



Article

The Financial Implications of E-Payment, E-Commerce, and E-Service Quality on Revenue Growth

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Abstract: The rapid growth of financial technology (fintech) has transformed various sectors, including micro, small, and medium enterprises (MSMEs) in the culinary industry, particularly in the campus area of Jember City. This study explores whether fintech adoption—through e-payment, e-commerce, and e-service quality—impacts the income levels of culinary MSMEs. Using a quantitative descriptive approach and non-probability sampling, the research surveyed 80 culinary MSMEs in the region. The findings reveal that not all aspects of fintech yield the same results. While the adoption of e-payment showed no significant effect on income, as indicated by t-statistics ($-1.920 < 1.66515$), both e-commerce and e-service quality demonstrated a significant positive impact, with t-statistics of 7.205 and 9.620, respectively (both > 1.66515). These results underscore the importance of focusing on e-commerce strategies and improving service quality as key drivers for enhancing the financial performance of MSMEs in the culinary sector

Keywords: MSME, Income, E-Payment, E-Commerce, E-Service Quality.

1. Introduction

Micro, small, and medium enterprises (MSMEs) play a pivotal role in the Indonesian economy, accounting for 99.99% of the total business entities in the country (Ministry of Cooperatives and SMEs, 2023). These enterprises absorb approximately 97% of the national workforce, contributing significantly to job creation and economic stability. Among them, 96% operate as micro and informal businesses, highlighting the need for support in areas such as legality, financing, and digitalization. Strengthening these aspects not only empowers MSMEs but also drives the wheels of the national economy forward.

One sector that continues to show resilience and potential is the culinary MSME sector. Even in the aftermath of the pandemic, which saw declines in turnover for many businesses, culinary MSMEs have the opportunity to recover and thrive (Santoso et al, 2023). This resilience is rooted in the basic human need for food, making the culinary industry a constant demand-driven sector. However, the income dynamics of these enterprises often shift, influenced by external and internal factors. Income, the primary indicator of financial performance, is derived from the sale of products and services. For MSMEs, generating consistent income is critical for sustaining operations and achieving financial stability. (Rozzaid et al, 2023).

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In recent years, advancements in technology, particularly financial technology (fintech), have revolutionized the way businesses operate. Fintech combines financial services with technology, transforming conventional business models into modern, tech-driven approaches. Among the most impactful fintech innovations are e-payment systems, which offer consumers a practical and efficient alternative to cash transactions. The adoption of e-payments is driven by changing lifestyles, economic growth, and technological progress, making them indispensable in today's fast-paced environment. Similarly, e-commerce has emerged as a powerful tool for businesses, enabling online buying and selling activities through accessible technology platforms. Additionally, the concept of e-service quality has gained prominence, extending traditional service quality to online interactions, ensuring efficient and effective customer experiences. (Wijayantini, B., & Umamy, S. H. (2023).

The strategic location of universities in Jember City, particularly in the Summersari sub-district, has transformed the area into a hub of economic activity and development. As a central district, Summersari serves as a focal point for education, infrastructure, and business. Data from the Ministry of Cooperatives and MSMEs in Jember Regency (2023) reveals a substantial presence of culinary MSMEs in this district, underscoring the sector's importance in the local economy. However, the extent to which fintech innovations—e-payment, e-commerce, and e-service quality—impact the income of culinary MSMEs in this area remains an area of inquiry..

Table 1.
Pre-Research Data for Culinary Sector MSMEs in Kelurahan Summersari and Kelurahan Tegalgede

No.	Name	Use <i>e-payment, e-commerce dan e-serqual</i>	Did not Use <i>e-payment, e-commerce dan e-serqual</i>
1	Aneka Bakery	√	-
2	Catering Wiwik	√	-
3	Nasi Goreng Ica	-	√
4	Lalapan Ibu Budi	√	-
5	Bakso Raja Rasa	-	√
6	Tempe GO CHIPS	√	-
7	Riels Cake	√	-
8	Siomay Kriting	√	-
9	Bakso Pak Indra	-	√
10	Kedai OMA JOE	√	-
11	Matcha Food	√	-
12	SOMLELA	√	-
13	Pelangi Juice	-	√
14	Edammame Gunung Batu	√	-
15	Warung Snack Bentang	√	-
16	Seblak Mang Ujang	√	-
17	Ayam Geprek Sa'i	-	√
18	Donat Endulita	√	-
19	GOGO Fried Chicken	√	-
20	Warung Bu Happy	-	√
21	Royal Cookie	√	-
22	Roti Gembung	-	√

23	Ningrum Catering	√	-
24	BeBe Catering	√	-
25	Warung Bebek Haji Selamat	√	-
26	Roti Fatimah	-	√
27	Warung Biru Mandala	-	√
28	Tahu kecek geo	-	√
29	Cilok Pak Edy	-	√
30	Teh Poci karimata	-	√
31	Geprek Paris Jawa	√	-
32	Ayam Gepok Pak Giek	√	-
33	Es Teler Ikiwawa	√	-
Total		21	12

Based on the data above, it shows that the number of MSMEs in the culinary sector in Summersari Village is the largest in number compared to other villages in Summersari District. In pre-research data conducted in Summersari and Tegalgede Subdistricts, it shows that 21 out of 33 MSMEs have used e-payment, e-commerce and e-service quality. This shows that the use of e-payment, e-commerce and e-service quality in culinary sector SMEs has been widely used for transactions

2. Materials and Methods

Research design

This research was conducted at the culinary sector in the jember city campus area using quantitative research. Quantitative research is a research method that is based on positivism (concrete data), re-search data in the form of numbers that will be measured using statistics as a calculation test tool, connecting with the problem under study to produce a conclusion. This study examines the impact of using e-payment, e-commerce and e-service quality on increasing business income in the culinary sector smes

Population, Sample, Sampling

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. So, population is a generalization area consisting of objects/subjects that have certain quantities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study were 326 MSME businesses in the culinary sector in the Jember City campus area.

Sample is a part of the overall characteristics possessed by a population. The sampling procedure used in this study was non-probability sampling with a purposive sampling technique. In determining the sample, the researcher used non-probability sampling because it did not provide equal opportunities for each member of the population to be sampled (Sugiyono, 2010). The sampling method in this study was purposive sampling. The purposive sampling method is a sampling method based on criteria determined by the researcher (Ferdinand, 2015).

The criteria for MSME business owners in the culinary sector that will be sampled in this study are MSME owners who use e-payment, e-commerce and e-service quality in running their business. Therefore, every MSME business owner that researchers meet, will be asked in advance whether they use e-payment, e-commerce and e-service quality in running their business or not.

Determining sample size according to Sugiyono (2013), requires at least 5 times the number of indicators. In this study has 16 indicators. The calculation of the number of samples is as follows:

$$\begin{aligned}\text{Sample} &= \text{Number of indicators} \times 5 \\ &= 16 \times 5 \\ &= 80 \text{ Samples}\end{aligned}$$

For the criteria of respondents specified in this study are

1. The MSME businesses under study must use e-payment, e-commerce and e-service quality in run-ning their business.
2. Respondents are in the area of Summersari Village and Tegalgede Village, Summersari District

3. Results and Discussion

In this article, the questionnaire that has been distributed to respondents is tested with varia-bles

(E-payment X1) Through the results of the research conducted, it can be concluded that e-payment does not have a significant effect on increasing the income of MSMEs in the Jember City campus area. Business owners feel uncomfortable when transacting using the e-payment application, using e-payment is already felt to be very convenient and efficient, but there are a number of things that are less attractive to business actors who use e-payments when making transactions, namely ob-stacles when withdrawing electronic money into cash, this process takes a long time and there are administrative costs when making withdrawals. This makes SMEs less comfortable when using e-payment applications.

(E-commerce X2) The results of this study indicate that e-commerce has a significant effect on increasing the income of MSMEs in the culinary sector in the Jember City campus area. This re-late with Fatmawati et al, (2023) that Business actors find it easier when they sell their wares through e-commerce. running a business more efficiently. Of course, it is supported by a good quali-ty internet network.

(E-service quality X3) The results of this study indicate that there is a significant effect of e-service quality on increasing the income of MSMEs in the culinary sector in the Jember City campus area, MSME business actors feel that transactions through electronic (digital) media are very effi-cient in all aspects (time, energy, and cost). MSME business owners also feel that the use of digital services makes it very easy for consumers to transact with their shops or businesses.

4. Conclusion

The conclusion from the data obtained and the analysis that has been carried out in this research, what the researcher can conclude is:

1. The results of the e-payment test have a significant arithmetic value of 0.056 and greater than 0.05, and t count (-1.920) < t table (1.66515) which means that the e-payment hypothesis has an ef-fect on increasing income is rejected. This also shows that the use of e-payment does not have an impact on increasing the income of MSME actors in the culinary sector in the Jember City campus area.
2. The results of the e-commerce test have a calculated significance value of 0.000 and less than 0.05 and t count (7.205) > t table (1.66515) which means that the e-commerce hypothesis has an in-fluence on increasing income received. This also shows that the use of e-commerce has an impact on increasing income, which means that the number of products sold on e-commerce has also increased the income of MSMEs in the culinary sector in the Jember City campus area.
3. The results of the e-service quality test have a calculated significance value of 0.000 and less than 0.05 and t count (9.620) > t table (1.66515) which means that the e-service quality hypothesis has an influence on increasing income received. This also shows that the use of e-service quality has an im-pact on increasing the income of MSMEs in the culinary sector in the Jember City campus area.

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