The Urgency of Financial Management of Micro, Small and Medium Enterprises (MSMEs) Grocery Stores with Accounting Management

Tries Edy Wahyono ¹, Ferdinant Pakage ², Bambang Widjanarko ³, Moh Farih Fahmi ⁴, Abd. Raihan ⁵, Ira Puspitasari ⁶

- 1,2,5,6 Universitas Kristen Cipta Wacana, Indonesia
- ³ Universitas Bali Internasional, Indonesia
- ⁴ Universitas Negeri Surabaya, Indonesia

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Abstract

This study aims to determine the state of financial redulation of grocery stores in Malang and the opinions of business people regarding the application of accounting-based financial science. This research was conducted using a descriptive method with a qualitative approach, which is based on the results of observations and interviews with informants. Three business owners of grocery stores in Malang became informants in this study, namely informant A, informant B, and informant C. The three informants did not have basic knowledge related to the financial management of grocery stores in Malang. The three informants do not have basic knowledge related to financial management, nor have they participated in financial training from government agencies or private agencies. Based on the results of the brief research above, it can be concluded that the MSME players of Grocery Stores in Malang who have been selected by the researcher, do not fully know the importance of applying accounting science in managing their business finances. In addition, there must be support from the government to facilitate this accounting-based financial management knowledge, taking into account the opinions of business actors, if they cannot leave the business to attend training, it can be facilitated online.

1. Introduction

Micro, small, and medium enterprises, often referred to as MSMEs, are a type of business unit run by individuals or groups in society. It is undeniable that MSMEs are one of the pillars of the Indonesian economy. The MSME sector often plays a role in creating jobs, driving economic growth, and encouraging income equality through business opportunities (Kaukab, 2000). According to data from the Ministry of Cooperatives and MSMEs in 2013, MSMEs in Indonesia grew by 7-8% per year. As many as 56.5 million MSMEs contributed 90% to Indonesia's economic growth. The growth of MSMEs is quite significant in Indonesia because the business structure that has developed so far in Indonesia relies on the existence of small and medium industries. Attention to MSMEs has increased along with the success of the region in overcoming the economic crisis that occurred in 1997/1998. (Syakur et al., 2022). The economic crisis marked by the bankruptcy of large companies did not cause MSMEs to go bankrupt. This situation proves that the MSME sector is resilient

*Corresponding author, email: triesedy@cwcu.ac.id doi:

and resistant to economic conditions. Although it has a very strategic role, developing MSMEs is also not easy, the role of MSME owners is very much needed to answer the challenges of MSME development today. In MSMEs, entrepreneurs often become business owners and managers, so they are fully responsible for running the business, so that all decisions related to the business are entirely in their hands (Kaukab et al. 2020). The government is very interested in the development of micro, small and medium enterprises (MSMEs). (Septiani et al., 2022). The existence of MSMEs before the 1998 currency crisis was the main reason why the government paid so much attention to this problem. Since the 1998 crisis, almost 80% of large companies have gone bankrupt and many have had to lay off their employees. MSMEs play an important role in reducing unemployment. Therefore, the success of an MSME can improve the Indonesian economy because MSME operations can be independent and not burdened by the crisis. And what makes MSMEs even more resilient is that they take smaller risks in the allocation and use of bank capital. It is undeniable that in the era of globalization, if economic actors do not have the capacity to manage a company, then the company will not be able to compete. Increasing the competitiveness of a company requires good financial management, especially the use of accounting information (Auliah and Kaukab, 2019). One of the main challenges faced by MSME entrepreneurs is related to capital management. Good capital management is a key factor that can determine the success or failure of MSMEs. Although there are still many other factors that affect MSMEs, problems in MSMEs often arise due to the inability to manage capital. A practical and effective way to manage capital for MSMEs is the application of accurate accounting. Thus, accounting allows MSMEs to obtain various important financial information to manage their businesses. Financial information that can be obtained by MSMEs includes performance information, tax information, company fund position information, equity change information, and incoming and outgoing money information.

The main initiative in fund management is good accounting practices. With proper accounting, MSMEs can meet the requirements for applying for credit in the form of financial reports, performance reviews, financial awareness, and tax calculations. (Warson, 2010). Financial problems related to MSMEs are slightly different from financial problems in large companies. Large companies often use the accrual method to record their accounts, while MSMEs usually use the cash method to recognize income and expenses when receiving or disbursing funds. One of the MSME businesses that requires an accountant is a business entity. The accounting work required for shopping centers includes financial recording and reporting. Through financial recording and reporting, a person can find out business performance, the amount of receivables, payables, inventory, income, and profit for each period. Financial recording and reporting are very useful for decision making so that the business continues to run. Although accounting provides important financial information for the success of MSMEs, until now there are still many MSMEs that have not implemented accounting in their businesses. (Darsono et al., n.d.; Hidayati et al., 2022).

Accounting information is the most important part of all information needed for management, especially information related to a company's financial data (Baridwan, 2000). The purpose of accounting information is to provide guidance in choosing the best action to allocate scarce resources for business and economic activities (Ikhsan and Ishak, 2005). In various business activities, accounting information is considered potential because it has the potential to contribute to various different activities that can be taken into account in planning, monitoring, controlling, and decision making. This is why MSMEs must be able to analyze and use accounting data. In Indonesia, the obligation to record good accounting for MSME entrepreneurs has been regulated in the Small Business Law Number 1.9 of 1995 and the Tax Law Number 2 of 2007 concerning the Development of Small and Medium Enterprises and Contracts. (Pinasti, 2007). It is expected that accounting can be practiced in many different organizations due to the increasing complexity of several variables faced even in small businesses (Jusup, 2003). The implementation of bookkeeping to provide

financial reporting information is still difficult for MSMEs, this is due to the ability of business actors, especially in terms of accounting knowledge, in managing company finances and providing accounting information is still weak. According to Marbun (1997) in Pinasti (2007), in general, small businesses do not or do not have strict and disciplined accounting management with regular accounting bookkeeping, which can be daily, weekly, or monthly. knowledge, complexity of the accounting process and the perception that accounting reports are not important for MSMEs (Rudianto and Siregar, 2012).

A person's perception of something is basically influenced by several factors. These factors can come from external or internal economic actors. Factors that influence external perception include intensity, size, contrast, repetition, movement, and novelty, as well as perceptual errors. In addition to extrinsic factors, internal factors that influence cognition include the learning process, motivation and personality (Kiryanto et al. 2001). A business actor must feel that his business is important to run. This perception can certainly arise along with the development of the business, but most business actors already have a lot of experience in managing the business they run, because there is still a lack of understanding of the importance of managing company finances. Accounting knowledge is knowledge about how to classify, analyze and record things related to the financial performance of a business. In their research, Kiryanto et al. (2001), explained that the knowledge of accounting information of MSME owners is very poor. Entrepreneurs should have accounting knowledge so that this knowledge can be used to help owners and business owners in managing their businesses. Commercial experience includes learning from what economic actors get from the commercial activities they do. Business owners will need more information to prepare and use in making business-based decisions in business-led activities. The longer a company operates, the more accounting information is needed, because the complexity of the business is also higher, this indicates an increase in the need for accounting information (Nicholls and Holmes, 1988) in Fitriyah (2006). Practical experience will form a correct view of accounting information through the learning process and experience gained in understanding accounting information. According to Nawawi (2005), motivation is a condition that drives or causes someone to carry out an action or activity consciously.

A person's work motivation depends on the strength of the motivation itself, so that real efforts can be made based on the motivation that exists in the company's agents, which can ultimately make them behave in the management of their company. An economic actor needs to be motivated to work to build his business so that it can grow. This situation also reinforces the fact that high work motivation can be an important aspect that can influence a person's perception in implementing the use of accounting information in his company. Education level is a basic stage determined by the level of development of students, the goals to be achieved, and their development capabilities (Law No. 20 of 2003, Chapter 1, Article 1, Paragraph 8). Education level influences changes in attitudes and healthy living behavior. The education level of MSME owners/managers influences their understanding of the business they manage and the importance of using accounting information for their business. Low levels of education will result in underutilization of accounting information due to lack of knowledge.

Company size is a measure used to reflect the size of a company. (Suwito and Herawaty, 2005). Classification of company size according to Law No. 20 of 2008 is divided into 4 (four) categories, namely micro businesses, small businesses, medium businesses and large businesses which are distinguished according to their turnover and wealth. Company size is an indication of how the growth of a large business will impact employees involved in the business.

Accounting is the process of recording transactions involving economic activities in order to present financial information that is useful for interested parties, both internal and external, for decision making. This financial information is a means of communication that allows interested parties to assess the company's performance over a certain period of time,

so that they have the ability to choose the best alternative among various alternatives. Different alternatives are considered under conditions of uncertainty. Economic actors as users of accounting information must know and understand what they need, taking into account reasonable costs (Chiou, 2011; Denisa, 2012; Puspitaningtyas, 2012).

For internal parties, accounting can provide the following benefits: as a financial monitoring or control tool, as an evaluation tool, and as a tool for preparing future business plans. The information presented from the accounting process will show the financial position of a business in a certain period of time, whether the business can make a profit or loss. Based on accounting information, economic entities can evaluate their business performance so that they can identify various financial problems they face. In addition, based on the evaluation results, business entities can prepare business plans that will be implemented in the coming period. (Apriyanto et al., n.d.).

To external parties, accountants are interested in providing information related to business operations or activities. Based on this information, decisions can be made, for example, banks can make decisions regarding the provision of credit (capital loans). Knowing the financial position of a company will make it easier for the company to obtain financing from external parties. Based on the accounting information presented, economic actors can convince external parties (banks or creditors) that the business they run is profitable and the financing provided can be accounted for. So, in general, the benefits of accounting for economic actors are as a decision-making tool. Financial information produced by the accounting process is an indicator of a company's success (operational results). This information can help in making business decisions. The use of accounting information for decision-making will contribute to increasing the accuracy of economic actors in considering various alternative decisions taken. The benefits of accounting and the need for accounting information contribute significantly to the desire of economic actors to use accounting information to develop and maintain their businesses in the long term (Hira, 2009; Astiti, 2010; Edraras, 2010; Puspitaningtyas, 2012; Putra). and Kurniawati, 2012; Salazar et al., 2012; Schaltengger et al., 2012; Karina, 2014; Williams and O'Donovan, 2015). The application of accounting and decision making based on accounting information considerations reveals the ability of business actors to understand their financial knowledge. This is supported by the statement that financial knowledge affects financial behavior, reflecting the responsibility of economic actors in managing company finances (Arifin et al., 2017; Puspitaningtyas, 2017; Suryani et al., 2017). Good financial management will increase business efficiency and increase competitiveness. In general, financial management of small and medium businesses is carried out without relying on structured accounting information. MSMEs feel that they do not need accounting applications to manage their business finances. Decisions are taken not based on accounting information but on intuition or habits taken from past experiences. As a result, MSMEs cannot know the financial situation with certainty, such as:

How much revenue is generated each period, how much expenses are incurred each period, and whether the business makes a profit or loss. Business plans are not made based on financial performance assessments, so that capital allocation becomes inaccurate. Often, these problems become more complex as the business grows (Laurinkeviciute and Stasiskiene, 2011; Maseko and Manyani, 2011; Young et al., 2012; Turyahebwa et al., 2013; Kaveh et al., 2013; Kaveh et al., 2012). kejadian, 2015; Puspitaningtyas, 2013b; 2016). How is financial management based on accounting? As a first step, economic entities must understand the accounting registration process in order to present financial statements. The accounting process begins with recording transactions, classifying or categorizing, reporting, and analyzing financial information. The accounting process reflects the accounting function, namely: identifying transactions so that relevant financial data can be presented, analyzing the data presented, processing the data into reliable and useful information for decision making by traders. The financial or accounting information referred to is all records relating to financial transactions that occur in the business being

carried out, namely sales records, receivables, payables, inventory, expenses and other records. In addition, these documents must be presented in financial statements including balance sheets, income statements, changes in capital position, and cash flow. The information presented in the financial statements reflects the company's financial position in a period. Kim and colleagues. (2011) discuss the relationship between accounting and financial documents. This means that each record must include evidence (documentation) of the transaction as an attachment.

In order for financial reports to describe the financial position, an analysis should be carried out by connecting or comparing the accounts presented in the financial report. For example, by connecting or comparing current debt accounts and current asset accounts, this comparison will show the company's ability to pay its short-term obligations (current liquidity ratio). Connecting or comparing net income and sales accounts for sales contributions to operating profit (Puspitaningtyas, 2015a). Accounting applications for economics subjects. Many MSMEs do not realize that the application of accounting is one aspect of building a healthy and financially healthy business. All financial transactions that occur must be recorded in a structured and systematic manner along with evidence of transactions for business reporting. Considering that there are still many MSME actors who have not implemented accounting in managing their company's finances, the role of the government will be very important for economic actors in providing training, understanding and support in the context of acculturation (independent resolution) in MSMEs. this area. accounting applications Referring to the research results of Inn et al. (2015) emphasized that in carrying out its role, the government must be truly able to position itself as an educator or trainer and not just carry out a job or function. Therefore, it is important for economic actors to receive financial management training, an understanding of the importance of implementing accounting, and support in good accounting practices and continuous financial performance reporting, so that economic entities become accustomed to the application of accounting in their company's financial management. Accounting records that are prepared in a structured and systematic manner will be useful for business entities to know the company's financial position with certainty. Small and medium business actors often consider accounting to be useless for their business so that financial transactions are not recorded, evidence of transactions that should be in the accounting application is also lost, ignored, resulting in the ongoing business not developing. Small and medium businesses believe that accounting is only needed for large companies. Small and medium business actors need to understand that no matter how big their business is, they really need an accountant if they want their business to grow. Because no matter how simple the business transaction is, the information generated from the accounting registration process will provide relevant benefits for business continuity.

2. Method

This study was conducted using a descriptive method with a qualitative approach, namely based on the results of observations and interviews with informants. Three grocery store business actors in Malang became informants in this study, namely informant A, informant B, and informant C. The three informants did not have basic knowledge related to financial management, nor had they attended financial training from government agencies or private agencies. The three interviews were conducted using interview guides related to questions and statements about the strategy of cultivating accounting-based financial management for business actors, of course with guidelines that did not use accounting language, interviews were conducted in depth and were easy for informants to understand.

3. Result and Discussion

Developing accounting-based financial management. Accounting information plays an important role in the success of a business, both large and small. Accounting information

can be used as a basis for making business decisions. However, the application of accounting in the financial management of MSMEs still tends to be weak. Most small and medium businesses do not apply accounting in the management of company finances because they are considered not to need accounting information. Even when they already know the benefits, they will get from implementing accounting, they often lack the will or ability to apply accounting in the management of their business finances. They tend to think that accounting is a difficult and complicated job to do (results of interviews with informants A, B, and C). Therefore, efforts need to be made to develop accounting-based financial management among economic actors, especially MSMEs.

"Because my business is still small, at that time I thought it was enough to write down financial documents or even keep them in my head, no need to do any bookkeeping. I thought it was okay to make it big. companies need accounting, need complex management. "Conveyed by Informant A. this is due to a paradigm that is built on perception, not on science. Informant B also said that "I feel that accounting is not needed in my business, because the most important thing is that my business continues to run, does not go bankrupt and I can eat from some of the proceeds." This statement clearly shows that the informant does not record regulations in his business, and there is no separation of finances for business and personal use.

Different from informant C's statement "I actually know that financial regulation in business is important, but I don't have time to look for that knowledge, because the world is getting more sophisticated, sometimes in my spare time, I watch YouTube videos related to how to manage grocery store finances from the same entrepreneur as me, as far as he knows, but if the government provides a program related to this, maybe I will watch the recommended video" this statement can be an alternative for the government to consider online training, besides being flexible, it also helps MSMEs to follow without leaving their businesses.

Pinasti (2007) argues that this practice has proven that the application of accounting brings benefits to economic entities in managing their business activities. When economic actors have practiced accounting and felt the benefits, they will assume that accounting plays an important role in managing the company's finances. Conversely, when economic actors have not tried to apply accounting, they will tend to assume that accounting is a difficult job, unimportant, and does not bring any benefits to the company.

Maseko and Manyani (2011) show that the majority of MSMEs do not have adequate accounts. This is due to the lack of accounting knowledge, resulting in the ineffective use of information to measure financial performance. This study recommends that the government develop specific accounting guidelines for MSMEs and develop accounting training programs for MSMEs. In addition, this study also recommends the mandatory opening of accounts to improve the accounting performance of small and medium enterprises.

Rudiantoro and Siregar (2011) argue that accounting has not been optimally implemented in most MSMEs because the financial and accounting knowledge of economic actors is still incomplete. Therefore, efforts need to be made to improve the understanding of financial and accounting knowledge of economic actors.

Puspitaningtyas (2013b) argues that small and medium enterprises in their business operations tend not to rely on accurate cash management and accounting information, so they cannot know for sure the financial position of their business. Decisions are made only based on business intuition and not on accounting information considerations.

Puspitaningtyas (2015b) argues that MSMEs have accounting knowledge, but they still tend to use complexity as an excuse not to be accountable for their financial management. Cases where the complexity faced is not comparable to the size of the company are considered relatively small. Therefore, it is necessary to make changes to the psychology of small and medium business actors so that they become accustomed to

accounting records in financial management, in order to improve the quality of business decisions based on accounting information that reflects the results of their business.

4. Conclusion

Based on the results of the brief study above, it is concluded that the UMKM Grocery Store actors in Malang who have been selected by the researcher, do not fully understand the importance of implementing accounting knowledge in managing their business finances. In fact, accounting-based financial management can provide benefits for UMKM actors to know the financial condition of the business, regulate and control all financial transactions that occur throughout the sustainability of their business. Business actors must get used to (cultivate) implementing accounting-based financial management, at least making the simplest accounting records. Knowledge of accounting plays an important role for business actors and is the basic capital in managing a business from a financial perspective. In addition, there must be support from the government to facilitate knowledge of accounting-based financial management, by considering the opinions of business actors, if they really cannot leave their business to take training, it can be facilitated online.

Author Contributions

All the researcher contributed to the research

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This Researchers declares to conflict or interest.

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