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# The Influence of Student Purchase Level on Increase in Micro, Small, and Medium Enterprises

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## Abstract

This study aims to analyze the influence of student purchasing power on increasing the income of Micro, Small, and Medium Enterprises (MSMEs) in the UIN Sunan Ampel Surabaya environment. The presence of students as the main consumers in the campus area provides economic opportunities for MSMEs, especially canteen businesses and small businesses around the university. This study uses a quantitative approach, employing a survey method via the distribution of questionnaires to 32 respondents. The independent variable in this study is the level of student purchasing power, while the dependent variable is the increase in MSME income. Data were analyzed using validity, reliability, and normality tests; linear regression; t-tests; F-tests; and coefficients of determination in SPSS. The results show that student purchasing power has a positive, significant effect on MSME income. The regression coefficient of 0.537 indicates that higher student purchasing power is associated with higher MSME income. The results of the t-test show a significance value of 0.006 < 0.05, and the F-test also shows a significant effect. The coefficient of determination indicates that student purchasing power partially explains the variation in MSME revenue growth. At the same time, other factors, such as price, product quality, location, service, menu variety, cleanliness, comfort, and promotional strategies, account for the remaining variation. This study emphasizes the importance of MSMEs understanding student consumption behavior to optimize and sustainably increase business revenue.

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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSME) is a business run or driven by a single individual or a small business entity. Generally, MSMEs are still dominated by small businesses, often home-based (Munthe, 2023). The ease of starting this business, due to the minimal capital requirements, creates many jobs, totaling 97% (Morisson, 2025). It can be concluded that Indonesian MSMEs have a significant impact on the economic well-being of the Indonesian people. The presence of tourist attractions or educational institutions, such as universities, provides an opportunity for MSMEs to establish businesses in those areas. Tourist attractions or universities are highly influential because many people will come or stop by the area (Rahayu, 2022). located in densely populated areas, tourism, or places of teaching and learning activities, such as schools and universities.

Universities can influence the growth of both new business pioneers and established entrepreneurs (Mesra & Dolonseda, 2023). This is supported by the annual increase in new students, which opens significant opportunities. The primary target consumers are students, and it is hoped that students can contribute to revitalizing the economy by purchasing MSME products. In line with this contribution, students have also supported local MSMEs in the area.

Purchasing decisions are conscious processes chosen to achieve a specific goal (Pratama & Harsono, 2025). This is influenced by many factors, such as needs*, trend*s in new products, and affordable product prices

(Effendi et al., 2022). Therefore, it is important to examine the extent to which student purchasing power influences the increase in MSME revenue around UIN Sunan Ampel Surabaya. Rationally, this research is important because it can provide an empirical picture of the relationship between student consumption behavior and local economic growth in the campus environment. In a fluctuating economic environment and increasingly fierce business competition, understanding student purchasing patterns can help MSMEs formulate more effective, adaptive marketing strategies tailored to the needs of young consumers (Halim et al., 2025). Furthermore, the results of this study are expected to guide universities and local governments in designing sustainable campus-based MSME empowerment policies.

This research strengthens consumer behavior theories (consumer behavior theory) and microeconomic theory, which emphasizes the importance of the interaction between consumer demand and producer income. In addition, this study enriches the literature on campus-based entrepreneurship and local economy based on higher education (local economic development in the higher education context), which is currently a focus of modern economics and management research. Thus, this research is not only relevant in the current context where MSME empowerment is a priority for national economic development but also contributes to the development of future economic theory and practice, particularly in building an inclusive and sustainable campus economic ecosystem.

## RESEARCH METHOD

This study will use a quantitative research method to determine the level of student purchases and the increase in MSME revenue in the UIN Sunan Ampel Surabaya canteen. Data collection will be conducted by distributing questionnaires to MSMEs at the UIN Sunan Ampel Surabaya canteen, to determine the influence of student purchases on MSME revenue. Primary data collection will be conducted using a closed-ended questionnaire distributed via Google Forms.

Sampling was carried out using the technique purposive sampling, this technique is concluded as a non-probability sampling method by selecting respondents based on certain criteria (Trianasari et al., 2025), namely (1) MSME actors who have been in the UIN Sunan Ampel canteen since the last year; (2) Many regular customers with the majority of students; (3) Willing to provide data that is in accordance with the actual conditions. This aims to find out information on the actual conditions regarding the benchmarks for this research. The study included 32 MSME actors who met the respondent criteria.

The instrument used in this study was a questionnaire, a data-collection method consisting of statements for respondents to rate on a Likert scale (Mustapa et al., 2022). This scale is often used because it allows respondents to select answers easily. "The Likert scale also functions to assess individuals' attitudes, views, and perceptions regarding current events" (Anggraini et al., 2022).

The measuring instrument for the two variables in this study is variable X (student purchasing level) and variable Y (increase in income of micro, small, and medium enterprises in the canteen of UIN Sunan Ampel Surabaya). Respondents were given the option to choose one of several statements contained in the questionnaire using a 4-point Likert scale. These points are: Strongly Agree (SS) worth 5 points, Agree (S) worth 4 points, Undecided (RR) worth 3 points, Disagree (TS) worth 2 points, and Strongly Disagree (STS) worth 1 point. In conducting hypothesis testing, multiple linear regression was used in SPSS.

## RESULTS AND DISCUSSION

Data collection was conducted on students as research respondents to determine their purchasing behavior for a product or service (Djukuw & Tarigan, 2024). Respondents were selected because students are a fairly active consumer group, making purchases for academic needs, daily consumption, lifestyle, and digital use. Furthermore, students are also considered capable of providing assessments based on personal experience in making purchasing decisions. The data collection process involved distributing questionnaires directly to students. Before completing the questionnaire, respondents were given a brief explanation of the research objectives: determining how often students make purchases, the factors that influence purchasing decisions, and their product-choice tendencies. Respondents were also informed that their answers would be kept confidential and used only for academic purposes. During data collection, 32 respondents were interviewed. This number was considered sufficient to provide an initial overview of student purchasing behavior in the

context of simple research. Based on respondents' answers, it appears that needs to influence student purchasing behavior. Students also tend to consider recommendations from friends and information from social media before making a purchase.

The results of distributing questionnaires to 32 students were used for descriptive analysis tests, as shown in Table 1.

**Table 1.** Student Purchase Rate

| No | Statement | Number of respondents (Score) | | | Mark Mean |
|---|---|---|---|---|---|
| | | Strongly agree (5) | Agree (4) | Enough (3) | |
| 1. | X1 | 12 (37.5 %) | 17 (53.1%) | 3 (9.4 %) | 4.28 |
| 2. | X2 | 11 (34.4 %) | 20 (62.5 %) | 1 (3.1 %) | 4.31 |
| 3. | X3 | 12 (37.5 %) | 19 (59.4 %) | 1 (3.1 %) | 4.34 |
| 4. | X4 | 8 (25.0 %) | 23 (71.9 %) | 1 (3.1 %) | 4.22 |
| 5. | X5 | 9 (28.1 %) | 20 (62.5 %) | 3 (9.4 %) | 4.19 |
| 6. | X6 | 6 (18.8 %) | 21 (65.6 %) | 5 (15.6 %) | 4.03 |
| | Total | 58 (30.2 %) | 120 (62.5 %) | 14 (7.3 %) | 4.23 |

The results of the distribution of respondents' answers based on variable X: Student purchasing level. Table 1 shows that 32 respondents completed the questionnaire regarding variable X (student purchasing level), which has 6 statement items. MSMEs or the canteen of Sunan Ampel State Islamic University Surabaya found that the student purchasing level was 4.23, indicating that students are satisfied with the products offered by MSMEs around the campus. Meanwhile, the increase in income is shown in Table 2.

**Table 2.** Increase in MSME Income

| No | Statement | Number of respondents (Score) | | | Mark Mean |
|---|---|---|---|---|---|
| | | Strongly Agree (5) | Agree (4) | Enough (3) | |
| 1. | Y1 | 7 (21.9 %) | 21 (65.6 %) | 5 (15.6 %) | 4.19 |
| 2. | Y2 | 12 (37.5 %) | 15 (46.9 %) | 5 (15.6 %) | 4.22 |
| 3. | Y3 | 7 (21.9 %) | 18 (56.3 %) | 7 (21.9 %) | 4.00 |
| 4. | Y4 | 13 (40.6 %) | 16 (50.0 %) | 3 (9.4 %) | 4.31 |
| 5. | Y5 | 10 (31.3 %) | 21 (65.6 %) | 1 (3.1 %) | 4.28 |
| 6. | Y6 | 9 (28.1 %) | 22 (68.8 %) | 1 (3.1 %) | 4.25 |
| | Total | 58 (29.3 %) | 113 (64.1 %) | 22 (6.5 %) | 4.21 |

The distribution of respondents' answers for variable Y, namely the Income Level of MSMEs at the UIN Sunan Ampel Surabaya Canteen, is shown in Table 2. Based on the data in Table 2, respondents answered the questionnaire item for variable Y (increasing income of MSMEs at the UIN Sunan Ampel Surabaya canteen), with a mean of 4.21. This condition shows that students' high contributions increase the income of MSMEs at the UIN Sunan Ampel Surabaya Canteen. The next stage of analysis is the validity test.

This test is a research instrument used to assess the questionnaire's validity. (Azizah, 2025). Item validity is evident from the relationship with the overall score. To determine whether the item is valid, a comparison between the calculated r and the table r is necessary: namely, (calculated r > table r (n-2)), with a significance level of 0.05 and n = 32 (number of respondents). Before determining the validity level, statistical calculations must be carried out using the SPSS program.

The results of 32 respondents, using a significance level of 0.05, show that each indicator and the total of each variable are significant, and that r count > r table because the result is greater than 0.05. It can be concluded that all the statement items above are valid because they meet the requirements.

Reliability Testing (Reliability Testing) is another term used to describe consistency. Test measurements are used to assess the reliability of a measuring instrument for reuse in similar research. Reliability testing is conducted to determine the consistency of an instrument so it can be reused in similar research. In this study, reliability was tested using Cronbach's Alpha. The results of the reliability test for each variable are shown in Table 4.

**Table 3.** Research Validity Test

| Question Items | r count | r table | Condition | Sign. | Conclusion |
|---|---|---|---|---|---|
| X1 | 0,744 | 0,361 | r count > r table | 0,000<0,05 | valid |
| X2 | 0,643 | 0,361 | r count > r table | 0,000<0,05 | valid |
| X3 | 0,847 | 0,361 | r count > r table | 0,000<0,05 | valid |
| X4 | 0,566 | 0,361 | r count > r table | 0,000<0,05 | valid |
| X5 | 0,656 | 0,361 | r count > r table | 0,000<0,05 | valid |
| X6 | 0,708 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y1 | 0,731 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y2 | 0,735 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y3 | 0,702 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y4 | 0,741 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y5 | 0,801 | 0,361 | r count > r table | 0,000<0,05 | valid |
| Y6 | 0,0685 | 0,361 | r count > r table | 0,000<0,05 | valid |

**Table 4.** Research Reliability Test

| Variables | Alpha | Information |
|---|---|---|
| Product Purchase | 0,786 | Reliable |
| Business Income | 0,821 | Reliable |

Based on the table, the reliability test results indicate that all variables have alpha coefficients in the good range, ranging from 0.700 to 1.00. Thus, it can be concluded that the measurement instrument for each variable in the questionnaire is reliable. This means that all items in each variable are suitable for use as measurement tools in this study.

The Classical Assumption Test is performed before hypothesis testing (Hariyasasti & Purwanto, 2025). The Classical Assumption Test verifies that the regression model meets the requirements (Krisnawati et al., 2024). There are two forms: Probability Plot Normality (no numbers) and Kolmogorov-Smirnov Normality (numbers) to determine whether the data are normal or not, as shown in Figure 1.

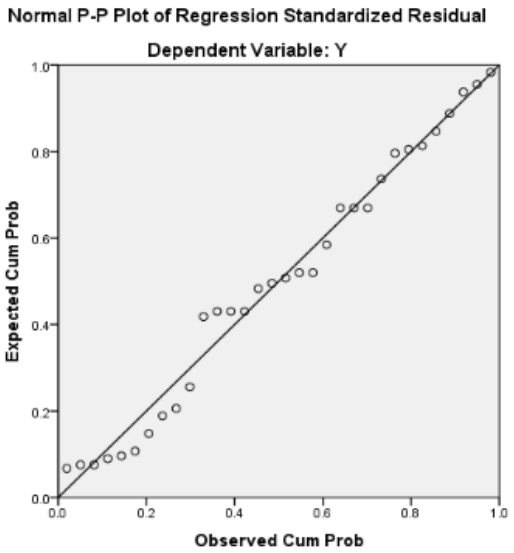


**Figure 1.** Probability Plot Normality Test

Based on Figure 1, there are no significant deviations from the diagonal line. This indicates that the residual data is normally distributed. These results can be further analyzed using the Kolmogorov-Smirnov test in Table 5.

The results of the Kolmogorov-Smirnov test in Table 5 use the Asymp. Sig. (2-tailed) variable, which is 0.000. So, the way to determine whether it is normal or not is by looking at the Asymp. value; if Asymp. >0.05, then it is said to be normal; otherwise, if Asymp <0.05, then it is said to be abnormal. Based on the table above, the Asymp significance value of 0.200 is greater than 0.05, indicating that the residual data are normally

distributed. The stages for testing the goodness-of-fit model have been appropriate, allowing the model to continue testing the research hypothesis.

**Table 5.** Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|---|---|---|
| N | | 32 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.34338128 |
| Most Extreme Differences | Absolute | .104 |
| | Positive | .084 |
| | Negative | -.104 |
| Test Statistic | | .104 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

Hypothesis testing is used to determine statements and draw conclusions from the results (Waluyo et al., 2024). Itself uses 4 stages, namely, Multiple Linear Regression Analysis, Simultaneous F Test, Determination Coefficient Test (R Square), and Partial T Test. Multiple Regression Test in this study to predict changes in dependent variables that can change (Telussa et al., 2013), which is shown in Table 6.

**Table 6.** Partial test in multiple regression

| **Coefficients[a]** | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Say. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.536 | 4.608 | | 2.503 | .018 |
| | X | .537 | .181 | .476 | 2.968 | .006 |

a. Dependent Variable: Y

Note:
Y = increase in income of the UIN Sunan Ampel Surabaya canteen MSMEs
X = student purchasing level

Based on the results of multiple linear regression analysis in Table 6, the regression equation Y = 11.536 + 0.537X is obtained, where Y is the increase in income of the UIN Sunan Ampel Surabaya canteen MSMEs, which is the dependent variable, and X is the independent variable. The results of the significance test show that variable X has a significant effect on the level of public awareness, with a p-value of 0.000 ($p < 0.05$). Thus, it can be concluded that, in this multiple linear regression analysis, the hypothesis test for variable X is significant at the 0.000 level. Based on the Coefficients table above, the calculated T value is 2.968, which is positive and significant at the 0.000 level. Then T count < T table (2.968 < 2.04841) and the significance level > 0.05 (0.000 < 0.05), which means that the hypothesis is rejected. Thus, it can be said that student purchases do not affect MSME income levels.

The Simultaneous F-test shows that all independent variables influence the dependent variable. To determine the variables together or simultaneously using (Y) (Hariyasasti & Purwanto, 2025). The results of the simultaneous F-test are shown in the ANOVA output in Table 7.

**Table 7.** Simultaneous test on multiple regression

| **ANOVA[a]** | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Say. |
| 1 | Regression | 49.984 | 1 | 49.984 | 8.809 | .006[b] |
| | Residual | 170.235 | 30 | 5.674 | | |
| | Total | 220.219 | 31 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X

The calculated F value is greater than the F table = 8.809 > 4.17. Thus, the hypothesis is accepted. In the table above in the F column, the calculated F value is 8.809 and is positive. Meanwhile, the value in the F table is obtained from df 1 = (total of all variables - 1) or 2 - 1 = 1 and df 2 = (n - total of all variables) or 32 - 2 = 30. In the F table, the F table value is 4.17, which indicates that the calculated F value is greater than the F table value, which is 8.809 > 4.17. The coefficient of determination ($R^2$) is a measure of how well the independent

variable explains the variation in the dependent variable. In other words, $R^2$ is used to assess the extent to which the independent variables can explain changes in the dependent variable. The coefficient of determination ($R^2$) in this study refers to the adjusted R-square, as shown in the following table.

**Table 8.** Value of the coefficient of determination

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R-Square** | **Std. Error of the Estimate** |
| 1 | .476[a] | .782 | .779 | 2.38212 |

a. Predictors: (Constant), X
b. Dependent Variable: Y

The R Square value is 0.227, which, when multiplied by 100%, produces 22.7%. This indicates that 22.7% of the independent variable (X) can explain or influence the level of the dependent variable (Y), namely, student purchases. Meanwhile, the remaining 77.3% (100% - 22.7%) is influenced by other variables not covered in the independent variable (X) used in this study. The results of the determination analysis on the Model Summary output yielded an R-Square value of 0.227 (0.884 x 0.884), equivalent to 22.7%. This indicates that student purchases influence MSME income by 22.7%, while 77.3% is influenced by variables not reviewed in the study.

The results of this study imply that the presence of students as primary consumers plays a crucial role in maintaining the sustainable income of canteen MSMEs at UIN Sunan Ampel Surabaya. The relatively high student purchasing rate indicates that campus MSMEs should understand students' consumption patterns, particularly in terms of daily needs, affordable prices, product variety, and ease of purchase. Therefore, MSMEs need not only to rely on campus locations as a source of customers but also to adapt their products and services to the characteristics of students as young consumers.

Practically, this research has implications for the importance of a more adaptive marketing strategy for canteen MSMEs. Businesses need to pay attention to product quality, cleanliness, service, menu variety, pricing, convenience, and social media promotion. This is important because research shows that student purchases do contribute to MSME revenue, but they are not the sole determinant. Factors beyond purchase levels also need to be managed to increase business revenue more stably and sustainably. For universities, the results of this study can serve as a basis for developing a campus-based MSME ecosystem. Universities can support MSMEs by implementing more organized canteen management, entrepreneurship training, digital marketing support, improved cleanliness and service standards, and the provision of comfortable business spaces. With this support, campus canteens will not only serve as a place for economic transactions but also as part of empowering the local economy around the university.

Theoretically, this study reinforces the view that consumer behavior, particularly student purchasing decisions, is related to producer revenue in a microeconomic context. The study should be expanded to include factors such as price, product quality, location, service quality, menu variety, digital promotions, cleanliness, and comfort. This is important because the results indicate that student purchasing power does not fully explain the increase in MSME revenue. With a more comprehensive model and a larger sample, future research could provide a more robust picture of the factors influencing MSME revenue on campus.

## CONCLUSION

Based on the analysis, this study concludes that student purchasing activity contributes to increased revenue for canteen MSMEs. The higher the student purchasing intensity, the greater the opportunity for canteen MSMEs to achieve a more stable income. This demonstrates that students, as primary consumers, play a significant role in the sustainability of campus businesses.

The study's results also indicate that the questionnaire adequately captures the relationship between student purchasing power and MSME revenue. Student responses reflect an understanding that their purchasing habits, consumption needs, and purchasing decisions can influence canteen business owners' revenue. However, student purchasing power is not the sole factor determining MSME revenue. Business revenue can also be influenced by other factors, such as product price, canteen location, service quality, menu variety, cleanliness, comfort, and promotional strategies employed by business owners. Therefore, the results of this study cannot

be used as the sole benchmark for assessing the increase in canteen MSME revenue. Therefore, this study confirms that student purchasing power affects canteen MSME revenue. However, this influence needs to be understood alongside other factors that also contribute to business success. Canteen MSMEs need to pay attention to students' purchasing behavior while improving product quality, services, and marketing strategies to optimize revenue growth.

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