



## Factors Affecting User Satisfaction Entrepreneurial Financial Planning for Sustainability Creative Economy SMEs in the Tourism Sector during Covid 19 Pandemic

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### **Abstract**

One of the causes of the decline in creative economy SMEs in the tourism sector during the pandemic is the limited financial resources owned by SME entrepreneurs. Financial planning user satisfaction is one of the important things for business continuity. This study uses quantitative research methods with primary data obtained through the interview process. The research data obtained will be processed using validation and reliability tests. The sample data involves 100 entrepreneurial respondents who are creative economy SME entrepreneurs in the tourism sector originating from the Medan UKM Center and IPEMI Medan. The results of the study found that quality and knowing variables had an effect on user satisfaction with entrepreneurial financial planning for the sustainability of the creative economy of SMEs in the tourism sector during the COVID-19 pandemic, while understanding, knowledge and information had no effect on user satisfaction with entrepreneurial financial planning for the sustainability of the creative economy of SMEs in the tourism sector during covid 19.

**Keywords:** *User Satisfaction; SME; Covid 19 Pandemic*

### **Introduction**

Entrepreneurship is one of the most important things in the Indonesian economy. It is also important for users of financial planning for the sustainability of SMEs. Creative economy in the tourism sector during the COVID-19 pandemic. Much has been done, among others, by Gallagher (1974) which basically focuses on the quality attributes of information system products such as relevance, timeliness, and accuracy. Bailey and Pearson (1983). The independent variable of this research is quality, understanding, developing, information and knowing, while the dependent variable is user satisfaction. Quality is the overall characteristics and properties of a product or service that depend on its ability to satisfy the needs expected by customers (Kotler and Keller 2009: 143). Companies that offer quality will create good relationships with customers. Good relationships that have been created in the long term will make the company understand the needs expected by users. Things like this will provide positive benefits for SMEs.

Financial satisfaction is a state of financially healthy financial condition, so that you feel happy and free from worry about your financial condition (Candra & Memarista, 2015). According to Joo & Grable, (2004), an individual's financial satisfaction can be influenced by various factors, including financial stressors, risk tolerance, financial solvency, financial knowledge, and financial behavior. Behavioral finance is a science that explains the behavior of an individual in terms of managing their finances (Amanah, Rahadian, & Iradianty, 2016). According to Humaira & Sagoro, (2018) the factors that influence financial management behavior include financial attitudes, financial knowledge, and total income.

Financial knowledge is the ability to master finance (Kholilah & Iramani, 2013). Al (2003) stated that financial knowledge is a conceptual definition of financial literacy. Literacy provides knowledge that allows a person to understand what, where, when to take financial actions and provides the skills to apply this knowledge in the real world to achieve financial success and satisfaction (Candra & Memarista, 2015). Based on the explanation above, the researchers are interested in researchers regarding the factors that influence the satisfaction of entrepreneurial financial users for the sustainability of Creative Economy SMEs in the tourism sector during the 19th Pandemic.

### Literature Review

Customer satisfaction is a necessity to maximize profitability (Keshavarz and Jamshidi, 2018). Organizations focusing on enhancing productivity through relationship building look towards the needs of customers as the first step to innovation (Williams and Naumann, 2011). Customer satisfaction is the lifeblood for the organizations especially the organizations dealing in services but at the same time, it is considered a challenge (Hofacker and Belanche, 2016; Arvidsson and Caliandro, 2016). According to Kotler and Keller (2009: 138) customer satisfaction is an expression of one's feelings of pleasure or disappointment that arises after comparing the expected performance with the reality obtained. According to Yamit (2004: 7) user satisfaction is an expression of feelings that arise from the evaluation results after comparing what is obtained with what is expected. User satisfaction is used to measure the level of satisfaction of information system users with the system and the resulting output. The questionnaire to measure user satisfaction in this study was adopted from the questionnaire compiled by Doll and Torkzadeh (1988).

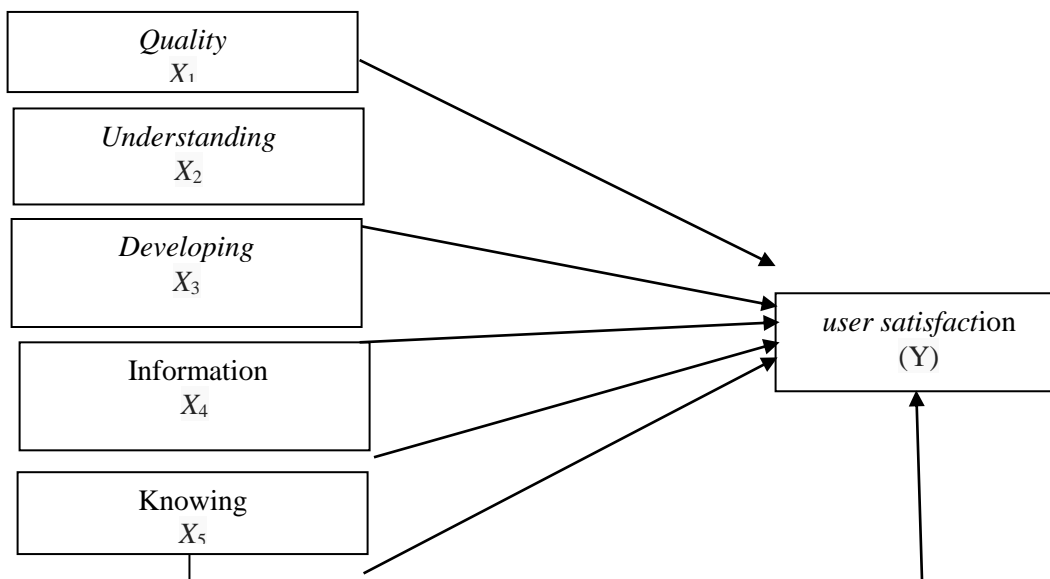


Figure 1. Research Problems

### Hypotheses development

This study examines the factors that influence customer satisfaction. To achieve this goal, the following hypotheses are made, as follows:

To achieve this objective, the following hypotheses are set forth:

- H1. Quality variable has a significant effect on user satisfaction
- H2. Understanding variable has a significant effect on user satisfaction
- H3. Developing variables have a significant effect on user satisfaction
- H4. Information variable has a significant effect on user satisfaction
- H5. Knowing variable has a significant effect on user satisfaction

### Methods

#### 3.1 Sample description

This study examines the EFP instrument which will later become a reference for SMEs in running and developing their business. This study follows the epistemological philosophy of positivism with a quantitative approach through a cross-sectional questionnaire survey to collect the primary data needed for this study. This study uses a questionnaire to collect primary data about user satisfaction.

#### 3.2 Data collection

##### a. Validity Test

Validity test can be calculated using the Pearson's Correlation correlation technique Product Moment to perform two-sided testing I contained in a computer program SPSS, the correlation test can be said to be valid if the probability number is less than 0.05. From the results of this validity test, it shows that all of the items in the questionnaire have the probability value is less than 0.05, which means that all items are declared valid. As for the results validity testing can be stated in the following table below:

Table 1, Validy Test

#### Correlations

		X1	X2	X3	X4	X5	PY1	PY2	PY3	TotalY
X1	Pearson Correlation	1	.790**	.871**	.790**	.871**	.653**	.653**	.616**	.649**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.790**	1	.897**	.799**	.673**	.686**	.686**	.793**	.734**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.871**	.897**	1	.897**	.750**	.568**	.568**	.707**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.790**	.799**	.897**	1	.897**	.686**	.686**	.793**	.734**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30

X5	Pearson Correlation	.871**	.673**	.750**	.897**	1	.758**	.758**	.707**	.751**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
PY1	Pearson Correlation	.653**	.686**	.568**	.686**	.758**	1	1.000**	.938**	.992**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
PY2	Pearson Correlation	.653**	.686**	.568**	.686**	.758**	1.000**	1	.938**	.992**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
PY3	Pearson Correlation	.616**	.793**	.707**	.793**	.707**	.938**	.938**	1	.973**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Totally	Pearson Correlation	.649**	.734**	.626**	.734**	.751**	.992**	.992**	.973**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Based on the table above, it shows that all indicators used to measure user satisfaction shown in this study are said to be valid ( $r$  count  $>$   $r$  table (0.361) so that it is feasible to use for data collectors and can be analyzed further.

#### b. Reability Test

Reliability test begins by conducting a Validity test first, if an Item I is invalid, then it will automatically not be able to perform a reliability test, while If the item item is valid, then jointly, reliability testing can be carried out (Rohayati, 2014: I47). Complete reliability testing can be seen in table 2 below:

Table 2, Reability Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	39.93	17.582	.770	.910
X2	39.87	16.809	.816	.904
X3	39.90	17.266	.760	.908
X4	39.87	16.740	.838	.903
X5	39.90	17.059	.832	.906
PY1	39.93	15.857	.935	.895
PY2	39.93	15.857	.935	.895
PY3	39.90	15.541	.949	.893
Totally	31.97	9.206	.926	.959

Based on the table above, it shows that all of the variables used by In this study, the I Alpha value was obtained which was greater than the r-table value with the number 0.361. Thing This also means that all of the variables I in this study are reliable so that all items Questions can be trusted and can be used for further research.

Teble 3, Uji t (Partial Test)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.823	1.350		.610	.544
X1	1.769	.492	.455	3.598	.001
X2	.493	.474	.129	1.040	.302
X3	.371	.382	.123	.972	.335
X4	-.860	.392	-.254	-2.195	.032
X5	1.033	.273	.373	3.788	.000

$$\text{Kepuasan Pengguna} = 0,823 + 1.769 X1 + 0,493 X2 + 0.371 X4 + 0,860 X4$$

Based on the table above, the results obtained from the t-test are:

1. The value for the T-count for the quality variable is (3,598), the t-table value is obtained from the degrees of freedom formula. With  $t (a/2;n-k-1) = (0.05/2;70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table} (3,598 > 1,997)$  means that the quality has an effect on user satisfaction. Meanwhile, it can be seen from the value of  $\text{sig } 0.001 < 0.05$ , which means that the audit understands has a significant effect on user satisfaction.
2. The value for the T-count of understanding variables is (1.040), the t-table value is obtained from the degrees of freedom formula. With  $t (a/2;n-k-1) = (0.05/2;70-5-1)$  So the t-table value is 1.997 so it can be concluded that  $t\text{-count} < t\text{-table} (1.040 < 1.997)$  which means that understanding has no effect on user satisfaction. Mean while, it can be seen from the sig value of  $0.302 > 0.05$  which means that understanding has no significant effect on user satisfaction.
3. The value for the developing variable T-count is (0.972), the t-table value is obtained from the degrees of freedom formula. With  $t (a/2;n-k-1) = (0.05/2;70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table} (0.972 < 1.997)$  which means that expanding has no effect on user satisfaction. Meanwhile, it can be seen from the sig value of  $0.335 > 0.05$  which means that the audit understands does not have a significant effect on user satisfaction.
4. The value for the T-count for the information variable is (3,598), the t-table value is obtained from the degrees of freedom formula. With  $t (a/2;n-k-1) = (0.05/2;70-5-1)$  So the t-table value is 1.997 so it can be concluded that  $t\text{-count} < t\text{-table} (-2.195 < 1.997)$  which means that information has no effect on user satisfaction. Meanwhile, it can be seen from the sig value of  $0.358 > 0.05$  which means that information has no significant effect on user satisfaction.
5. The value for T-count knowing variable is (3,598), the t-table value is obtained from the formula for degrees of freedom. With  $t (a/2;n-k-1) = (0.05/2;70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table} (3.788 > 1.997)$  which means that knowing has an effect on user satisfaction. Meanwhile, it can be seen from the sig value of  $0.000 < 0.05$  which means knowing a significant effect on user satisfaction

Table 4

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.761 <sup>a</sup>	.579	.546	1.488	.579	17.588	5	64	.000	2.015

a. Predictors: (Constant), X5, X4, X2, X1, X3

b. Dependent

Variable:

This table shows that the analysis of the coefficient of determination shows the adjusted R squared result of 0.546 which means 54.6% of the user satisfaction variable which can be explained by the independent variables in this study, namely quality, understanding, developing, information and knowing. While 45.5% of other variables can be explained from other independent variables that are not included in this study.

**Results and Discussion**

**1. Effect of Quality on User Satisfaction**

The value for the T-count for the quality variable is (3,598), the t-table value is obtained from the degrees of freedom formula. With  $t(a/2;n-k-1) = (0.05/2;70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table}$  ( $3,598 > 1,997$ ) means that the quality has an effect on user satisfaction. Meanwhile, it can be seen from the value of  $sig\ 0.001 < 0.05$ , which means that the audit understands has a significant effect on user satisfaction.

**2. The Effect of Understanding on User Satisfaction**

The value for the T-count of understanding variables is (1.040), the t-table value is obtained from the degrees of freedom formula. With  $t(a/2;n-k-1) = (0.05/2;70-5-1)$  So the t-table value is 1.997 so it can be concluded that  $t\text{-count} < t\text{-table}$  ( $1.040 < 1.997$ ) which means that understanding has no effect on user satisfaction. Mean while, it can be seen from the sig value of  $0.302 > 0.05$  which means that understanding has no significant effect on user satisfaction.

**3. The Effect of Development on User Satisfaction**

The value for the developing variable T-count is (0.972), the t-table value is obtained from the degrees of freedom formula. With  $t(a/2;n-k-1) = (0.05/2;70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table}$  ( $0.972 < 1.997$ ) which means that expanding has no effect on user satisfaction. Meanwhile, it can be seen from the sig value of  $0.335 > 0.05$  which means that the audit understands does not have a significant effect on user satisfaction.

**4. The Effect of Information on User Satisfaction**

The value for the T-count for the information variable is (3,598), the t-table value is obtained from the degrees of freedom formula. With  $t(a/2;n-k-1) = (0.05/2;70-5-1)$  So the t-table value is 1.997 so it can be concluded that  $t\text{-count} < t\text{-table}$  ( $-2.195 < 1.997$ ) which means that information has no effect on

user satisfaction. Meanwhile, it can be seen from the sig value of  $0.358 > 0.05$  which means that information has no significant effect on user satisfaction.

### 5. The Effect of Knowing on User Satisfaction

The value for T-count knowing variable is (3,598), the t-table value is obtained from the formula for degrees of freedom. With  $t(a/2; n-k-1) = (0.05/2; 70-5-1)$  So for the t-table value of 1.997 so it can be concluded that  $t\text{-count} < t\text{-table}$  ( $3.788 > 1.997$ ) which means that knowing has an effect on user satisfaction. Meanwhile, it can be seen from the sig value of  $0.000 < 0.05$  which means knowing a significant effect on user satisfaction.

### Conclusion

1. Quality has an influence on user satisfaction entrepreneurial financial planning for sustainability creative economy smes in the tourism sector during covid 19 pandemic
2. Understanding has no effect on user satisfaction entrepreneurial financial planning for sustainability creative economy smes in the tourism sector during covid 19 pandemic
3. Development has no effect on user satisfaction entrepreneurial financial planning for sustainability creative economy smes in the tourism sector during covid 19 pandemic
4. Information has no effect on user satisfaction entrepreneurial financial planning for sustainability creative economy smes in the tourism sector during covid 19 pandemic
5. Knowing has an influence on user satisfaction entrepreneurial financial planning for sustainability creative economy smes in the tourism sector during covid 19 pandemic

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