

# The Effect Of Use Of Debit Cards And Electronic Money (E-Money) On Operational Expenditures (Case Study Of Food And Beverage Msmes In Ngaliyan District, Semarang City)

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**Abstract .***This research aims to determine the effect of using debit cards and electronic money on operational expenditure (Case Study of Food and Beverage MSMEs in Ngaliyan District, Semarang City). This research is quantitative research. The subjects in this research were Food and Beverage MSMEs in Ngaliyan District, Semarang City with a total of 76 respondents. Data collection techniques use questionnaires. The data analysis technique uses multiple linear regression analysis. Analysis of research data using SPSS Version 25. The results of this research show that there is a significant negative influence of debit cards on the operational expenditure of Food and Beverage MSMEs in Ngaliyan District, Semarang City and a significant positive influence of electronic money (E-Money) on the operational expenditure of Food and Beverage MSMEs in the District Visiting Semarang City.*

**Keywords.:** *performance allowances; performance discipline and employee performance*

## INTRODUCTION

The world of technology and information, especially those related to payment system technology, is developing rapidly over time. This change resulted in people switching from using cash to carry out transactions to non-cash money, which is considered more effective and efficient. Bank Indonesia with circular letter Regulation No. 888/40/PBI/2016 where the contents of the circular letter are that there are a number of innovations introduced by the development of technology and information systems, one of which is related to payments and is called Financial Technology (Fintech). The fintech sector offers many types of electronic money payment solutions (Syifa, 2020).

The presence of companies operating in the financial technology (Fintech) sector has a significant impact on financial markets and financial institutions. Fintech has changed the way people carry out financial transactions and provided easier and cheaper access to finance for the wider community. Fintech has introduced new innovations in the form of more efficient and innovative products and services, for example peer to peer lending and mobile banking applications. Fintech financial institutions have become serious competitors to traditional financial institutions such as banks and other financial institutions due to their ability to provide faster, easier and cheaper service products and ultimately attract customers to use their services. The presence of fintech for MSMEs can provide easier and cheaper access to finance. MSMEs

can also take advantage of fintech platforms to obtain loans or working capital more quickly without having to go through complicated processes. The presence of fintech has a significant impact on financial markets, financial institutions and financial services as a whole. Fintech has brought new innovations and changed the way people interact with finance, ultimately expanding financial access and providing better alternatives for the wider community (Tedjasuksmana, 2020).

Technological advances affect people's way of life. Non-cash payments have become a modern trend, especially among the public. People have started to reduce carrying cash because they feel it is unsafe and impractical, this is an opportunity for banks to compete in terms of non-cash payment systems (Rorin, 2021). Electronic payment tools can make it easier for people to carry out daily activities, especially in MSME operations, for example payments via Debit Cards and Electronic Money.

A debit card is an electronic-based transaction tool issued by the issuing bank. Users can make cash transactions at the teller or cashier and the amount of money deposited will be the same as that stated on the transaction machine. Debit cards can also be used to withdraw cash at ATM machines provided by the bank. Debit cards can also be used to shop at places that accept debit cards as a payment method. Every transaction made with a debit card will be automatically recorded in the online bookkeeping system, so users can track transaction activity and the remaining balance in their account easily. (Dian & Rahmat, 2021).

Rachmadi, (2017), electronic money is cash that does not have physical form (not cash) whose monetary value is first deposited with the issuer and stored in electronic media in the form of a server or smart card which functions as an instant payment method. With debit cards and electronic money, MSME providers make it very easy to make operational expenses. Operational expenditure is the expenditure of cash funds used to pay expenses. Operational expenses are incurred from income obtained from sales, so you need a debit card and electronic money for transactions (Darwis, 2019).

The results of previous research conducted by (Darwis, 2019) Debit cards have a positive and significant effect on operational expenses but research conducted by Pradnyawati (2019) has a negative effect on operational expenditure, while research conducted by Fithri Meuthia (2020) And Lin Oktris (2022) proves that Electronic Money has a positive effect on operational expenditure, this is inversely proportional to research Saleh (2022) which proves that Electronic Money has a negative effect on operational expenses.

Ngaliyan District in Semarang City is a district where MSMEs are growing very rapidly. Based on data obtained from the production cooperative service, there are 660 MSMEs

consisting of various types of businesses, namely food processing, convection, handicrafts, services, grocery and others.

Tedjasuksmana (2020) explained that many MSMEs are less developed and advanced due to limited human resources, technology, capital and information. If a business can provide maximum results, it must be supported by the ability of the business actor, namely by following technological advances.

The aim of this research is to find out the influence of the use of Debit Cards and Electronic Money (E-Money) on operational expenses for MSMEs.

## **METHOD**

The population of this research is MSMEs in Semarang City, Ngaliyan District, in the food and beverage category. Based on the data obtained, there were 660 MSMEs but those included in the food and beverage category were 314 MSMEs (Source: Data from the MSME Production Cooperative Service, 2023). The research sample consisted of 76 MSMEs taken from the population using the Solvin formula with an error rate of 10%.

Research instrument testing was carried out using validity and reliability tests. The results of the validity test stated that all questionnaires were said to be valid because they had a calculated  $r$  value of 0.447 to 0.793 which was greater than the  $r$  table, namely 0.2557. Furthermore, the results of the reliability test obtained a Cronbach Alpha ( $\alpha$ ) value from 0.669 to 0.794 which was greater than 0.6, this means it is reliable.

This research uses descriptive analysis and Multiple Linear Regression analysis. Regression analysis is carried out to show the relationship between the independent variable and the dependent variable. The multiple linear regression analysis model in this research is as follows:  $Y = a + b_1x_1 + b_2x_2 + e$ , Where  $Y$ : Operational Expenditures,  $a$ : Constant,  $b_1$ : Regression Coefficients  $x_1$ ,  $b_2$ : Regression Coefficient  $x_2$ ,  $x_1$  : Debit Card,  $x_2$  : Electronic Money (E-Money) and  $e$  : Standard Error.

## **RESULTS AND DISCUSSION**

The identity of the respondent is seen from the level of education as many as 12 respondents or 15.8% had an elementary school background, 9 respondents or 11.8% had a junior high school background, 32 respondents or 42.1% had a high school background, 8 respondents or 10.5% had a D3 background and 15 respondents or 19.7% had a bachelor's degree background. This shows that MSME actors predominantly have a high school background. Furthermore, looking at the gender of the male respondents, there were 26

respondents, equivalent to 34.2%, while the number of female respondents was 50 respondents, equivalent to 65.8% of the total respondents. Based on the description above, it can be concluded that food and beverage MSMEs in Ngaliyan District, Semarang City, female respondents are more dominant than male respondents.

Analysis of the description of research variables can be explained in the following table as follows:

**Table 1. Descriptive Research Variables**

Information	Operational expenses	Debit Card (KD)	Electronic money(EU)
Mean	21.55	21.09	21.50
Median	22.00	21	22
Mode	23	20	22
Std. Deviation	2,835	2,111	2,506
Minimum	10	15	12
Maximum	25	25	25
Sum	1,638	1,603	1,634

After carrying out a series of fit, normality and classical assumption tests, the results obtained were a constant value of 2.085 and a regression coefficient of -0.299 (KD) and 1.130 (UE) so that a multiple linear equation was formed as follows:

$$Y = 2.085 - 0.299 X_1 + 1.130 X_2 + e$$

Table 2 below shows the results of the T hypothesis test

**Table-2. Hypothesis Test Results**

H.	Influence			B	S.E	t	P	Information
1	P.O	<--	K.D	-0.299	0.058	-3,958	0,000**	Supported
2	KP	<--	EU	0.450	0.049	23,177	0,000**	Supported

Based on the table above, it shows that Debit Cards have a negative and significant effect on operational expenditure for food and beverage MSMEs in Ngaliyan District, Semarang City. This is proven by the statistical results of the t-test on the Debit Card variable which has a tcount value smaller than ttable, namely  $-3.953 < 0.2257$  with a negative regression coefficient value of -0.229 and it is known that the t-test that has been carried out has obtained significant results for the Card variable. Debit of  $0.000 < 0.05$ . This shows the consideration of MSME actors in using debit cards, namely that MSME actors have little interest in using debit cards. This happens because MSME actors combine personal money and production money so that personal expenses and production expenses become one and are not controlled.

The results of this research are in line with Pradnyawati (2019) who stated that Debit Cards have a negative effect on Operational Expenditures. However, this is different from the

results of research conducted by Darwis (2019) which states that Debit Cards have a positive effect on Operational Expenditures.

Based on the description of the results of the research analysis above, it shows that Electronic Money has a positive and significant effect on operational expenditure for food and beverage MSMEs in Ngaliyan District, Semarang City. This is proven by the statistical results of the t-test on the Electronic Money variable which has a tcount value greater than ttable, namely  $23.177 > 0.2257$  with a positive regression coefficient value of 1.130 and it is known that the t-test that has been carried out has obtained a significance result for the Electronic Money variable of  $0.000 < 0.05$ . This shows that MSMEs predominantly use electronic money.

The convenience factor was chosen based on the dominant reason obtained from the field, namely the results of a questionnaire in the form of a Google form which showed that most of the respondents' reasons for using electronic money were because it was easy to use and flexible so that many MSME players were interested in using electronic money.

The results of this research are in line with Fithri Meuthia (2020) and Lin Oktris (2022) who stated that Electronic Money has a positive effect on Operational Expenditures. However, this is different from the results of research conducted by Saleh (2022) which states that Electronic Money has a negative effect on Operational Expenditures.

## **CONCLUSION**

Based on the results of the data analysis described in the discussion, the following conclusions can be drawn:

Debit cards have a negative and significant effect on operational expenditure on food and beverage MSMEs in Ngaliyan District, Semarang City. This is proven by the negative coefficient value and the significance value of the debit card variable, so that H1 is rejected or not accepted.

Electronic money has a positive and significant effect on operational expenditure on food and beverage MSMEs in Ngaliyan District, Semarang City. This is proven by the positive coefficient value and the significance value of the electronic money variable, so that H2 which states that Electronic Money has a positive and significant effect on operational expenditure on food and beverage MSMEs in Ngaliyan District, Semarang City is declared accepted.

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