



## The Experience of MSME Players in Managing Digital-Based Business Finance: Case Study in Kediri, East Java, Indonesia

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### **Abstract**

The present study aimed to: 1) find out the experience of MSME players in adopting digital technology to manage their business finance, 2) find out the challenges that MSME players experience in managing digital finances, 3) find out the benefits that MSME players obtain after implementing digital-based financial management, 4) understand the role of digital technology in increasing the efficiency and effectiveness of MSME financial management. This study applied a descriptive qualitative method involving a population of 9553 MSME in Kediri. The samples were taken using a purposive sampling technique which was adjusted to the criteria of the study to obtain a sample of 5 business owners. The results of the study showed that MSME in the food sector, which must be eaten immediately, mostly used the Grabfood, Gofood and Shopeefood platforms. On the other hand, MSME that sell durable goods commonly use e-commerce platforms such as Tokopedia, Bukalapak, and Shopee. Overall, digital technology has provided significant roles and benefits for MSME, including: streamlining the time needed to record and analyze data, ensuring accurate and up-to-date financial data, helping MSME make more informative and strategic business decisions, allowing MSME to focus on more strategic business aspects.

**Keywords:** *MSME; Managing Finances; Digital*

### **Introduction**

Micro, Small, and Medium Enterprises (MSME) are one of the vital sectors of the Indonesian economy, especially during a crisis. Their ability to survive and create jobs is vital (Hidayat et al., 2022). As the sector closest to the community, MSME plays an important role in creating jobs, reducing poverty, and driving national economic growth. In 2023, MSME players in Indonesia will reach 66 million with

MSME contributions reaching 61% of Indonesia's Gross Domestic Product (GDP) or equivalent to IDR 9,580 trillion. In addition, MSME has absorbed 117 million workers (97%) of the total workforce. Furthermore, along with technological developments, the Indonesian Chamber of Commerce and Industry and the Indonesian Government are encouraging increased performance of national MSME through a digitalization strategy to increase competitiveness, encourage global business, and implement export orientation. In 2024, there will be 30 million MSME that have entered the digital ecosystem in Indonesia (an increase of 6 million MSME compared to 2023). The distribution of gross added value of Cooperatives and MSME in East Java, based on business fields, is dominated by accommodation, food, and beverage providers amounting to IDR 450,234 trillion (28%). The next ranking is the wholesale, retail, car and motorcycle repair sector amounting to IDR 350,022 trillion (22%). Then, it is followed by the agriculture, forestry, and fisheries sector in East Java Province amounting to 319,503 trillion (20%) as per the infographic data on the gross added value of K-MSME in 2022. In the increase in the number of MSME in East Java, there are 9,553 micro-enterprises in Kediri as of 2023 (an increase of 35% compared to 2022) which are dominated by business owners with a high school educational background of 42.73%. Moreover, the level of financial literacy according to daily work/activities, as per the 2024 National Survey of Financial Literacy and Inclusion (SNLIK), the employee/professional, entrepreneur/self-employed, and housewife groups have the highest composite literacy index, which is 83.16%, 78.26% and 63.85% respectively. Meanwhile, the level of financial inclusion according to daily work/activities, as per the 2024 SNLIK, the retiree/retired, employee/professional, and entrepreneur/self-employed groups have the highest index with a composite inclusion index of 98.18%, 95.04%, and 85.04% respectively. This shows that the understanding and skills of entrepreneurs/self-employed related to financial management are lower than access to financial products and services.

Currently, the financial literacy program has been promoted by the government with efforts to increase public financial understanding through the National Strategy consisting of three main pillars: education, infrastructure, and financial product innovation. Understanding will help business actors in financial management starting from the budget, business savings planning, and basic knowledge of finance to achieve business financial goals (Sukirman et al., 2019). Many business actors in Kediri City experience obstacles in developing their businesses. One of the inhibiting factors is weak financial management. Many MSME players are not yet aware of the importance of good financial planning, especially in terms of bookkeeping. Financial bookkeeping has two main purposes: first, to record income and expenses to calculate profits; second, to provide data for tax purposes (Fitriasandy & Anam, 2022). Almost in every corner of the environment in Kediri, there are grocery stores that provide various daily necessities. However, many grocery store owners have not implemented an adequate financial recording system. The habit of mixing personal finances with business finances is often an obstacle in managing this small business. In fact, good record keeping is very important for knowing the financial condition of the business and making the right business decision. However, during the initial survey, the researchers found that 5 MSME owners in Kediri City had implemented digital financial record. According to business actors, the financial recording system can track the flow of money in and out and the financial condition of a business. At that time, financial bookkeeping could be performed digitally. Technological developments have encouraged them to drastically change the way they manage information. Digitization can change data that is usually done manually into digital format, thereby increasing efficiency in the production, storage, and distribution of information. This also allows MSME to make faster and more precise decisions based on accurate data. Based on this background, the formulation of the problem in this study includes: 1) how is the experience of MSME players in adopting digital technology for business financial management?, 2) what challenges do MSME players face in managing finances digitally?, 3) what are the benefits that MSME players obtain after implementing digital-based financial management?, 4) what is the role of digital technology in increasing the efficiency and effectiveness of MSME financial management?.

### Research Method

The present study examined the understanding of business owners regarding digital-based business financial management through secondary data collected through questionnaires. The data was processed to produce descriptive study that presents a comprehensive picture of the relationship between phenomena. The population of the study was 9,553 registered MSMEs in Kediri. The researchers conducted the sampling using a purposive sampling technique, namely based on previously determined specific considerations and criteria, in accordance with the objectives of the study, namely 5 business actors, namely grocery store, smashed-chicken street vendor, meatball street vendor, clothing store, and hardware store. The researchers selected the samples based on specific considerations and criteria such as: trading business type, has been established for more than 5 years, uses a digital platform and bookkeeping, has a turnover of more than 5 million per month. The focus of this study was to determine the experience of MSME actors in managing digital-based business finances. These aspects included: respondent profile, use of technology (digital finance), experience in digital-based financial management, and digital financial literacy. The results of this study were expected to provide a clear and in-depth picture of the experience of business actors in managing digital-based finance.

### Results and Discussion

#### The Profile of Respondents

The profile of the respondents was obtained based on several criteria such as: trading business type, established for more than 5 years, using digital platform and bookkeeping, having turnover of more than 5 million per month. It is presented in the following table:

Table 1. The Profile of Respondents (MSME Owners)

Name	Type of Business	Perpetual Existence	Business Turnover	Owner's Age and Gender	Educational Background
Anonym	Grocery store	12 years	5-9 million per month	Man	Senior High School
Anonym	Smashed-chicken street vendor	6 years	5-6 million per month	Woman	Senior High School
Anonym	Meatball street vendor	8 years	5-6 million per month	Man	Junior High School
Anonym	Clothing store	10 years	5-8 million per month	Woman	Senior High School
Anonym	Hardware store	7 years	10-23 million per month	Man	Bachelor's Degree

Based on the data in the table above, it shows various types of businesses such as culinary businesses (smashed chicken, meatballs) to retail businesses (grocery store, clothing store) and services (hardware store). There are businesses that have been running for quite a long time (12 years) and some are relatively new (6 years). The business turnover, listed in the table, varies quite a bit from 5-9 million to 10-23 million per month. The business owners in the table have different educational backgrounds ranging from Junior High School to Bachelor's Degree.

## **The Experience of MSME Players in Adopting Digital Technology for Managing Their Business Finance**

Grocery store owner utilized e-commerce applications such as Tokopedia, Shopee and Bukalapak. The digital payments were made via debit, transfer and QRIS. The frequency of use of these applications was very frequent because many visitors bought basic necessities every day. Business actors utilized e-commerce applications so that their market share increases not only in their area but also outside the city. Digital payments were also implemented because currently many consumers tend to make digital payments rather than cash. In addition, the business actor used the Buku Warung bookkeeping application. The business actor had been using digital applications for approximately 3. Previously, everything was still done manually including bookkeeping. That was surely very tiring and time-consuming. This caused finances to become chaotic and not infrequently money from business results was mixed with personal money. In addition, there were features for selling credit, electricity tokens, e-wallet top-ups, data packages, and game vouchers. In addition, there was a bill and pay feature that makes it easier for shops and customers to make debts and receivables. It is obviously very helpful because some customers buy by going into debt first.

The owner of smashed chicken street vendor used food ordering applications such as Grabfood and Gofood. Payment could be made using digital payments such as OVO and Gopay. The frequency of use was every day because many customers come every day. The business actor utilized Grabfood and Gofood so that they could be easily recognized and make it easier for customers to reach their businesses in that area. For digital payments, by collaborating with Grabfood and Gofood, the owner of the street vendor utilized OVO and Gopay to comply with Grab and Gojek policies. When a customer paid in cash, the Grab or Gojek driver paid using their digital payment balance. The bookkeeping application used by Ayam Geprek was Buku Warung. The owner had used the application for more than 2 years, considering the convenience and benefits that are quite promising. In addition, by using the bookkeeping application, managing, monitoring, and managing finances became easier.

The owner of meatball street vendor utilized supporting applications that can reach the surrounding community with a radius of 1-5 km using the Grabfood, Gofood and Shopeefood platforms. These platforms were chosen because they are quite popular among the public and the use of the application was also quite easy. The frequency of use was almost every day which certainly made it easier and helpful in running a meatball sales business. In addition, collaboration with other platforms had helped customers who might be lazy to leave the house due to rain and various other reasons so that they could still reach them to enjoy meatballs. The owner of the street vendor utilized the Teman Bisnis financial application. This application was chosen because recording and managing inventory became easier. In addition, there were many more advantages and conveniences obtained from the application so that the owner of meatball street vendor had used it for more than 5 years.

The owner of clothing store utilized the Tokopedia, Shopee, TikTok, and Instagram e-commerce applications. The reason e-commerce and social media were chosen was because they are popular among various groups, especially young people. By combining e-commerce and social media, the sales network became wider so that it supported the target of clothing sales where the frequency of use of the application was almost every day. For financial bookkeeping applications, the owner of clothing store utilized the application of Teman Bisnis. The reason was because it was an easy-to-use application and had many business support features. Surely, there were many conveniences in using the application including: analysis, recording, evaluation, inventory management, cash flow, financial reports and many other features. The owner of clothing store utilized bookkeeping application since it previously was still performed manually, but after getting to know the application, the convenience and benefits obtained were greater. Thus, the owner of clothing store had been using the application for 6 years.

The owner of hardware store had utilized an e-commerce application to support sales and reach a wider customer base using Tokopedia and Shopee. This e-commerce was chosen because they are the most popular. For payment types, the hardware store had provided debit, OVO, transfer, and QRIS payments. Since the transactions were usually quite large above 100 thousand, customers generally used digital transactions such as using debit card. By having so many payment options, it certainly made it easier for customers to make payments. Due to the tight and high competition in e-commerce, the owner of hardware store rarely made online sales, especially for heavy orders because the shipping costs were more expensive. For the frequency of use of the e-commerce platform, the owner might only use it a few times a month. For the financial accounting application, the owner used Teman Bisnis application. This application made it easier to control and ensure bookkeeping and the condition of incoming and outgoing goods. In addition, users can also easily monitor financial reports anytime and anywhere without an internet connection. Knowing a lot of conveniences obtained in its use, the application had been used for more than 4 years.

Based on the results of interviews with the MSME players, it was concluded that E-commerce was the main platform for MSME to expand their market reach, especially for consumer products such as food, clothing, and building materials. Platforms such as Tokopedia, Shopee, and Bukalapak were very popular. Food delivery platforms such as GrabFood and Gojek were popular choices for MSME in the culinary sector to reach wider customers. Non-cash payment methods such as debit card, transfer, and QRIS were increasingly popular by the customers and business players. This encouraged MSME players to provide various digital payment options. Applications such as Buku Warung and Teman Bisnis were widely used to manage MSME finance more efficiently. Features such as transaction recording, inventory management, and financial report generation made it easier for MSME to manage their business.

These results were supported by study conducted by Sugiarti et al., (2020) the results of the analysis showed a significant increase in the number of transactions and products sold on five major e-commerce platforms (Tokopedia, Bukalapak, Shopee, Lazada, and Blibli) during the period January-May 2020 compared to July-December 2019. These results indicated an increase in consumer interest in online shopping. Based on study conducted by Yusnita et al. (2024), the combination of e-commerce platform development, social media content optimization, and the use of an integrated digital management system had significantly increased product visibility and expanded the reach of the MSME market. The use of food delivery applications had contributed significantly to increasing the sales turnover of MSME in culinary sector. Supported by Rifani's field study (2022), the use of applications had contributed to a significant increase in turnover. The ease of displaying products and interacting with buyers through applications had succeeded in shifting some sales from offline to online. Another opinion mentioned that through social media and e-commerce applications such as Grabfood, Shopeefood and Gofood and digital marketing, MSME could promote with easier access to consumers for wider business (Meilya et al, 2023). Then, digital payment was currently a fairly popular phenomenon as a modern payment method. This was supported by study by Muslimawati (2024) which showed that QRIS had greatly helped MSME by simplifying the transaction process. The 'all in one' feature of QRIS allowed various digital payment methods in one QR code which had increased operational efficiency and provided convenience for both sellers and buyers. In addition, digital payments had provided other options for consumers who did not carry a lot of cash so that income increase. This was supported by study by Nasution et al (2023) which proved that the partial implementation of a non-cash payment system had had a very significant impact on increasing the income of MSME players. It showed that digitalization of payments was one of the keys to the sustainability of MSME businesses. Then, the use of the 'Buku Warung' application allowed MSME to produce accurate and up-to-date financial reports. Information on profits recorded in this report was used as a basis for applying for credit to financial institutions or as a reference in making business decisions (Riani et al., 2021). Other studies also showed that the Teman Bisnis application is very helpful for MSME in Laut Dendang, Medan. With this application, financial recording becomes easier and faster.



According to Hasibuan & Aisyah (2023), real-time financial reports also helped business operations to run more efficiently.

### **The Challenges of Managing Finance Digitally**

According to the owner of grocery store, in terms of the challenges of using digital bookkeeping, the owner felt that digital financial bookkeeping using Buku Warung was initially quite complicated because of the many features used so that the owner had to make adjustments for approximately 4 months to truly understand it. Of course, users must be good at understanding the operation of the application along with the function of each button or icon. In addition, every time there was a transaction, the users were required to input the flow of money or the flow of goods and of course this was tiring and users sometimes forgot to do it.

According to the owner of smashed chicken street vendor, the challenges that the owner faced when using digital bookkeeping using the Buku Warung application were that the owner initially still had difficulty operating it because the owner did not know the function of each icon and button. Financial recording from manual to digital took a long time and adaptation of around 4-6 months. If there was a technical error or device damage, the data stored in the application could be lost. Backup could be performed but the process was quite difficult. For more complete features, a subscription fee was often required, so users should adjust it to their needs.

According to the owner of a meatball street vendor, using Teman Bisnis had some challenges including many unused features such as backdated transactions. For small-scale meatball sellers, this application was not suitable, especially the subscription features. Recording raw materials such as meat, flour, spices, and other additional ingredients might not be as flexible as needed. Each portion of meatballs had a different size and price, so another feature was needed that allows for more detailed recording. In addition, there was a risk of data loss if regular backups were not performed or if there was a problem with the device. If it was applied to other meatball sellers, not everyone had sufficient knowledge of technology so it took time to adapt to the application.

According to the owner of a clothing store, using the Teman Bisnis application required a long adjustment to be proficient in using the application. The clothing store owner had many product variations, ranging from size, color, to model. The feature for recording product details was incomplete. The feature for managing promotions and discounts was limited, making it difficult to track the effectiveness of marketing campaigns. It was difficult to analyze sales trends based on season, fashion trends, or other factors. Integration with the supplier's ordering system was also limited so that the ordering process and stock management tend to be done manually.

According to the owner of a building store who used Teman Bisnis, this application had not been integrated with various e-commerce so that recording purchases and sales as well as stock in e-commerce was performed manually. Then, there was no integration with the goods provider so that stock management and ordering were performed manually. The subscription fee was also less affordable and not worth it because some features were useless.

Based on the results of interviews conducted with MSME players, it was concluded that they often needed quite a long time to fully adapt to the features and working methods of digital bookkeeping applications. This statement was supported by Tikasari (2024) who stated that digital bookkeeping was still rarely used by most MSME players so that it required government support through the provision of training for MSME players on digital bookkeeping so that they better understand the use and content of the bookkeeping application features. In addition, many business owners were still lacking in digital literacy so that they still use manual methods to do bookkeeping. Lack of digital literacy, limited time to learn, and concerns about errors in data use were some of the factors that hinder this adaptation process.

In addition, resistance to change and the habit of recording manually were also challenges in themselves. This was supported by Yahyasari & As'ari (2024) who stated that MSME players still had minimal knowledge of digital bookkeeping applications such as Buku Warung. Features that were too complex or irrelevant to certain types of businesses could be a major obstacle for MSME players in adopting digital bookkeeping applications. Leon et al (2022) stated that business actors should try several other digital bookkeeping applications in order to find features that suit their business. Many MSME players, especially micro-scale ones, had limited human resources and technological knowledge. Complicated and excessive features actually confused and made it difficult for them to use the application effectively. According to Garcia & Claour (2021) they needed to use a financial bookkeeping application with an easy operating system and simple features but were able to support the type of business that they were running.

Device damage or technical errors could result in the loss of important data, such as financial records, customer data, or other important documents. If regular backups were not performed, the data will be lost forever and could have a negative impact on business continuity. This was in accordance with the statement of Fitri & Nasution (2024) that to overcome data loss and leakage, regular backups could be performed using a cloud drive as an alternative to providing data storage that provided better security than backups using storage devices such as USB, hard drives, or SSDs.

Subscription feature was becoming a common trend for advanced feature. Service providers often offered basic features for free, but premium features with more capabilities would be subject to a subscription fee. Based on Chen's opinion (2024), subscription features were indeed not intended for small-scale MSMEs because subscription features incurred additional costs that might be difficult for business actors. However, it was the right solution if business actors needed more features by subscribing to support their business. Some applications did not yet have complete features to accommodate the specific needs of certain MSMEs, such as a large variety of products or in-depth data analysis.

### **Benefits of Implementing Digital-Based Financial Management**

According to the owner of the Grocery Store, the Buku Warung application had many benefits and advantages. Among them were the bill and pay feature to make billing and business payments, the feature to receive payments in the form of QRIS to receive payments from banks or QR codes, the feature to sell digital products such as credit, electricity tokens, game vouchers, and data packages so that they become additional income for the grocery store, the feature to buy and sell digital products, and make payments, the feature to exchange points for balances that can be used for digital product transactions, the feature to monitor all business transactions automatically, the feature to manage stock, such as adding a list of product stocks, setting selling prices and capital prices, and viewing stocks that are automatically calculated, and the feature to connect bank accounts and e-wallets to record transactions automatically. By sharing these features, it certainly made it easier to run a grocery store business.

According to the owner of smashed chicken street vendor, using Buku Warung had many advantages and was quite helpful in running a business, especially in financial bookkeeping. The most beneficial feature for the smashed chicken business was the feature to manage stock, such as adding a list of product stocks, setting selling prices and capital prices, and viewing stocks that were automatically calculated. The stock management process became faster and more efficient so that sellers could focus on other things such as customer service or new product development. By knowing the best-selling products, sellers could increase sales by providing promotions or increasing stock of these products. Sellers could avoid losses due to expired or damaged products due to excess stock. Stock data was always accurate and up-to-date so that sellers could avoid shortages or excess stock. There was a feature to monitor all business transactions automatically so that it made it easier for sellers to record. In addition, connecting bank accounts and e-wallets for recording transactions was also performed automatically.

According to the meatball street vendor, the Teman Bisnis application had many benefits in supporting the business, including ease of use, including for beginners who did not understand financial management. There were features such as transaction records, financial reports, inventory, accounts receivable, installment reminders, and accounts receivable recorders. In addition, this application was quite light so that it responded quickly and could be used on most smartphones. By using this application, transaction recording becomes faster including sales, purchases, and expenses. Financial reports were always updated and complete, the meatball seller could easily analyze their business performance, find out which products were the best-selling, and identify costs that needed to be reduced. By using the Teman Bisnis application, the meatball seller could manage their business finances more effectively and efficiently. This helped the owner of meatball street vendor to make better business decisions and increase business profitability.

According to the clothing store owner, using the Teman Bisnis bookkeeping application had many benefits in supporting the business. Among them, recording such as sales, purchases and expenses could be performed in real time. Every time there was an item in or out, the stock will be updated automatically. Of course, this made it easier for sellers than conducting conventional checking. In addition, the automatic transaction feature that connects bank accounts and e-wallets certainly made transactions easier because they were recorded automatically. It could record and evaluate the financial performance of the business so that it was known whether the business is making a profit or experiencing a loss. It could be accessed and monitored financial reports anytime and anywhere, without an internet connection. This absolutely provided benefits if there was no internet connection when doing financial bookkeeping through this application.

According to the owner of hardware store, there were many benefits obtained while using the Teman Bisnis application, especially accurate and real-time recording. Every time an item came in (purchase) or out (sales), it was directly recorded in the application. This provided an accurate picture of the current stock of goods. By analyzing sales data, building stores could identify the best-selling products, slow-moving products, and sales trends. This information was very valuable for determining purchasing strategies and product placement in the store. With accurate recording, the risk of losing goods due to theft or recording errors could be minimized. Complete transaction recording such as sales, purchases, expenses and receipts could be analyzed to quickly show the financial condition of the building store.

Based on the results of interviews with MSME players, it was concluded that by switching to digital bookkeeping, business actors could enjoy various benefits such as increased efficiency, reduced manual errors, and faster data access. This statement was supported by Ahdi et al. (2023) that the results of digital bookkeeping had been successfully practiced and help record the finances of business actors. Another opinion also stated that through the digital bookkeeping application, partners were able to prepare simple financial reports and experience increased skills in marketing with the concept of digital marketing through social media (Farida et al., 2020). This allowed for better decision making based on accurate and up-to-date data. Another advantage of digital bookkeeping was that financial data was always up-to-date and easy to access. We could access data anytime and anywhere through various devices. This accurate and real-time information was invaluable for monitoring business performance, creating financial reports, and making strategic business decisions. The stock management feature in the business application helped MSME players avoid losses due to shortages or excess stock. This statement was supported by Larasati et al. (2023) who stated that automation of the recording and reporting process in a digital bookkeeping system not only speeded up work but also reduced the risk of human error that often occurred in manual bookkeeping. According to Puspita & Farida (2023), if financial data was accurate and collected in real-time through digital bookkeeping, MSMEs could analyze business conditions in more depth. By monitoring inventory in real-time, MSMEs could ensure product availability to meet customer demand while minimizing storage costs. By automating some routine tasks, MSME



could significantly improve their operational efficiency. This allowed them to save valuable time and resources, which could then be allocated to more strategic activities such as product development, marketing, and customer service. In addition, accurate and real-time data generated by the automation system allowed MSME to make better and faster business decisions, thereby driving sustainable business growth.

## **The Role of Digital Technology in Increasing the Efficiency and Effectiveness of MSME Financial Management**

Based on the results of interviews with MSME players who utilized financial accounting applications, several roles of digital technology in increasing the efficiency and effectiveness of MSME financial management include the following:

### **1. Transaction Recording Automation**

Through the use of digital technology, the transaction recording process became much faster and more accurate. Every transaction, from sales to expenses, could be recorded in real-time and integrated into the system, thereby minimizing manual errors and speeding up the process of processing financial data. Effective transaction tracking allowed businesses to easily identify primary sources of income, control expenses, and detect potential misuse of funds. Thus, businesses could make better decisions based on accurate and real-time data.

### **2. More Comprehensive Financial Report**

The application could generate various financial reports such as profit and loss statement, balance sheet, and cash flow statement that could be customized according to needs. The ability to customize reports allowed users to perform more in-depth analysis of financial data. Users could compare the performance of the current and previous periods, identify trend, and uncover business opportunities and challenges. Financial data could be analyzed in more depth to identify trend, pattern, and area that need improvement.

### **3. More Efficient Inventory Management**

The application could record the amount of stock in real-time, so that MSME players could avoid shortages or excess stock. Through the ability to record the amount of stock in real-time, the application allowed MSMEs to always know accurately the amount of inventory available. This allowed them to avoid stock shortages that can disrupt the production process or customer service, as well as prevent excess stock that could tie up capital and increase storage costs. Some applications had a system that provided a notification when the stock of an item was running low.

### **4. Integrated Payment Method**

MSME customers could now make transactions more easily and quickly through various integrated digital payment methods. They could choose the most convenient payment method via bank transfer or tap using a debit/credit card, or scan a QR code using a digital wallet application. This type of transaction was certainly safer and more transparent. The use of cash transactions had the risk of getting counterfeit money or no change available.

### **5. Accessibility and Flexibility**

Through the access to financial data via mobile devices, MSME players could now monitor their business performance in real-time from anywhere and at any time. This flexibility allowed business owners to always be connected to their business, even when they were on the go or outside of working

hours. They could easily check financial reports, monitor cash flow, and analyze sales performance via smartphone or tablet. This allowed for faster and more accurate decision making, especially in urgent situations. Some applications allowed multiple users to access and edit data simultaneously. This collaboration feature was very useful for teamwork, especially those involving many people. By using shared access, team members could work simultaneously, share information in real-time, and speed up the decision-making process. This also increased work efficiency because it avoided duplication of tasks and ensured that all team members had the latest information.

## 6. Financial Forecasting

Historical data that had been analyzed by the application could provide valuable insights for business decision-making. Accurate sales forecasts allowed businesses to optimize production, manage inventory, and plan promotions better. In addition, financial forecasts also help manage cash flow and anticipate potential financial risks. Accurate sales forecasts allowed MSME players to make better financial planning, so they could optimize the use of resources and increase business profitability.

## Conclusion

In conclusion, MSME engaged in food or culinary sectors, that must be eaten immediately, mostly use the Grabfood, Gofood, or Shopeefood platforms. Meanwhile, MSME that sold durable goods usually utilized e-commerce platforms such as Tokopedia, Bukalapak, and Shopee. Overall, digital technology had provided a number of roles and benefits for MSME players, including: reducing the time needed to record and analyze data, ensuring accurate and up-to-date financial data, helping MSMEs make more informative and strategic business decisions, allowing MSMEs to focus on more strategic aspects of the business. Further research was expected to reveal the advantages and disadvantages of various financial accounting application features in order to make it easier for MSME players to determine which application is the best use and suitable to their type of business.

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