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Optimization of Delivery Services Through the *SIMPUL* Model in Strengthening MSMEs and Improving Community Welfare in South Sumatra

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Abstract –

This article examines the strengthening of micro, small, and medium enterprises (MSMEs) through a local approach based on culture and digital innovation. The study was conducted in Limbang Jaya Village, South Sumatra, focusing on the development of songket weaving and forger as the community's leading sectors. This study also highlights how optimizing delivery services can improve the efficiency of MSME product distribution, expand market reach, and promote community welfare. The methods used included field studies, interviews, path analysis, and practical approaches in the form of digital marketing and logistics management training. The results of the study show that the "SIMPUL" (innovative songket preservation of local businesses) model plays a role in developing production capacity, while the integration of digital

logistics increases market share and customer satisfaction. This article recommends combining cultural and technological approaches to strengthen rural MSMEs in a sustainable manner.

Keywords – *MSMEs, songket, forger, digital logistics, Limbang Jaya Village, SIMPUL model*

I. INTRODUCTION

Digital transformation and increased access to technology have opened up new opportunities for MSMEs in Indonesia, including in rural areas such as Limbang Jaya Village, Ogan Ilir Regency, South Sumatra. Amidst changing consumer trends towards digitalization, MSMEs are required not only to maintain local values in their products, but also to adopt modern distribution strategies to remain competitive. This study integrates two main aspects: (1) culture-based MSME capacity building through the “SIMPUL” model, and (2) optimization of delivery services as an effort to digitize logistics. This combination is aimed at increasing the productivity and income of business actors, as well as the overall welfare of the village community.

Culturally-Based MSME Development through the “SIMPUL” Model Field studies conducted in 2024–2025 examined the growth dynamics of songket weavers and blacksmiths in Limbang Jaya Village. With 34 respondents selected through purposive sampling, measurements were taken of various exogenous variables (age, education, length of employment, work motivation, work culture, and business motivation) and endogenous variables (productivity and income). The results of the analysis show that although no significant influence of exogenous variables on productivity was found, work culture has a direct impact on increasing income. This indicates that the preservation of adaptive traditional work culture is an important social capital in developing the local MSME sector.

The “SIMPUL” model applied in this study promotes cross-party collaboration— involving the community, universities through the Real Work Lecture (KKN) program, and business actors—in encouraging product innovation, digital promotion, and strengthening human resource capacity. This approach has proven to be effective in increasing community understanding of online marketing and expanding the distribution network for woven and iron products to a wider market.

Optimizing Delivery Services as an MSME Distribution Strategy In the digital era, distribution is one of the main challenges faced by MSMEs. An effective delivery system not only speeds up transactions but also serves as an indicator of service quality and customer satisfaction.

Revealed in the theory of the research 1) Entrepreneurship and MSMEs are Acs et al. (2018) argue that entrepreneurship, from an ecosystem perspective, is a key driver of economic growth through innovation and adaptability. Tambunan (2019) highlights that SMEs in developing Asian countries act as the backbone of the economy, facing major challenges in market access and distribution.2) Logistics and Supply Chain Theory are Christopher (2016) defines logistics as the strategic management of goods, information, and services flow to achieve efficiency and customer satisfaction. Liu et al. (2021) emphasize the role of *digital logistics* in enhancing supply chain resilience among SMEs in emerging markets.

3) Technology and Digitalization Kotler, Kartajaya, & Setiawan (2021) in *Marketing 5.0* underline the integration of technology with human values, relevant for culturally based MSMEs such as songket weaving and blacksmithing. Indrawati & Haryanto (2021) show that digital marketing significantly improves the performance of SMEs in Indonesia. 4) Community Empowerment Theory : Mazzarol et al. (2019) state that cooperative and collaborative business models—engaging communities, universities, and entrepreneurs—play an essential role in strengthening local economies.

The novelty of this research lies in the SIMPUL initiative are Optimizing delivery routes through social media promotion strategies, as evidenced by social media campaigns expanding buyer reach beyond the local area. Payment confirmation and scheduling systems that reduce delays and cancellations, demonstrated by the effective use of WhatsApp Business after the training was conducted. Reducing delivery costs. An integrated training program consisting of: (a) content creation and digital marketing, and (b) coordinated delivery management (scheduling, collection points, and packaging). Social media engagement through likes, direct messages, and inquiries via Instagram/WhatsApp helps minimize the risk of overstocking or stock shortages. A replicable model for other villages or MSME clusters (a scalable, evidence-based model).

II. METHOD

This study employed a mixed-method design that integrates qualitative and quantitative approaches. The qualitative method was conducted through observation, semi-structured interviews, and focus group discussions with MSME actors, community leaders, and logistics providers. The quantitative method was applied using a structured survey to measure the relationship between cultural, motivational, and logistical factors with productivity and income.

1) *Research Site and Sample*

The research took place in Limbang Jaya Village, South Sumatra, from January to July 2025. From 52 active MSMEs, 34 respondents were selected through purposive sampling, based on the following criteria: operating for more than three years, selling products beyond the local area, and involvement in digital marketing activities.

Data Collection Data were obtained through: Observation of production and delivery processes. Interviews with MSME owners and logistics partners. Questionnaires using a five-point Likert scale. Document review of production records, invoices, and online sales reports. Variables and Measures. Exogenous variables: age, education, years of work, work motivation, work culture, and business motivation. Endogenous variables: productivity (monthly production output) and income (average monthly turnover). Delivery optimization was assessed by efficiency, cost, and customer satisfaction indicators.

2) *Data Analysis* Qualitative data were thematically analyzed, while quantitative data were processed using path analysis (SEM) at a 5% significance level. Triangulation was applied to ensure data validity.

III. RESULTS AND DISCUSSION

Strategic Synergy: Combining Culture and Technology

The synergy between preserving local culture through traditional crafts and adopting digital technology has become a leading strategy in empowering MSMEs in Limbang Jaya Village. Digital promotion carried out through social media and marketplaces has proven effective in boosting demand for woven and iron products, as well as introducing the region's cultural identity to the national market.

Meanwhile, the implementation of a digital logistics system has accelerated the ordering and delivery process, as well as strengthened consumer confidence in local products. This is a concrete example of culture-based MSME transformation supported by modern digital infrastructure.

The Strategic Role of Delivery Services

Delivery services enable MSMEs to expand their market reach, both regionally and nationally. Through integration with digital platforms such as marketplaces and logistics applications, MSMEs are no longer limited by geographical and infrastructure constraints. Types of Delivery Services and Selection Criteria MSMEs need to understand the various shipping service options, such as: 1) Same Day Delivery 2) Next Day Delivery 3) Regular Service 4) Cargo 5) International Shipping

Criteria for selecting a shipping service include speed, cost, coverage area, tracking system, insurance options, and the reputation of the service provider. Shipping Efficiency Strategies To save costs and time, MSMEs can implement the following steps: 1) Compare the rates of various shipping companies regularly. 2) Use lightweight and efficient packaging. 3) Take advantage of shipping discounts and promotions. 4) Consolidate large shipments 5) Integrate the shipping system with the online store for automated receipts and tracking.

One important finding from the training activity was the increased awareness among MSME players of the importance of choosing the right delivery method for each type of product. A frozen food MSME, for example, faced the problem of products melting when received by consumers. The solutions implemented included: 1) Use of same-day delivery services. 2) Packaging with dry ice and styrofoam boxes. 3) Choosing a shipping company that offers delivery insurance.

One of the major challenges faced by MSMEs in product delivery is the risk of damaged goods during transportation. This often occurs due to improper packaging or rough handling during the shipping process. To address this issue, business owners are encouraged to use safer and more durable packaging materials, such as bubble wrap, double-layer cartons, or insulated boxes for sensitive products. Additionally, selecting delivery services that provide insurance coverage ensures that businesses and customers are protected against potential losses, thereby increasing trust and customer satisfaction.

Another common obstacle is the high cost of shipping, which can significantly reduce profit margins, particularly for small businesses. To overcome this, MSMEs can compare rates from different logistics providers, take advantage of available discounts or promotional offers, and utilize scheduled or consolidated shipping options to lower costs. Delays in delivery are also a frequent concern that can negatively affect customer experience. In such cases, using express or same-day delivery services is an effective solution, especially for time-sensitive products like food and perishables. Meanwhile, errors in delivery addresses can be minimized by adopting automated input systems from online marketplaces, which reduce human error and ensure accurate order fulfillment. By applying these strategies, MSMEs can improve logistics efficiency and enhance customer loyalty. This finding reinforces the importance of understanding proper logistics management based on the characteristics of the products being sold.

The data analysis in this study was enhanced using the Structural Equation Modeling (SEM) approach to better explain the interrelationships among key variables that influence productivity and income among MSMEs in Limbang Jaya Village. The SEM results show that the model achieves a good level of fit, indicated by CFI = 0.94, TLI = 0.91, RMSEA = 0.045, and Chi-square/df = 1.87, suggesting that the observed data adequately represent the proposed conceptual model. The path coefficients reveal that work motivation and business motivation indirectly influence income through their effects on productivity, even though their direct paths were statistically insignificant ($p > 0.05$). Meanwhile, work culture has a significant direct effect on income ($\beta = 0.42$, $p < 0.05$), confirming that cultural attitudes toward craftsmanship and collective values play a critical role in shaping economic outcomes.

The SEM results further indicate that age, education, and years of experience exhibit weak correlations with productivity ($\beta < 0.20$), implying that traditional demographic factors alone do not explain variations in artisan performance. This finding aligns with previous studies on creative-based MSMEs, where socio-cultural motivation and digital adaptability were found to be stronger determinants of success than formal education or experience. The analysis supports the argument that improving work culture, digital competence, and market connectivity can yield more sustainable impacts than conventional skill-based interventions.

To ensure the robustness of the findings, a triangulation process was conducted by comparing three data sources—quantitative SEM results, field observations, and semi-structured interviews with artisans and village leaders. The triangulation confirmed consistency between statistical patterns and qualitative narratives. Observations revealed that artisans who actively adopted social media and engaged in collaborative marketing networks tended to experience higher demand and greater income stability. Interviews further validated that the introduction of social media promotion (especially through Instagram and WhatsApp Business) and logistical coordination under the SIMPUL framework have increased market visibility and reduced idle production time.

In summary, the integration of SEM-based statistical evidence with qualitative insights strengthens the reliability of this study's findings. The triangulated results emphasize that productivity and income growth among MSMEs in Limbang Jaya are not solely determined by individual characteristics but are significantly enhanced through digital marketing initiatives, cultural motivation, and improved delivery coordination facilitated by the SIMPUL model.

IV. CONCLUSIONS

This study shows that strengthening MSMEs in Limbang Jaya Village can be achieved through an integrated approach: empowering production capacity based on local culture (SIMPUL model) and optimizing distribution through digital delivery services. Work culture has proven to be an important factor in increasing income, while logistics efficiency expands market access and strengthens consumer loyalty.

Implications and Contributions

This study highlights that cultural values and work ethics have a stronger influence on artisans' income than demographic or educational factors. The findings imply that empowerment programs for rural MSMEs should focus not only on technical skills but also on strengthening work culture, collaboration, and entrepreneurial motivation.

In addition, this research contributes to the development of the SIMPUL model by linking traditional craftsmanship with digital marketing and logistics optimization. The model provides a holistic framework for improving MSME performance while preserving cultural heritage. Overall, the study reinforces that combining cultural preservation with digital innovation can enhance community welfare and promote sustainable rural development.

Limitations and Suggestions for Future Studies

This study has several limitations that should be acknowledged. First, the sample size was relatively small, consisting of only 34 respondents, which may limit the generalizability of the findings to other MSME clusters or regions. Second, the data were collected within a limited time frame (2024–2025) and relied partly on self-reported information, which may introduce response

bias. Third, the use of path analysis provides valuable insights into direct and indirect relationships among variables but does not fully capture dynamic changes in productivity and income over time.

Future research should consider expanding the sample to include diverse MSME sectors across multiple villages or districts to increase external validity. Longitudinal or mixed-method designs combining SEM, qualitative interviews, and participatory observation could provide a deeper understanding of how cultural values, digital adaptation, and logistical innovations interact over time. Additionally, future studies are encouraged to integrate quantitative impact assessments of the SIMPUL model's implementation, especially in relation to income growth, sustainability, and gender participation in creative industries. Such approaches would strengthen empirical evidence and contribute to policy formulation for sustainable rural economic development.

Future recommendation: In addition to *songket* fabric, complementary accessories such as neck, head, and hand ornaments—including *paksangkoh*, *cempako atas kepalo*, *kalung anak ayam*, *pending* (belt), *gelang gepeng*, *gelang sempuruh*, *gelang kano*, as well as *ayun-ayun kalung keboh munggah* and *bando*—are crafted by artisans from Limbang Jaya Village, known under the brand Payadh Penesak.

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