

The Impact of Using E-Commerce and Accounting Information Systems on Financial Performance in MSMEs

Fitri Indah Sari M¹, Manda HM², Zainal Abidin³, Ikhsan Amar Jusman⁴

^{1,2,3,4} STIE YPUP Makassar

E-mail : fitriindahsari1990@gmail.com¹, manda.ypup@gmail.com², aza.ypup@gmail.com³,
ikhsanamar@stie.ypup.ac.id⁴

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Abstract: This study aims to analysed the impact of using e-commerce and accounting information systems on financial performance in MSMEs in Makassar city. The population used in the study were MSMEs in the Tangerang area by taking a sample of 120 MSMEs with a purposive sampling method with the criteria that MSMEs that sell using e-commerce for at least 1 (one) year and use accounting applications for financial recording. The type of data is primary data sourced from the results of the questionnaire. The data analysis methods used in this study are Classical Assumption Test, Multiple Linear Regression Test, t test, and f test. The results of this study indicate that simultaneously e-commerce and accounting information systems affect financial performance in MSMEs in Makassar city. Partially e-commerce has a positive effect on financial performance, besides that the financial information system has a positive effect on financial performance in MSMEs in Makassar city.

INTRODUCTION

Along with global technological advances, access to various needs, including shopping for daily necessities through social media, has become easier. The existing technology also facilitates the creation of new innovations, such as online shopping through various applications that we know as e-commerce (Saputra et al., 2023). In this case, e-commerce is a platform or system that allows buying and selling transactions of goods and services to be carried out online via the internet. Through e-commerce, consumers can search, select, and purchase products or services easily without having to leave the house, while businesses can reach a wider market and increase operational efficiency (Sifwah et al., 2024).

The advantages obtained by businesses in using e-commerce according to (Lumintang et al., 2020), such as allowing businesses to reach customers in various geographic locations, both nationally and internationally. By selling online, costs incurred for renting physical stores and other operations can be reduced. Businesses can collect data from customer activities on e-commerce platforms to analysed trends and consumer behaviour, so they can create more effective marketing strategies. Businesses can easily adjust inventory and product offerings according to market demand. In addition, E-commerce allows businesses to use various digital marketing strategies such as SEO, paid advertising, and social media to increase visibility and

sales (Yansahrita et al., 2023).

Accounting Information System (AIS) is a structure or framework used to collect, store, and process accounting data and other financial information (Zamzami et al., 2021). AIS provides relevant and accurate information to various stakeholders to support effective decision making. The use of Accounting Information Systems (AIS) has various benefits that can improve financial performance (Lestari & Rustiana, 2019), such as automating many accounting processes, reducing the risk of errors that often occur in manual data entry, enabling the creation of financial reports tailored to the specific needs of management or other stakeholders and so on. The use of AIS not only improves the accuracy and efficiency of the accounting process but also provides significant added value in the overall financial management of the company (Aprilianti et al., 2021).

MSMEs in Makassar, until now, still face various problems, both classic or intermediate and advanced. The problem that generally occurs in MSMEs is the problem of financial presentation, especially the flow of income and expenses. In general, the practice of MSME activities runs without relying on financial information that is compiled in an orderly and regular manner. Many MSMEs can also succeed without financial reports which are used as the basis for decision making (Adisetiawan, 2017).

Decisions are often made based on intuition and habits from previous experiences, while the preparation of financial statements is still considered a luxury and not worth the benefits (Sembiring & Elisabeth, 2018). As a result, MSME players often do not know exactly how much revenue should actually be received, how much operating costs should be incurred, and how much should be left. In fact, the presentation of good and systematic financial information is very important for MSME players who want to develop (Nuvitasari & Martiana, 2019).

Previous research conducted by (Hutabarat et al., 2022) and (Novia & Paramita, 2023) stated that E-commerce has a positive and significant effect on financial performance. In research conducted by (Sumartini, 2021) and (Yanti & Lasmini, 2024), explaining that accounting information systems have a positive and significant effect on financial performance. In this case, the accounting information system makes it easier to prepare or prepare financial reports to determine the company's revenue and profits so that it can determine the development of its business.

LITERATURE REVIEW

E-commerce is a place that is used in buying and selling online (electronic), including marketing, purchasing and even in transactions (payments) can be done online or using electronic media (Maulana & Susilo, 2015). e-commerce is an application and business process that connects stores and consumers through electronic transactions and can help the store in maximizing product marketing (Mumtahana et al., 2017). According to (Rerung, 2018), explaining the definition of E-Commerce is a process of buying and selling transactions carried out by buyers and sellers electronically from companies to other companies.

Accounting information system as a system that processes data and transactions to produce useful information for planning, controlling, and operating a business. (Marina et al., 2018), describes that an accounting information system is a collection of resources, such as people and equipment, designed to convert financial and other data into information. Accounting information system is an accounting data processing system which is a coordination of people, tools, and methods that interact harmoniously in a structured organizational container to produce financial accounting information and structured management accounting information (Rahmawati,

2018).

Financial Performance is the performance of management, which is the expansion of financial value and estimated benefits. The consequences of estimating financial markets are very important so that partners can understand the functional status of the company and the level of achievement of the company. According to (Francis Hutabarat, 2021), financial performance is the expediency of work. The financial area is carried out by the company and displayed in the company's budget report. You can assess the company's financial results using insightful equipment. According to (Sari, 2021), Financial performance implies what will happen or the achievements that have been achieved by a company's management in carrying out its capacity to adequately supervise company resources during a certain period.

METHOD

In the study there are two independent variables, namely e-commerce and accounting information systems, and one dependent variable, namely the effectiveness of financial performance. Measurement of e-commerce variables using indicators, namely trade via intranet and internet, trade through the system, trade through internet web facilities and data exchange. Measurement of accounting information system variables using indicators consisting of efficiency, ease of access, and integration. Measurement of financial performance using indicators consisting of sales turnover per year, profit per year, and net assets.

This research falls into the form of quantitative research, using primary data types. The design of this research is causal research, namely cause and effect. In collecting the data using the questionnaire method, which consists of closed questions with the aim of making it easier for MSMEs to fill in and easier to analysed and process compared to the open question technique. The population used is MSMEs or micro and medium enterprises in Makassar city as the object of research using the non-probability sampling method for sampling. The criteria chosen are MSMEs that sell using e-commerce for at least 1 (one) year, operate in Makassar city and use accounting applications for financial records. So that the number of samples used was 120 MSMEs.

The data analysis method used in this research or research is descriptive statistics, classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, autocorrelation test. Followed by hypothesis testing consisting of the f test, and t test, using multiple linear regression.

RESULT AND DISCUSSION

Descriptive Statistics

Table 1. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E-Commerce	120	2.73	9.12	13.1972	2.7972
Accounting Information System	120	8.27	17.36	25.9783	4.9863
Financial Performance	120	4.52	28.51	39.3616	7.1649
Valid N (listwise)	120				

Source: data processing

Based on the table above, the distribution of research data is explained which is indicated

by the minimum, maximum, average and deviation numbers of each research variable. Based on table 1, it is obtained that the e-commerce variable from 120 MSME samples has a minimum number of 2.73, a maximum number of 9.12, an average number of 13.1972, and a standard deviation number of 2.7972. The accounting information system variable from 120 MSME samples has a minimum number of 8.27, a maximum number of 17.36, an average number of 25.9783, and a standard deviation number of 4.9863. The financial performance variable of the 120 MSME samples has a minimum number of 4.52, a maximum number of 28.51, an average number of 39.3616 and a standard deviation number of 7.1649.

Classical Assumption Test

Based on the statistical test results, a significance value of 0.162 is obtained, so that the value of $0.162 > 0.05$ can be concluded that the data is normally distributed. The results of the multicollinearity test of the e-commerce variable and the accounting information system variable with a VIF of 3,296. which both variables have a tolerance number above 0.10 and a VIF number below 10, it is concluded that they are free of multicollinearity. The results of the heteroscedasticity test show that the points do not form a certain pattern and spread around the number 0 on the y axis, so it can be concluded that it is free of heteroscedasticity. The Durbin Watson value obtained is 1.013, so the Durbin Watson value is between 0.987 to 2.46. This means that there is no autocorrelation in this study.

Hypothesis Test

Table 2. Hypothesis Test Results

Hypothesis	Sig.	Results
E-commerce influence on Financial Performance	0.00	Accepted
Accounting Information Systems influence on Financial Performance	0.00	Accepted
Simultaneously E-commerce and Accounting Information Systems have an influence on Financial Performance	0.00	Accepted

Source: data processing

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.682	12.869		6.592	.000
E-commerce	.619	.452	.376	4.873	.000
Accounting Information Systems	.794	.489	.394	5.951	.000

Source: data processing

Based on the table of multiple linear regression analysis results above, the following equation is obtained:

$$Y = 8.682 + 0.619X_1 + 0.794X_2 + \epsilon$$

From the above equation, an explanation of the constant value of 8,682 is obtained, which

means that the e-commerce variable and the accounting information system are worth 0, then the financial performance will be 8,682. The regression coefficient β_1 E-commerce as measured by the t test has a positive effect on financial performance of 0.619. The regression coefficient β_2 of the accounting information system as measured by the t test has a positive effect on financial performance of 0.794.

Partial Test (t Test)

Based on table 3 above, it can be seen that the e-commerce variable has a t count of 4.873 and the accounting information system variable is 5.951, whose value is greater than the t table, namely 2.863. Meanwhile, the significance value obtained by the e-commerce variable and the accounting information system variable is 0.00, smaller than the significance level of 0.05. This means that partially the e-commerce variable and the accounting information system variable have a positive and significant effect on financial performance.

Simultaneous Test (F Test)

Table 4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	642.619	2	78.623	29.597	.000 ^b
	Residual	149.652	118	32.487		
	Total	792.271	120			

Source: data processing

Based on table 4 above, the significance value is 0.000 with a tolerance limit of 0.05. While the results of F count are 29.597 with F table which is 2.493. So, it can be stated that e-commerce and accounting information systems have a positive and significant effect on financial performance.

The Effect of E-Commerce on Financial Performance

Based on the results of the analysis of the effect of e-commerce on financial performance, the results show that e-commerce has a positive and significant effect on the financial performance of MSMEs in Makassar city. E-commerce shows the use of the internet for sales, marketing, or payment processes carried out electronically. It can be assumed that if you use e-commerce, sales and profits will increase because it increases market reach so that it has an impact on increasing revenue.

According to respondents, the use of e-commerce makes it easy to introduce products and easy to deliver discount programs without incurring additional costs such as making brochures. Some respondents who sell products utilize the internet for promotion and sales media. In addition, with e-commerce, MSMEs can reach a larger market both domestically and abroad which is accompanied by the rise of online shopping which also has an impact on increasing business profits or profits. These results are in line with research conducted by (Hutabarat et al., 2022) and (Novia & Paramita, 2023) by stating that e-commerce has a positive and significant effect on financial performance in MSMEs.

The Effect of Accounting Information Systems on Financial Performance

Based on the results of the analysis of the effect of accounting information systems on financial performance, the results obtained are that accounting information systems have a positive and significant effect on the financial performance of MSMEs in Makassar city. The use

of software or applications such as cash books, stall books, and others in managing financial reports makes it easier for MSMEs to make financial records whenever needed as well as searching for data, controlling and knowing losses and profits quickly so that they can find out the development of their business. So that if there is a loss, you can evaluate and check which can be corrected immediately and emphasize costs that can be reduced.

According to respondents, by using software in managing financial reports regarding income and expenses, it becomes easier to control and know the profits or losses faster so that they can know the development of their business. If MSME entrepreneurs easily know the development of their business, such as if they experience losses, they will immediately make evaluations and corrections which will immediately make improvements and come up with innovations to find ways to increase their income, or emphasize costs that are expected to be reduced. These results are in line with the results of research by (Sumartini, 2021) and (Yanti & Lasmini, 2024) which state that accounting information has a positive effect on financial performance.

The Effect of E-Commerce and Accounting Information Systems on Financial Performance

Based on the results of the analysis, it shows that e-commerce and accounting information systems simultaneously have a positive effect on the financial performance of MSMEs in Makassar city. Through e-commerce platforms, MSMEs can reach a wider range of customers, including outside the local area, which can increase sales volume and revenue. E-commerce allows MSMEs to use digital marketing strategies such as SEO, online advertising, and social media to reach more potential consumers. E-commerce provides data that can be analysed to understand consumer behaviour and market trends, allowing MSMEs to set more competitive prices and optimize sales strategies to increase profit margins.

Accounting information systems assist MSMEs in recording and tracking every financial transaction in a more structured and accurate manner. It can generate timely and accurate financial reports, which are essential for informed decision-making. MSMEs have access to deeply analysed data, aiding in fact-based strategic decision-making.

Integration between e-commerce platforms and accounting information systems allows MSMEs to maximize the benefits of both systems. For example, sales data from e-commerce can be automatically integrated into the accounting information system for better financial analysis. The synergy between e-commerce and accounting information system helps MSMEs in optimizing business processes, from marketing and sales to financial management and cost control.

CONCLUSION

Based on the discussion above, e-commerce has a significant effect on financial performance. Accounting information systems have a positive effect on financial performance, and e-commerce and accounting information systems have a simultaneous influence on the effectiveness of the financial performance of MSMEs in Makassar city. With e-commerce, market expansion can be done without spending other advertising costs. So that with market expansion, it can increase revenue and reduce advertising and promotion costs, so that the profit generated will increase. In addition, the accounting information system makes it easy to prepare financial reports so that it can be seen the development of its business which can be seen from the amount of company revenue and profit. By knowing the revenue or profit that occurs both increases and decreases appropriately, it will provide convenience in terms of decision making such as making innovations, corrections, and efforts to increase revenue.

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