinary Enterprises in the Asia Mega Mas Area, Medan

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This study aims to describe the influence of digital literacy, business accessibility and illegal parking on the development of small and medium culinary MSMEs in Asia Mega Mas Medan. The research methodology used is a quantitative descriptive method. The type of data used in this study is quantitative data, which is data obtained in the form of numbers or figures. The data sources are in the form of primary data and secondary data. Primary data was obtained from the results of the distribution of questionnaires to respondents, secondary data was obtained from data and literature related to the problems discussed. The population in this study is all small and medium culinary MSME actors in Asia Mega Mas which totals 136 respondents. The sampling technique used is accidental sampling where 102 respondents from MSMEs will be randomly selected as research samples. The results of the research analysis show that Digital Literacy has an effect on the Development of MSMEs in Asia Mega Mas Medan. Business Accessibility has an effect on the Development of MSMEs in Asia Mega Mas Medan. Illegal Parking Affects the Development of MSMEs Asia Mega Mas Medan. Digital Literacy, Business Accessibility, Illegal Parking have an effect on the Development of MSMEs Asia Mega Mas Medan.

Keywords: Digital Literacy, Business Accessibility, Illegal Parking, MSME Development.

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1. Introduction

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia constitutes a crucial component of the national economy. Owing to their substantial number, MSMEs serve as the backbone of economic growth, particularly in the culinary sector, which has experienced rapid expansion in recent years. Culinary businesses offer promising opportunities for entrepreneurs because they operate within a broad and continuously growing market. Consequently, the development of MSMEs, especially those engaged in the food and beverage industry, has shown encouraging progress. Nevertheless, despite these favorable conditions, culinary MSMEs continue to encounter various challenges that may hinder their business growth and sustainability.

One of the major challenges is digital literacy. In today's digital era, the ability to utilize information and communication technologies effectively has become essential for business competitiveness. Digital literacy encompasses the ability to access, evaluate, and utilize digital information efficiently. A high level of digital literacy enables MSMEs to maximize the use of online platforms for product promotion, customer acquisition, and operational efficiency. However, many culinary MSME owners operating in the Asia Mega Mas area come from non-technological backgrounds, resulting in limited digital competencies. Consequently, many businesses have not fully optimized digital platforms such as GoFood, GrabFood,

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ShopeeFood, and other online marketplaces. Likewise, the use of social media platforms, including Instagram, TikTok, and Facebook, for marketing purposes remains limited or inconsistent. Although Asia Mega Mas is a strategic commercial area with a high volume of visitors, many business owners continue to rely primarily on word-of-mouth promotion and offline transactions, thereby limiting their market reach to local customers and walk-in visitors.

Business accessibility is another important factor influencing the development of MSMEs. Accessibility refers to the availability of supporting facilities and conditions that enable business operators to reach their target markets effectively. Several accessibility-related challenges have been identified in the Asia Mega Mas area. Rental prices for kiosks and business premises are relatively high, forcing many small-scale MSMEs to operate in less strategic locations with lower customer traffic. Furthermore, these businesses remain highly dependent on physical customer visits. Although Asia Mega Mas is generally a busy commercial district, business revenues decline significantly during periods of reduced visitor activity, such as the rainy season or times of social mobility restrictions, because many MSMEs lack effective alternative marketing channels. Infrastructure conditions also vary across the area. Not all locations benefit from adequate lighting, cleanliness, or security. MSMEs operating in areas with limited infrastructure often experience greater difficulty attracting customers and may lose potential consumers to businesses located in more comfortable and accessible environments.

In addition, illegal parking has emerged as a significant challenge affecting culinary MSMEs in the Asia Mega Mas area. Illegal parking not only disrupts public order but also has direct economic consequences for business operators. Field observations indicate that unauthorized parking activities frequently create traffic congestion and obstruct access to culinary outlets, particularly during weekends and public holidays when visitor numbers increase substantially. Customers often perceive access to the area as inconvenient because of traffic disruptions. Moreover, illegal parking operators frequently impose higher or non-transparent parking fees, creating dissatisfaction among visitors. As a result, many potential customers choose to avoid the area altogether, leading to a noticeable decline in sales, especially during peak business hours.

The Asia Mega Mas commercial complex is located in Sukaramai, Medan Denai, North Sumatra, and is recognized as one of the rapidly growing centers for MSME activities in Medan. The area accommodates a wide range of small businesses, including culinary enterprises, clothing retailers, and toy stores. Despite its strategic commercial potential, culinary MSMEs in the area continue to face significant challenges, particularly limited digital literacy and the adverse effects of illegal parking. These issues require serious attention to support the sustainable development of local businesses. Therefore, this study aims to examine the relationships among digital literacy, business accessibility, and illegal parking and their effects on the development of small and medium culinary MSMEs in the Asia Mega Mas area of Medan. Based on the foregoing background, this study is entitled "The Influence of Digital Literacy, Business Accessibility, and Illegal Parking on the Development of Small and Medium Culinary MSMEs in the Asia Mega Mas Area, Medan."

2. Literature Review and Research Questions

The literature indicates that digital literacy is an essential competency encompassing the ability to understand, use, evaluate, and effectively utilize digital technologies in a responsible manner across various productive activities, including the development of Micro, Small, and Medium Enterprises (MSMEs) (Mukhofifah & Umi, 2022; Azis, 2022). Digital literacy extends beyond the ability to operate digital devices; it also involves critical thinking skills that enable individuals to transform information into meaningful

knowledge. For MSMEs, adequate digital literacy enhances business competitiveness by facilitating digital marketing, improving communication with customers, and supporting more efficient business operations.

Another important factor influencing MSME development is business accessibility, which refers to the ease with which a business location can be reached in terms of travel time, transportation costs, and convenience through available transportation networks (Dewi Sariati, 2017). Good accessibility promotes economic interaction, increases customer traffic, and creates greater opportunities for business growth. However, environmental factors such as illegal parking frequently hinder business activities by causing traffic congestion, reducing customer convenience, and increasing the risk of traffic accidents (Putra, 2022; Kasmianti et al., 2021). These conditions may discourage potential customers from visiting business locations, thereby negatively affecting business performance.

Meanwhile, MSME development refers to the process of improving business performance, competitiveness, and organizational capacity through advancements in marketing, production, human resources, and technological adoption (Safrial, 2024; Meli, 2024). Although previous studies have examined each of these variables individually, limited research has investigated the simultaneous effects of digital literacy, business accessibility, and environmental factors such as illegal parking on the development of MSMEs. This gap highlights the need for a more comprehensive analysis integrating these variables within a single research framework.

Based on this research gap, the present study focuses on examining the effects of digital literacy, business accessibility, and illegal parking on MSME development. Specifically, the study addresses the following research questions: (1) Does digital literacy significantly influence MSME development? (2) Does business accessibility significantly influence MSME development? and (3) Does illegal parking significantly influence MSME development?

Accordingly, the hypotheses proposed in this quantitative study are as follows: H1: Digital literacy has a significant effect on MSME development. H2: Business accessibility has a significant effect on MSME development. H3: Illegal parking has a significant effect on MSME development. Thus, this section establishes a systematic relationship between the theoretical framework and the research questions as the basis for empirical hypothesis testing.

3. Methods

This study employed a quantitative research method using a descriptive approach. This approach was selected because it provides objective, systematic, and measurable findings that are consistent with the quantitative nature of the data analyzed using statistical techniques. The study aims to examine the effects of digital literacy, business accessibility, and illegal parking on the development of MSMEs.

The research process began with data collection through questionnaire distribution to respondents. The collected data were subsequently subjected to validity and reliability testing to ensure that the research instrument was appropriate for analysis. The data were then analyzed using multiple linear regression with the assistance of SPSS software. Hypothesis testing consisted of t-tests (partial tests) to determine the individual effect of each independent variable on the dependent variable, an F-test (simultaneous test) to evaluate the combined effects of the independent variables, and the coefficient of determination (R^2) to measure the proportion of variance in MSME development explained by the independent variables.

The statistical analysis was conducted after satisfying the classical regression assumptions, including normality of the data, absence of multicollinearity, absence of heteroscedasticity, and the existence of linear relationships among the variables.

The study was conducted in the Asia Mega Mas commercial area in Medan, Indonesia, involving 102 culinary MSME owners as respondents. The sample was selected using the accidental sampling technique, whereby respondents were chosen based on their availability and willingness to participate, provided they met the research criteria.

The study utilized both primary and secondary data. Primary data were collected directly through questionnaires administered to the respondents, while secondary data were obtained from books, academic journals, and other relevant supporting documents. The variables examined in this study consisted of digital literacy (X_1), business accessibility (X_2), illegal parking (X_3), and MSME development (Y). All variables were measured using a five-point Likert scale, enabling quantitative statistical analysis. Overall, the sampling technique and research methodology were carefully aligned with the objectives of the study, ensuring that the findings are scientifically valid, reliable, and accountable.

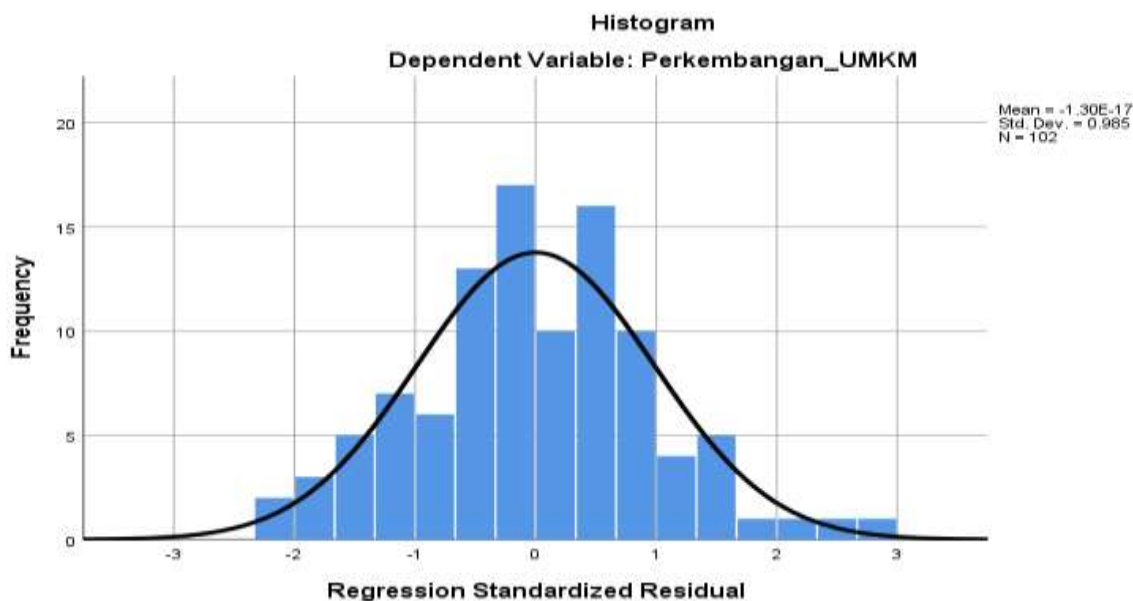
4. Results and Discussion

Classical Assumption Tests

Classical assumption tests were conducted to determine whether the regression model employed in this study satisfied the statistical assumptions required for multiple linear regression analysis.

Normality Test

The normality test was performed to determine whether the residuals of the regression model were normally distributed. The results of the normality test using a histogram graph are presented in the figure below.

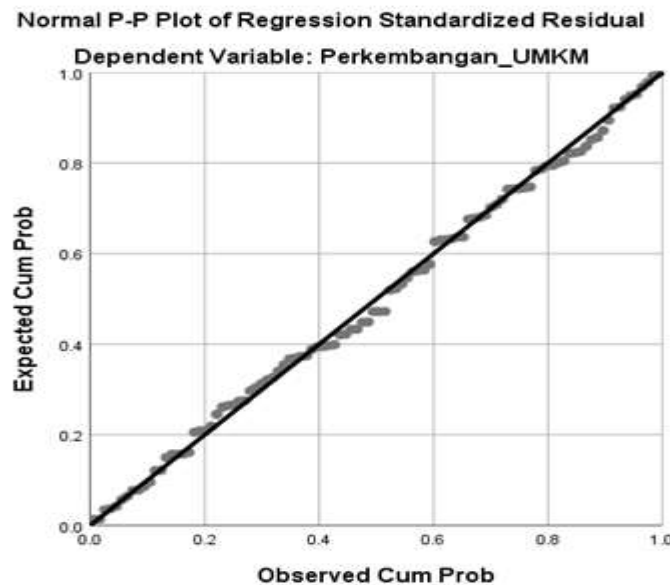


Source: Research Findings, 2026 (processed data)

Figure 1. Histogram of the Normality Test

As shown in the histogram above, the data are evenly distributed, and the histogram exhibits a normal distribution pattern. The distribution is approximately bell-shaped and does not display significant skewness to either the left or the right. Therefore, the regression model is considered to satisfy the assumption of normality.

The results of the normality test can also be examined using the Normal Probability Plot (P-P Plot), as presented in the figure below.



Source: Research Findings, 2026 (processed data)

Figure 2. Normal Probability Plot

As illustrated in the Normal Probability Plot above, the data points are closely distributed along the diagonal line. This indicates that the residuals are normally distributed and that the regression model satisfies the normality assumption. To further confirm the normality of the data, the One-Sample Kolmogorov-Smirnov (K-S) Test was performed. The decision criteria are as follows:

1. Accept H_0 if the K-S significance value is greater than 0.05, indicating that the data are normally distributed.
2. Reject H_0 if the K-S significance value is less than 0.05, indicating that the data are not normally distributed.

The results of the One-Sample Kolmogorov-Smirnov Test are presented in the following table.

Tabel 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.14063460
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.033
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Findings, 2026 (processed data)

As shown in the table above, the results of the One-Sample Kolmogorov-Smirnov Test indicate that the significance value is 0.200, which is greater than the significance threshold of 0.05. Therefore, the null

hypothesis (H_0) is accepted, indicating that the data are normally distributed. Accordingly, the regression model satisfies the normality assumption.

Multicollinearity Test

The multicollinearity test is an integral part of multiple regression analysis and is used to determine whether a high degree of linear correlation exists among the independent variables in the regression model. The presence of multicollinearity may affect the stability and accuracy of the estimated regression coefficients. The results of the multicollinearity test are presented in Table 2 below.

Table 2. Results of the Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.536	1.879		4.542	.000		
	Digital Literacy	.261	.055	.413	4.732	.000	.843	1.186
	Business Accessibility	.286	.079	.315	3.624	.000	.852	1.174
	Illegal Parking	.023	.048	.039	.478	.634	.977	1.023

Source: Research Findings, 2026 (processed data)

Based on the results presented in the table above, the multicollinearity test indicates that the Digital Literacy, Business Accessibility, and Illegal Parking variables all have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10.00. These results indicate that there is no evidence of multicollinearity among the independent variables. Therefore, all variables satisfy the multicollinearity assumption required for multiple linear regression analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test to determine whether the variance of the residuals remained constant across all levels of the independent variables. The results of the Glejser heteroscedasticity test are presented in Table 3 below.

Table 3. Results of the Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.496	1.113		3.140	.002
	Digital Literacy	-.041	.033		-	.212
	Business Accessibility	-.032	.047		1.256	.494
	Illegal Parking	-.018	.028		-.074	.517

Based on the results presented in the table above, the significance values are as follows:

1. The Digital Literacy variable has a significance value of 0.212, which is greater than 0.05, indicating that heteroscedasticity is not present.
2. The Business Accessibility variable has a significance value of 0.494, which is greater than 0.05, indicating that heteroscedasticity is not present.

3. The Illegal Parking variable has a significance value of 0.517, which is greater than 0.05, indicating that heteroscedasticity is not present.

Accordingly, it can be concluded that the regression model does not exhibit heteroscedasticity, indicating that the assumption of homoscedasticity has been satisfied.

Multiple Linear Regression Analysis

To examine the effects of Digital Literacy, Business Accessibility, and Illegal Parking on MSME Development, a multiple linear regression analysis was conducted. The results of the regression analysis are presented in Table 4 below.

Table 4. Results of the Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.536	1.879		4.542	.000		
Digital Literacy	.261	.055	.413	4.732	.000	.843	1.186
Business Accessibility	.286	.079	.315	3.624	.000	.852	1.174
Illegal Parking	.023	.048	.039	.478	.634	.977	1.023

Source: Research Findings, 2026 (processed data)

As presented in the table above, the Unstandardized Coefficients (B) produce the following multiple linear regression equation:

$$Y = 8,536 + 0,261X_1 + 0,286X_2 + 0,023X_3 + \varepsilon$$

Based on the multiple linear regression equation, the coefficients can be interpreted as follows:

1. Constant (α) = 8.536. This value represents the intercept of the regression model. It indicates that when all independent variables Digital Literacy, Business Accessibility, and Illegal Parking are equal to zero, the predicted value of MSME Development is 8.536.
2. Digital Literacy (X_1) coefficient = 0.261. This positive coefficient indicates that Digital Literacy has a positive effect on MSME Development. Specifically, a one-unit increase in Digital Literacy is associated with an increase of 0.261 units in MSME Development, assuming that the other independent variables remain constant.
3. Business Accessibility (X_2) coefficient = 0.286. This coefficient indicates that Business Accessibility positively influences MSME Development. A one-unit increase in Business Accessibility is associated with an increase of 0.286 units in MSME Development, holding the other variables constant.
4. Illegal Parking (X_3) coefficient = 0.023. This coefficient indicates that Illegal Parking has a positive regression coefficient of 0.023, meaning that a one-unit increase in the Illegal Parking variable is associated with an increase of 0.023 units in MSME Development, assuming that the other independent variables remain constant.

Note: Although the coefficient for Illegal Parking is positive, its statistical significance should be determined based on the hypothesis testing results (t-test). Therefore, the practical interpretation of this coefficient depends on whether it is statistically significant.

Hypothesis Testing

Hypothesis testing was conducted to determine whether the proposed research hypotheses should be accepted or rejected.

Partial Significance Test (t-Test)

The regression coefficients were evaluated using the t-test at a 90% confidence level ($\alpha = 0.10$). The critical t-value (t-table) was determined based on the degrees of freedom ($df = 98$), resulting in a critical value of 1.984. The results of the partial hypothesis testing are presented in Table 5 below.

Table 5. Results of the Partial Hypothesis Test (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.536	1.879		4.542	.000
Digital Literacy	.261	.055	.413	4.732	.000
Business Accessibility	.286	.079	.315	3.624	.000
Illegal Parking	.023	.048	.039	.478	.634

Source: Research Findings, 2026 (processed data)

The results of the partial hypothesis test (t-test) for the Digital Literacy variable indicate that the calculated t-value ($t = 4.732$) is greater than the critical t-value ($t = 1.984$), with a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that Digital Literacy has a positive and statistically significant effect on MSME Development. Accordingly, H_1 is accepted.

For the Business Accessibility variable, the calculated t-value ($t = 3.624$) exceeds the critical t-value ($t = 1.984$), with a significance value of 0.000, which is below 0.05. These findings indicate that Business Accessibility has a positive and statistically significant effect on MSME Development. Therefore, H_2 is accepted.

In contrast, the Illegal Parking variable yields a calculated t-value ($t = 0.478$) that is lower than the critical t-value ($t = 1.984$), with a significance value of 0.634, which is greater than 0.05. These results indicate that Illegal Parking does not have a statistically significant effect on MSME Development. Accordingly, H_3 is rejected.

Simultaneous Significance Test (F-Test)

The simultaneous significance test (F-test) was conducted to evaluate whether the independent variables Digital Literacy, Business Accessibility, and Illegal Parking collectively have a significant effect on the dependent variable, MSME Development.

The critical F-value (F-table) was determined based on the degrees of freedom, where the numerator degrees of freedom (df_1) equal 3 and the denominator degrees of freedom (df_2) equal 98. Based on these values, the critical F-value is 2.70. The results of the simultaneous hypothesis testing are presented in Table 6 below.

Table 6. Results of the Simultaneous Hypothesis Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	272.441	3	90.814	19.230	.000 ^b
Residual	462.814	98	4.723		
Total	735.255	101			

Source: Research Findings, 2026 (processed data)

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the extent to which the independent variables Digital Literacy, Business Accessibility, and Illegal Parking explain the variation in the dependent variable, MSME Development. The coefficient of determination indicates the proportion of variance in MSME Development that can be explained by the regression model, while the remaining variance is attributed to other factors not included in the model.

The results of the coefficient of determination analysis are presented in Table 7 below.

Table 7. Results of the Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 ^a	.371	.351	2.173

Source: Research Findings, 2026 (processed data)

Based on the table above, the R Square (R^2) value, or coefficient of determination, is 0.371 (37.1%). This indicates that Digital Literacy, Business Accessibility, and Illegal Parking collectively explain 37.1% of the variation in MSME Development. The remaining 62.9% is explained by other factors outside the scope of this research model, such as business capital, product quality, marketing strategy, product pricing, and business competition.

The Effect of Digital Literacy on MSME Development

The results of the partial hypothesis test indicate that the Digital Literacy variable has a calculated t-value ($t = 4.732$) that exceeds the critical t-value ($t = 1.984$), with a significance value of 0.000, which is lower than 0.05. Therefore, Digital Literacy has a positive and statistically significant effect on MSME Development. These findings suggest that higher levels of digital literacy among MSME owners contribute to greater business development. This result is consistent with the findings of Rasyid (2024), who reported that digital literacy strengthens the positive effect of digitalization on MSME performance.

The Effect of Business Accessibility on MSME Development

The partial hypothesis test for Business Accessibility shows that the calculated t-value ($t = 3.624$) is greater than the critical t-value ($t = 1.984$), with a significance value of 0.000, which is below 0.05. Accordingly, Business Accessibility has a positive and statistically significant effect on MSME Development. This finding indicates that improved business accessibility, including strategic location, transportation convenience, and market reach, contributes positively to MSME development. The result supports the study by Fajaria, Arif, and Irham (2025), who concluded that business location has a positive and significant influence on MSME development.

The Effect of Illegal Parking on MSME Development

The partial hypothesis test for the Illegal Parking variable reveals that the calculated t-value ($t = 0.478$) is lower than the critical t-value ($t = 1.984$), with a significance value of 0.634, which exceeds 0.05. These findings indicate that Illegal Parking does not have a statistically significant effect on MSME Development. Therefore, the presence of illegal parking does not exert a meaningful influence on the development of MSMEs within the context of this study. This finding is consistent with the study conducted by Putri and Sembiring (2023), which reported that illegal parking problems in culinary centers in Medan reduce consumers' willingness to visit the area. However, unlike the present study, their findings did not demonstrate a statistically significant effect on overall MSME development.

The Simultaneous Effect of Digital Literacy, Business Accessibility, and Illegal Parking on MSME Development

The results of the simultaneous hypothesis test indicate that the calculated F-value ($F = 19.230$) exceeds the critical F-value ($F = 2.70$), with a significance value of 0.000, which is lower than 0.05. Therefore, it can be concluded that Digital Literacy, Business Accessibility, and Illegal Parking collectively have a statistically significant effect on MSME Development.

The coefficient of determination (R^2) is 0.371 (37.1%), indicating that the three independent variables jointly explain 37.1% of the variation in MSME Development. The remaining 62.9% is attributable to other variables that were not included in this research model.

5. Conclusion

Based on the findings of this study, the following conclusions can be drawn:

1. Digital Literacy has a positive and statistically significant effect on the development of culinary MSMEs in the Asia Mega Mas area of Medan.
2. Business Accessibility has a positive and statistically significant effect on the development of culinary MSMEs in the Asia Mega Mas area of Medan.
3. Illegal Parking does not have a statistically significant effect on the development of culinary MSMEs in the Asia Mega Mas area of Medan.
4. Collectively, Digital Literacy, Business Accessibility, and Illegal Parking have a statistically significant effect on the development of culinary MSMEs in the Asia Mega Mas area of Medan.

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