

Analysis of the Implementation of Sales Accounting Systems with Based Payment Transactions Fintech MSMEs Telukjambe Karawang

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ABSTRACT

The development of digital technology has brought transformation in society. Financial technology or fintech is a risk-taking service that currently helps many people, this technology is used in the economic and financial sectors. Fintech comes in various forms to help people overcome their financial and business problems. Additionally, fintech is becoming increasingly popular due to its fast and simple methods and services. This research aims to analyze the application of fintech in helping the development of micro, small and medium enterprises. The method used is descriptive research with a qualitative approach. Data collection was obtained through interviews and observation. The data obtained is in the form of primary and secondary data. The results of this research state that the implementation of a fintech-based sales accounting system in payment transactions in MSMEs helps buying and selling transactions so that the payment system becomes more efficient and economical but remains effective. All interviewees from all samples have sufficient financial literacy because they have general knowledge about fintech payments, confidence and skills in using fintech payments.

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INTRODUCTION

Indonesian people are starting to adapt to non-cash payment methods. The National Cashless Movement (GNNT) launched by Bank Indonesia in 2014 marked the start of the country's transition towards a non-cash payment society and contributed to the increasing popularity of non-cash transactions (Saputra et al., 2022). The development of digital technology has brought transformation in society because individuals now live their lives more reliably using devices and the internet as well as digital technology-based services that simplify daily tasks through the use of portable devices (Wardani & Darmawan, 2020). Accounting information systems can be used by micro, small and medium enterprises (MSMEs) as a basis for decision making and the use of accounting information systems can help business people in making decisions for preparing financial reports based on markets, prices, accounting standards and so on (Rahmini, 2019).

MSMEs usually record transactions manually, including filling in documents and carrying out calculations manually. This makes them vulnerable to human error and increases the risk of loss of information or damage to transaction records which could result in incorrect results (Ramadya Sari et al., 2022). In addition, manual processing presents challenges in data retrieval which results in services being slow and ineffective when creating routine or daily reports (Apriani Sujaya & Rachman, 2022). Accounting information systems are said to have the potential to contribute to planning (Farina, 2022). The use of technology in the form of an accounting information system can help MSMEs in solving financial problems so that technology such as: financial technology (Permana, 2021).

Indonesian Banking Regulation Number 19/12/PBI/2017 concerning fintech refers to the application of financial system technology to new products, services, technology, business models and currency stability that affect efficiency, security, financial system stability and payment system efficiency (Ningsih, 2020). Fintech has a role as a tool or technology to facilitate the trading process by reducing the gap in the fraud process between buyers and sellers in transactions, fintech in other terms for a legal payment method that does not require the use of paper instruments (Hardi, 2021). Application fintech for MSMEs to achieve financial comfort and efficiency as providers of payment system services including electronic wallets (e-wallet), transfer of funds, gateway payments and additional payment system services (Purwantini & Amalia, 2021).

Table 1. Payment Methods Used in Indonesia 2020-2022

Information	2020	2021	2022
E-wallet	60%	65%	81%
Cash/COD	49%	52%	55%
Virtual Account	16%	25%	55%
QR Code/QRIS	17%	23%	31%
Paylater	18%	20%	32%
Debit Card	10%	11%	12%
Credit Card	8%	8%	9%

Source: East Ventures (EV) (Data Processed by Researchers)

Judging from the development of payment methods used in Indonesia, e-wallet payment methods have progressed very rapidly compared to other payment methods. From 2020 to 2023, e-wallets are still in the highest demand for payments in Indonesia with a percentage of 84.3%. The use of e-wallets has experienced rapid development to date because transactions are faster and can be used practically at any time. Apart from that, many e-wallets also provide several promotions or discounts when using e-wallets and transaction history is recorded in the system.

The increasing development of MSMEs is supported by the existence of Financial technology (Fintech) in the form of e-wallets, Increasing e-wallet products is an intensive step for the OJK (Financial Services Authority) to encourage economic development in Indonesia. With Indonesia's demographic bonus in 2030, the potential for developing E-wallet applications will be even greater, resulting in an even larger working age population (Mukti & Ilhamsyah, 2022). Some e-wallets provided by fintech include Ovo, Linkaja, Gopay, Shopee-Pay and several other e-wallets. The following is data on the most widely used digital wallets in 2020-2022 in Indonesia:

Table 2. Digital Wallets Used By The Public in 2020-2022

Information	2020	2021	2022
Go-Pay	17%	58%	71%
Ovo	28%	59%	70%
Dana	14%	56%	61%
ShopeePay	34%	56%	60%
LinkAja	16%	18%	27%

Source: Databoks.katadata.co.id (Data processed by researchers)

The development of digital wallets or e-wallets is growing rapidly in Indonesia with the use of Go-pay being the highest in the survey results with a percentage of 71%. Go-pay experiences the highest percentage of usage in Indonesia because the fulfillment of needs is carried out consistently and continuously with the level of consumer satisfaction and loyalty towards Go-pay.

Research conducted by Romadhon & Fitri (2020) in the Gresik area found that business actors have not been successful in implementing fintech due to having to consider several obstacles in its implementation. This is due to factors of time, information, security, doubts about technology and the number of transactions that will be used. Research conducted by Arimurti et al., (2023) through a phenomenological study regarding the use of OVO shows that there is no major resistance for MSME actors towards the use of OVO. fintech e-wallet OVO. This is because MSME players need to consider, view and perceive customer response, market interest, convenience and progress over time so that this implementation has appropriate results. Different results in research by Giovani Rawung et al., (2021) found that business owners provide positive results for the progress of their business. This is because market behavior indirectly forces business actors to immediately implement financial technology for business continuity and business actors continue to rely on the convenience offered for the continuity of their business.

This research was conducted to determine the application of use Financial Technology (Fintech) as a transaction tool for MSMEs and determine behavioral interest and the level of trust in transaction services towards usage fintech where the form of payment transactions has undergone changes which are usually carried out conventionally and are now starting to shift to financial technology services. Based on information and findings from previous researchers, it is known that there are various problems that can be explained by the rapid growth of technology in Indonesia, so MSMEs need to increase their income through a sales-based system. fintech. Existence fintech based e-wallet presents challenges for current MSME players as electronic payment systems and services fintech as a transaction facility that is still underutilized by MSMEs.

THEORETICAL FOUNDATIONS AND HYPOTHESIS DEVELOPMENT

Theory Planned Of Behaviour

Ajzen (1991) stated that Theory Planned Of Behaviour is a theory used to predict individual behavior. Theory Planned Of Behaviour added one factor, namely Perceived behavioral control aims to explain the right beliefs and decisions that influence someone's interest in using a technology (Akhnes Noviyanti; Teguh Erawati, 2021). Theory Planned Of Behaviour explains that behavioral intentions are regulated by perceived control over behavior and subjective norms have an impact on individual behavior (Pebrina et al., 2021).

Accounting Information System

Dr. Krismiaji, M. Sc (2015) explains that an accounting information system is a system that produces information from data and transactions that is useful for managing, administering and running a company. However, accounting information systems do not only process or process financial data, accounting information systems also provide a place and forum for processing

finances using the system as a tool to simplify the transaction process, one of which is Financial Technology (Handika, M & Musmini, 2021).

Financial Technology

The development of information technology makes people want to complete work quickly and practically, one of which is in the financial sector, which has an influence on technological developments. Signs of the development of technology and information in the financial sector include the emergence of Financial Technology (Fintech). Fintech is a service activity in the payment system using mobile technology or a website carried out together with third parties within the framework of financial inclusion fintech namely E-wallet (Purwantini & Amalia, 2021).

Payments Transactions

Williamson (1985) explains that transactions are actions that change the value of something, whether in the form of money or property. In addition, transactions can be distinguished from technology as a sign of a transfer process for goods or services (Giovani Rawung et al., 2021). Digital payment is a new technology that functions as an electronic or non-physical way for people to make non-cash payments which is useful for online transactions and can be used with more than just cell phones but can also be used with computer networks and electronic systems (Bagaskoro & Ayuntari, 2024). An agreement reached by two or more parties to exchange one security for another is known as payment, examples of agreements include exchange of goods, money for another currency, payment of debts and salaries (Redita et al., 2022).

Conceptual Framework

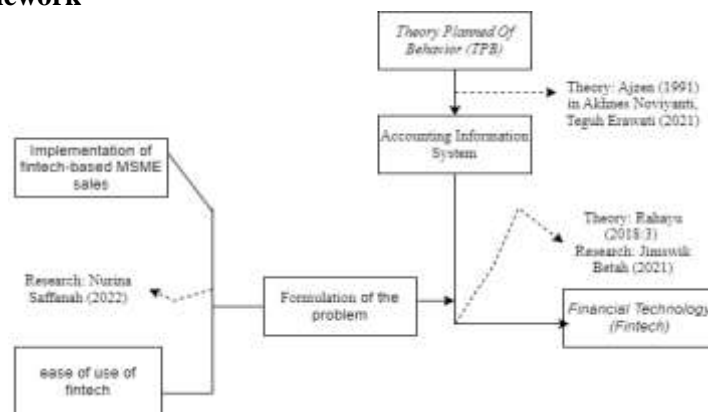


Figure 1. Conceptual Framework

Source: Researcher Results (2024)

RESEARCH METHOD

This research was conducted in depth regarding sales accounting systems with transaction-based payments fintech in MSMEs. The qualitative research approach in this study uses a qualitative descriptive format which is used to investigate issues that require case studies to gain a comprehensive understanding of a subject. The focus of the research is on MSMEs in the Karawang Regency, Telukjambe District because Karawang is an industrial city that can encourage MSMEs to reach their maximum potential. The selection of MSMEs was carried out using the quota method, namely researchers selected informants based on a number of factors, including their understanding and knowledge of fintech with the aim of gathering more comprehensive data on the advantages and disadvantages of implementation fintech from the perspective of those who have and have not done so.

Participants in this research are transaction services for micro, small and medium businesses in Telukjambe District. This research collects data through interviews and observations of informants. The informants in this research consisted of transaction services or cashiers. The samples used were five micro, small and medium enterprises. Based on information from informants, MSMEs

have integrated fintech for digital payments into its business operations specifically included in the selected informants. Through approaches such as in-depth interviews data will be collected. By using in-depth interviews which allow informants to express their points of view openly, more detailed information can be immediately obtained from their point of view. In the context of this research, interviews will be conducted with a number of MSMEs, especially MSMEs in the culinary industry, selected according to the research objectives. The list of informants for this research is as follows.

RESULT AND DISCUSSION

Analysis of interview results

Interviews with each source show the similarities and differences between sources. The results of this interview provide information regarding implementation fintech of the five (5) sources, including three (3) sources in the FXXE coffee shop, KLK coffee shop and ADH coffee business as well as two (2) sources in the Ibu RN and Burger.B grilled chicken food business in Telukjambe, Karawang. As a sales tool, these findings represent the viewpoint of each resource implementation fintech. Each question has been modified according to the principles developed to facilitate the next stage of analysis. The results of interviews conducted include the following.

Source interview results

What are the impacts of use fintech as a payment transaction?

The results of interviews conducted by researchers with the five (5) sources stated that the impact was very large, especially as a payment transaction because of the digital era where many people use cellphones for payments and also because the people themselves rarely hold a lot of cash and the impact of use fintech This is quite large and provides many benefits to their five (5) businesses.

What are the impacts in use? fintech as sales reporting?

Interviews conducted by researchers with five (5) different sources showed that the impact fintech as reporting, it really makes things easier for them, especially in terms of reporting techniques, such as reporting sales that come in in one day or in one month because it is supported by clear sales information such as transaction hours, transaction days and transaction dates. This makes it very easy for sources to report sales at their local businesses.

Is in use fintech can increase productivity?

Interviews conducted by researchers with five (5) different samples or sources stated that fintech This greatly increases sales productivity because in today's society many people do not hold excess cash or do not hold a lot of cash. Apart from that, the era is increasingly sophisticated with the existence of fintech This is very helpful and can increase sales productivity. Apart from that, having promotional programs such as cashback or discounts can increase sales productivity due to customers' interest in these discounts.

Is it in the payment system fintech easy to understand?

The results of interviews conducted by researchers with five (5) samples or sources stated that there were four (4) MSMEs or samples in the payment system fintech they really understand its use because just by scanning the barcode and then directing it like Dana or QRIS, this makes it easier for resource persons to apply it. However, there is one (1) MSME or sample, namely Mrs. RN's grilled chicken business, which at first they did not understand its use, but as time went by they understood the use of the payment system.

Is it in the payment system fintech Can you improve service at checkout?

The results of interviews conducted by researchers with three (3) beverage MSMEs and two (2) food MSMEs with a total of five (5) samples or sources stated that for the payment system fintech greatly improves service because of its existence fintech This can save time when making payments

with customers, which usually requires cash payments to be prepared, but with practice fintech can shorten time and be more efficient so you don't have to wait for your money to be returned.

How long have you been using it? fintech in this effort and type fintech used in transactions?

The results of interviews conducted by researchers with five (5) beverage and food MSME sources stated that the first MSME coffeeshop fxxe which is located at Jl. Galuh Mas Raya, Sukaharja, Telukjambe applies fintech Starting from March 2023, this business uses the QRIS type, but it also provides debit or credit, but there are more QRIS enthusiasts. The second MSME cafe ADH is located at Jl. HS. Ronggo Waluyo, Telukjambe implemented fintech Starting from August 2023, this business will implement QRIS in its business transactions. The third UMKM is Mrs. RN's Grilled Chicken located at Jl. Alengka Direja, Sukaharja, East Telukjambe apply fintech Starting from 2018, this business uses Go-pay, Shopee-pay and transfer payments in transactions. However, more and more enthusiasts are using Go-pay. The fourth MSME KKK coffee shop with the address Sukaharja, Telukjambe is implementing it fintech Starting from the beginning of 2023, this business uses the QRIS type or can also be debit or credit, but there are more QRIS enthusiasts. The fifth MSME is Burger food. B, whose address is Puserjaya, Telukjambe, applies fintech Starting in September 2021, this business uses QRIS, Shopee-pay, and OVO, but more enthusiasts use QRIS and Go-pay.

Is usage fintech Can this pose a risk to payment transactions?

The results of interviews conducted by researchers with five (5) sources stated that the risks posed by use fintech This can pose a risk because there must be sufficient accuracy regarding incoming funds, such as when transactions enter funds into the business account and also risks such as losing signal or the internet which is sometimes slow so that sufficient maintenance is needed.

Does every service fintech used to provide security in transactions?

The results of interviews conducted by researchers with five (5) sources stated that security in transactions in services fintech provides a sense of security because for example cash it can happen that money is mixed with personal money but it is like a service fintech This is clear and money will definitely come in and out. Apart from that, service fintech It clearly provides security because only the customer knows the code or pin, but the employee only gives access to the customer.

What type of information system is used in this business (software)?

The results of interviews conducted by researchers with five (5) sources stated that the type of software used was Microsoft Excel because to view and input daily, weekly and monthly income and the nominal amount, it could be rounded up in a structured manner. However, of the five MSMEs from one of the sources, one uses a point of sales (POS) type of information system, namely fxxe beverage MSMEs.

What types of reports are created using the accounting information system in this business?

The results of interviews conducted by researchers with five (5) MSMEs with different sources stated that all the sources said that the type of report only made a profit/loss report looking at sales income per day and then how much per month so it was just like that and in the form of inputting Excel at the end of each What is the sales shift, how much is the tracking, after that it is input via Excel.

Do you think the use fintech provide a big positive impact in all aspects to support the operations of this business?

The results of interviews conducted by researchers with five (5) sources showed that all of them said that fintech really has a big positive impact on their place of business because it really saves time with it fintech This is because with increasingly advanced technology we cannot rely on cash payments alone and educate the public that in 2024 and beyond we will no longer rely on cash payments.

CONCLUSION

The conclusions that can be obtained from researchers are on the question of whether to use fintech can increase sales productivity, it can be concluded that with the implementation fintech So the efforts in the 5 samples used can increase and make it easier and save time in transactions with MSMEs. On the question of type fintech which is often in demand by customers in the sample sales transactions used is the QRIS type which is the most popular so that of the five (5) third MSMEs there are more QRIS users then two (2) MSMEs mostly use Go-pay and Shopee-pay. Application fintech Sales has advantages and disadvantages which are mentioned in one of the questions above. The advantages are that every process is carried out online and fintech can verify payments and technology makes it easier to pay bills while the negative impacts and obstacles faced require a stable network.

Limitations in this research are implementation fintech especially seen from an MSME perspective and not all stakeholders have a comprehensive understanding of this field, especially regarding digital payments. Apart from that, further researchers can deepen the analysis based on data from related agencies or other regulators, discussing fintech from the customer's perspective and increase sources from other sectors so that the research is more comprehensive.

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