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Digital Transformation of MSMEs: An Accounting Review of the Impact of E-Commerce on Revenue and Financial Performance

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ABSTRACT

This study examines the impact of digital transformation through e-commerce adoption on turnover and financial performance of micro, small, and medium enterprises (MSMEs) in Kota District, Kudus Regency, Central Java, from an accounting perspective. A quantitative survey was conducted with 51 MSMEs selected using purposive sampling from a population of 103. Primary data were collected via a 1–4 Likert scale questionnaire and analyzed using linear regression and paired-sample t-tests to compare turnover before and after e-commerce adoption. The results indicate that e-commerce has a positive and significant effect on both turnover and financial performance; average turnover increased from IDR 1,193,180 to IDR 1,527,450, a 28% rise. Although only 20% of respondents integrated their accounting systems with e-commerce platforms, digital adoption enhanced transaction recording efficiency, financial reporting transparency, and profitability analysis capabilities. These findings highlight the contribution of digital transformation and accounting system integration in improving MSME financial management, providing practical guidance for digital strategy implementation in Kudus.

Keywords: *Digital Transformation; E-Commerce; Turnover; Financial Performance*

ABSTRACT

Penelitian ini bertujuan menganalisis pengaruh transformasi digital melalui pemanfaatan e-commerce terhadap omzet dan kinerja keuangan UMKM di Kecamatan Kota, Kabupaten Kudus, Jawa Tengah, dari perspektif akuntansi. Penelitian menggunakan metode kuantitatif dengan survei terhadap 51 UMKM yang dipilih melalui purposive sampling dari populasi 103 UMKM. Data dikumpulkan melalui kuesioner skala Likert 1–4 dan dianalisis menggunakan regresi linier serta uji t berpasangan untuk membandingkan omzet sebelum dan sesudah adopsi e-commerce. Hasil menunjukkan e-commerce berpengaruh positif dan signifikan terhadap omzet dan kinerja keuangan; rata-rata omzet meningkat dari Rp 1.193.180 menjadi Rp 1.527.450, meningkat sekitar 28%. Meskipun hanya 20% responden mengintegrasikan sistem akuntansi dengan e-commerce, pemanfaatan platform digital ini meningkatkan efisiensi pencatatan transaksi, transparansi laporan keuangan, dan kemampuan analisis profitabilitas UMKM. Temuan ini menegaskan kontribusi transformasi digital terhadap pengelolaan keuangan UMKM serta memberikan implikasi praktis untuk strategi digitalisasi di Kudus.

Keywords: Transformasi Digital; E-Commerce; Omzet; Kinerja Keuangan

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INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector is the backbone of the Indonesian economy, playing a strategic role in national economic development. According to data from (Suyanto, n.d.) , MSMEs contribute approximately 61% to the national Gross Domestic Product (GDP) and employ over 97% of the total workforce. However, amidst the rapid era of digital disruption, MSMEs face serious challenges in remaining relevant and competitive in an increasingly digitalized business ecosystem. Adopting technology also enables MSMEs to collect data and insights that can help make decisions and grow their business (Astuti & Rosita, 2024).

Digital transformation, particularly through the integration of e-commerce, has become a crucial adaptive strategy for MSMEs to enhance competitiveness. E-commerce platforms offer various benefits such as cost efficiency, easier access to a wider market, and digital optimization of business processes. According to Oktaviani

et al (2023), the use of e-commerce by MSMEs has been proven to reduce operational costs, speed up transactions, and open up opportunities for more sustainable business growth.

However, e-commerce implementation is not always smooth sailing. Many MSMEs still face challenges such as limited human resources, a lack of digital literacy, and a weak understanding of accounting in managing digital transactions. These issues often lead to irregular financial records, misinterpretation of sales data, and difficulties in preparing accurate and standardized financial reports. This impacts MSMEs' inability to objectively evaluate the impact of e-commerce on their business revenue and profitability.

In Indonesia, e-commerce adoption by MSMEs is experiencing a significant upward trend. The Indonesian E-Commerce Association and several research institutions have recorded an annual growth in the number of MSMEs actively using digital platforms like Tokopedia and Shopee. Even during the COVID-19 pandemic, e-commerce platforms have become a primary solution, enabling many MSMEs to survive and serve consumers online. Despite the increasing adoption rate, surveys by Bank Indonesia and the Financial Services Authority (OJK) reveal that most MSMEs are still unable to effectively integrate their financial recording systems with digital activities.

While various previous studies have discussed the impact of digital technology adoption on business performance, most have focused on consumer behavior, digital marketing effectiveness, and technology adoption readiness. However, research that specifically investigates the accounting-related impacts—such as changes in turnover, cost efficiency, profitability, improvements in financial reporting, and enhancements in internal control—resulting from e-commerce adoption in MSMEs remains limited. The lack of integration between e-commerce systems and accounting information systems makes this disparity even more apparent. Consequently, a system that connects e-commerce platforms with accounting processes is needed to enable accurate measurement, comprehensive analysis, and better financial decision-making. Based on this need, this study aims to empirically analyze the impact of e-commerce use on the financial performance of MSMEs, particularly from an accounting perspective. This study will also assess changes in turnover both before and after e-commerce implementation.

In practice, MSMEs generally face various accounting challenges, such as limitations in manual bookkeeping, irregular transaction recording, and difficulties in preparing timely and accurate financial reports. These challenges result in low financial transparency and accountability, as well as a weak basis for rational business decision-making. In this context, digital systems such as accounting software integrated with e-commerce platforms offer a promising solution. This integration enables automatic transaction recording, real-time financial reporting, and the

implementation of robust internal controls. This enables MSMEs to obtain more relevant, timely, and reliable financial information, thereby improving financial management efficiency and supporting more targeted business decision-making.

In fact, an accounting approach is crucial for providing a comprehensive and objective picture of the performance of MSMEs' digital businesses. As it delivers quantifiable, verifiable, and comparable data across periods. The information generated through systematic recording, analysis, and financial reporting not only reflects the actual condition of the business but also reduces the subjective bias often present in non-accounting methods, such as perception surveys or qualitative assessments. Consequently, the accounting approach complements and enhances insights gained from non-accounting methods by offering empirical evidence to support interpretations, enabling more data-driven, transparent, and accountable strategic decision-making. Furthermore, Yuscintara & Hendrani (2022) stated that integration between e-commerce and digital accounting systems improves financial accountability and control, providing a better basis for decision making. Building on this insight, the present study aims to examine, from an accounting perspective, the extent to which digital transformation through e-commerce adoption influences the financial performance of MSMEs. Beyond contributing to the academic literature, the findings are expected to offer practical value for MSME owners in formulating effective digital integration strategies and managing financial operations with greater efficiency and accuracy. Moreover, the results are anticipated to serve as a valuable reference for policymakers in developing programs and regulations that support the sustainable acceleration of MSME digitalization, ultimately strengthening business competitiveness and resilience in the evolving digital economy.

Digital transformation in recent years has brought significant changes to various aspects of business operations, particularly for MSMEs. One concrete manifestation of this transformation is the adoption of e-commerce, which not only expands marketing and distribution channels but also has a significant impact on MSME financial recording and reporting. The digitization of transactions through e-commerce and digital-based accounting systems allows business processes to become increasingly integrated, documented, and automated. This concept is believed to help improve the accuracy, efficiency, and transparency of MSME financial reports (Gunawan et al., 2024; Bengkalis, 2025).

The use of e-commerce allows businesses to conduct transactions digitally, which are automatically recorded through the system, especially when integrated with accounting software. This can improve recording accuracy, time efficiency, and internal control. Furthermore, digitized transactions have the potential to reduce manual recording errors, speed up the financial reporting process, and enhance the ability to monitor financial conditions in real time (Wahyuni et al., 2021; Fitrah & Yuliati, 2023). While theoretically, these potential benefits are quite clear, empirical

proof requires data-driven analysis. Previous research has primarily discussed e-commerce in the context of marketing or consumer behavior, rather than from the perspective of financial performance and MSME accounting systems. Therefore, to prove this, empirical testing of the impact of e-commerce utilization on the financial aspects of MSMEs is necessary. Specifically, this research takes the context of Kudus Regency, which offers specific insights regarding the challenges and opportunities for MSME digitalization in the region. Kudus is well known as a region with a strong base of small and medium-sized industries, particularly in the sectors of food and beverages, batik, and essential consumer products. Nevertheless, the growth of MSMEs in the region still encounters several obstacles, including limited digital infrastructure, low levels of digital literacy among business owners, and suboptimal access to financing. On the other hand, Kudus holds significant potential for local and regional market development due to its strategic location in Central Java, as well as strong support from local government policies that encourage digital transformation. These conditions form the basis for selecting MSMEs in Kudus as the object of this research, as the findings are expected to provide a realistic picture of the current situation while being highly relevant in addressing local needs, particularly in utilizing e-commerce to improve financial performance. This study formulated two main hypotheses. First (H1), that e-commerce utilization affects MSME financial performance. Second (H2), that there is a significant difference in MSME turnover before and after using e-commerce.

LITERATURE REVIEW

1. Digital Transformation

Digital transformation has been an ongoing process since the late 20th century. Digital transformation uses two words; previously, "digital" was used synonymously with "IT," which stands for information technology, but now it is defined differently. The concept of digital transformation has evolved from being narrowly understood as the implementation of information technology (IT) to improve operational efficiency, into a strategic approach that encompasses comprehensive changes in business processes, service models, and product development.

In the current context, digital strategies for organizations largely focus on roadmaps and objectives, from processes to services and products. The following figure shows the stages of digital transformation.

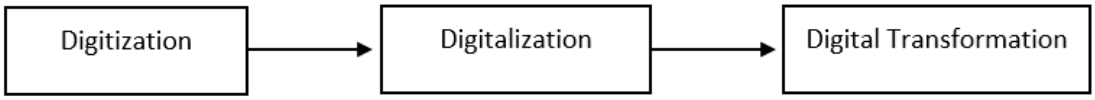

Figure 1. Stages Towards Digital Transformation

Source: (Verhoef et al., 2021)

Digitalization, as described by Verhoef et al., (2021) and (Bloomberg, 2018) refers to the process of converting information, tasks, or processes from non-digital formats—such as analog or paper-based—into digital formats that can be accessed, stored, and transferred with the aid of computers. In the context of MSMEs, digitalization enables the automation of record-keeping, accelerates information flow, and improves data management efficiency, making it a critical first step toward broader digital transformation. The second stage is digitalization as a whole is defined as a process shaped by personal interests, ethics, discourse, and the various algorithms that comprise it (Anderson & Kelliher, 2020). It refers to how information technology or digital technology can transform the way existing businesses operate. Therefore, digitalization can occur after the completion of the digitization process.

And the third stage is digital transformation. At this stage, the significant use of digital technology enables new innovation and creativity in specific fields, rather than simply enhancing and supporting traditional methods (Vezyridis et al., 2011). Digital transformation is defined as a process of change involving the use of digital technology or the development of new digital business models that create and deliver added value to the company (Verhoef et al., 2021), improving customer experience, operational processes, and business models that create customer value (Morakanyane et al., 2017).

2. Social media

Social media is a means by which individuals or organizations can interact with each other through writing, images, videos, or social media. However, some business actors particularly small MSMEs in rural areas face challenges in fully utilizing social media due to limited human resources with skills in information and communication technology. This limitation can affect their ability to ensure that their products are visible and sought after by consumers in wider, including global, markets (Purnama, 2016; Fatimah, 2020; Jefry & Maskarto, 2018) in (Rahmah et al., 2022).

Social media has many definitions, including (a) Interaction among individuals in creating, sharing, and learning information, which may lead to various challenges in virtual communication, (b) A collection of web-based applications developed using Web 2.0 technologies, enabling the creation of interactive websites. (c) A type of media that allows users to communicate, share information, and interact with one another according to their preferences (Rohmadi, 2016).

Product marketing can utilize a number of commonly used social media platforms, such as Facebook, Instagram, WhatsApp, TikTok, and YouTube. By utilizing these platforms, sellers can gain profits, primarily by enabling their

products to reach a wider market. Based on the previous definition, it can be concluded that social media allows people to interact with each other through writing, images, videos, or social media.

3. E-Commerce

In addition to social media, e-commerce is also utilized as a marketing channel. E-commerce is the practice of conducting business transactions over the internet using internet-connected devices and media. The use of computer networks, particularly the internet, to connect intermediaries, dealers, suppliers, service providers, and customers is part of its function (Kenneth C. Laudon, 2017). Manufacturers can market their products most effectively by utilizing adequate e-commerce technology. E-commerce can also be used to gather information about buyers or customers. Manufacturers can collect information about consumer ordering patterns and store it. Shopee is one of the most popular e-commerce platforms today. The products available are very diverse, including clothing, bags, shoes, household goods and food, and many more.

The indicators for the e-commerce variable in this study are adapted from the DeLone and McLean Information Systems Success Model in research Angelina et al., (2019), which has been widely recognized and empirically validated across various contexts, including e-commerce systems. This model comprises six key indicators: (a) system quality, which includes reliability, ease of use, speed of access, and system security; (b) information quality, which measures the relevance, completeness, accuracy, and timeliness of the data provided; (c) service quality, which assesses responsiveness, technical support, and the ability of the system and service provider to meet user needs; (d) use**,** which examines the extent and frequency of system utilization by businesses; (e) user satisfaction, which reflects the subjective perceptions of users regarding their overall experience and transaction outcomes; and (f) net benefits**,** which evaluate the final impact on business performance, such as operational efficiency, increased revenue, and decision-making effectiveness.

4. Turnover

As a primary benchmark for achieving business objectives, turnover is a crucial indicator as it reflects an enterprise's ability to sustain operations into the following period. A study published in the *Journal of Management Science* demonstrates that sound financial management practices significantly influence MSME turnover (Sinaga et al., 2024). Other empirical findings also show that human resource quality and capital contribute to turnover growth, which in turn enhances profitability and market share.

According to the latest version of the Indonesian Online Dictionary KBBI (2025), *omzet* is defined as "the total amount of money generated from the sale of specific goods during a given sales period". This definition aligns with the general understanding of omzet as the total gross revenue from the sale of products or services within a certain period (Gramedia, 2023). According to Tjiptono (2019), sales are made in three categories is (a) Determine the desired sales level, (b) Market development is a transaction activity, and (c) Profit from sales.

5. MSMEs Performance

Performance is the achievement of an individual or company in achieving a goal. In running its business, a business will strive to achieve optimal performance. According to Law Number 20 of 2008, the definition of MSMEs in (Atsar, 2021) is: (a) Micro Enterprises are businesses owned by individuals that meet the criteria for micro enterprises, (b) Small businesses are independent businesses, carried out by individualsaor a business entity that is not a subsidiary and is owned by a parent company that is a direct part of a medium or large business, (c) Medium-sized businesses are defined as independent economic enterprises carried out by individuals or business entities that are not subsidiaries or branches of companies, or that are a direct or indirect part of small businesses or large businesses in the amount of net assets or annual sales profits regulated by law.

According to Government Regulation Number 7 of 2021 concerning Facilitation, Protection and Empowerment of Cooperatives and Micro, Small and Medium Enterprises. Micro Enterprises are categorized as businesses with capital of up to IDR 1 billion, employing a maximum of 10 people, and a maximum annual turnover of IDR 2 billion. Furthermore, small businesses include businesses with capital between IDR 1 billion and IDR 5 billion, a workforce of between 10 and 49 people, and an annual turnover ranging from IDR 2 billion to IDR 15 billion. Meanwhile, medium-sized businesses are businesses with capital between IDR 5 billion and IDR 10 billion, employing 50 to 150 people, and an annual turnover between IDR 15 billion and IDR 50 billion. This classification is used as a reference in designing empowerment policies and facilitating financing and development of MSMEs in Indonesia.

Based on the aforementioned perspectives, Micro, Small, and Medium Enterprises (MSMEs) are productive activities carried out by individuals or organizations that hold significant potential for generating employment, stimulating economic growth, and reducing poverty. From an accounting standpoint, MSME performance can be assessed through financial indicators such as revenue, net profit, profitability ratios, and cash flow, which collectively reflect the enterprise's ability to sustain operations and enhance its economic value.

6. MSME Performance from an Accounting Perspective

MSME performance can be analyzed in depth through an accounting perspective, especially in the context of digital transformation and the use of e-commerce. Financial performance refers to the health and profitability of a business as measured by ratios such as Net Profit Margin, Return on Assets (ROA), and Return on Equity (ROE).

While prior studies have examined the relationship between e-commerce adoption, the use of Accounting Information Systems (AIS), and financial performance, the specific impact of e-commerce on MSME revenue from an accounting perspective remains underexplored.Several studies combine e-commerce and the use of AIS (Accounting Information Systems) as variables in measuring financial performance. According to research Sampelimbong et al., (2024) in North Toraja found that e-commerce had a positive and significant effect

on financial performance based on regression analysis. Then research Zahra et al., (2023) in Banjarmasin concluded that the adoption of e-commerce, AIS, and financial literacy collectively improve the financial performance of micro and small businesses. And research conducted by Yuscintara & Hendrani, (2022) in Tangerang confirmed that e-commerce and AIS have a significant positive impact on the effectiveness of MSME financial performance. Building upon these findings, the present study focuses on the digital transformation of MSMEs, specifically investigating, from an accounting standpoint, the extent to which e-commerce adoption impacts revenue and overall financial performance.

From an accounting perspective, the use of good financial recording practices and accounting information systems is crucial for improving the efficiency, transparency, and accountability of financial reporting. This aligns with the *Decision Usefulness Theory*, which emphasizes that relevant and reliable accounting information supports stakeholders in making well-informed economic decisions. Furthermore, in line with *Contingency Theory*, the effectiveness of an accounting information system depends on how well it aligns with the organization's environment and characteristics. Therefore, the digitalization of accounting in MSMEs is expected to strengthen strategic decision-making, improve competitiveness, and foster business growth. The use of a digital accounting approach can accelerate the process of making sound financial decisions, including the separation of personal and business financial accounts and the digital recording of transactions (Irhamuddin et al., 2025). This digital approach not only enables MSMEs to better manage cash flow and minimize recording errors but also provides accurate, real-time financial data. Such information supports strategic decision-making, helps identify growth opportunities, and strengthens competitiveness in the marketplace. More broadly, according to Fitrah & Yuliati (2023) stated that the use of e-commerce as a transaction and promotional tool directly improves the operational effectiveness and financial performance of MSMEs. Strong management accounting, which includes the use of financial statements as a basis for planning and cost control, also encourages MSMEs to be more flexible in facing digital competition (Abidin, 2024). The use of accounting software, interactive financial dashboards, and automated reporting systems enables MSMEs to monitor performance in real time, identify potential inefficiencies, and adjust strategies promptly. This approach not only improves the accuracy and speed of reporting but also allows MSMEs to remain more adaptive in navigating the dynamics of today's competitive digital marketplace.

Thus, digital transformation encompassing e-commerce and AIS can improve transparency, financial control, and operational effectiveness. It also sustainably improves the financial performance of MSMEs, in line with modern accounting theory, which emphasizes the importance of timely and accurate financial information for strategic decision-making.

7. Framework of Thingking

Digitalization has become a major force driving change in almost all aspects of life, including the economy, during the era of globalization and the Fourth Industrial Revolution. As a pillar of the national economy, micro, small, and

medium enterprises (MSMEs) must remain competitive with technological advancements. Digital transformation is a widely used adaptive strategy that encompasses the application of technology in operations, marketing, and financial management.

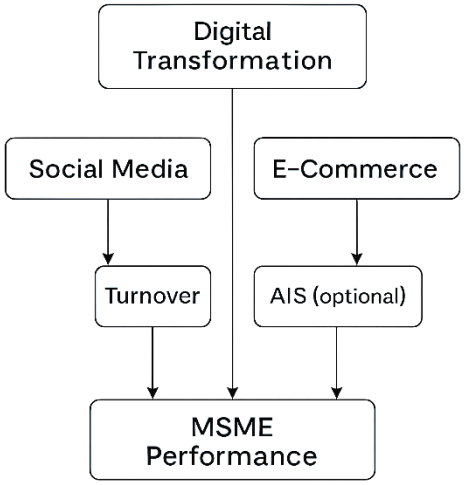

Figure 2. Framework Thinking

The development of digital technology is encouraging businesses, including MSMEs, to adapt through digital transformation, one of which is utilizing social media and e-commerce in their business activities. Digital transformation gradually progresses from digitization to digitalization and finally to digital transformation. In the context of MSMEs, digital transformation enables more efficient, effective, and responsive business management to market changes.

Digital transformation has become a crucial component in improving MSME performance. In this regard, the two main forms of digitalization most widely used by businesses are e-commerce platforms and social media. While e-commerce is a means of distribution and increasing turnover and sales, social media enhances sales and promotions. Overall, digitalization improves MSME performance in terms of finance, operational efficiency, and data-driven decision-making capabilities. Therefore, digital technology adoption and business process improvement are closely linked.

Based on the theoretical foundation and previous research findings, this study formulates a hypothesis as a basis for testing the relationships between variables. The purpose of this hypothesis is to empirically test the extent to which e-commerce usage can impact the financial performance of small MSMEs and determine whether there is a significant difference in turnover before and after e-commerce implementation. The following is the formulation of the hypothesis.

Hypothesis 1 (H1): The use of e-commerce has a significant impact on the financial performance of MSMEs. This hypothesis is based on the assumption that adopting e-commerce platforms allows MSMEs to expand market reach, streamline business operations, reduce transaction costs, and improve sales processes. As a result, these efficiencies and expanded opportunities are expected to enhance overall financial performance, reflected in metrics such as profitability, sales growth, and return on investment.

Hypothesis 2 (H2): There is a significant difference in MSME turnover before and after the adoption of e-commerce. This hypothesis assumes that the integration of e-commerce into business operations will lead to a measurable increase in turnover, as businesses can reach a broader customer base, operate beyond geographical limitations, and facilitate faster transactions. The difference in turnover is expected to be statistically significant when comparing pre-adoption and post-adoption periods.

METHOD

This study employs a quantitative method using a structured survey approach. It adopts a causal research design aimed at examining the impact of e-commerce on the revenue and financial performance of MSMEs. Primary data were collected through the distribution of structured questionnaires to respondents who met the research criteria, namely through the distribution of questionnaires carried out on June 2025. The research instrument was a closed questionnaire developed based on indicators from previous theoretical studies. The questionnaire consisted of three main parts, namely: (1) respondent characteristics and business profiles, such as business age, sector, and e-commerce usage; (2) independent variables, namely e-commerce usage, which was measured through indicators of digital transaction frequency, online promotion effectiveness, operational ease, and system integration; and (3) dependent variables, namely financial performance, which was measured from MSME actors' perceptions of increased turnover, cost efficiency, net profit, and timeliness of financial reporting.

The measurement scale used is a Likert scale of 1 – 4, where respondents are asked to state their level of agreement with statements on the following scale: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. The choice of a 4-point Likert scale was made to avoid neutral choices and encourage respondents to make clearer decisions between positive or negative attitudes.

The criteria used in selecting the sample are (1) MSMEs that have been operating for at least 2 years (2) MSMEs that have social media or marketplace accounts (3) MSMEs that operate in various sectors, such as trade, services, and industry. In determining the research population, the researcher noted that there were 103 owners and managers of MSMEs in the city sub-district of Kudus Regency. The sampling technique in this study was the non-probability sampling method with purposive sampling technique. This method was considered appropriate because the research required respondents with specific characteristics relevant to the research variables. MSMEs that have implemented e-commerce in their business operations can provide data relevant to the research objectives. Then in determining the sample in this study using the Slovin formula with a margin of error of 10%and a confidence level of 95%. The choice of a 10% margin of error was based on practical considerations such as time constraints, resource limitations, and the relatively homogeneous characteristics of the population, making a more relaxed precision level acceptable. Although the margin of error used is larger than the standard 5%, the 95% confidence level was maintained to ensure that the estimates remain sufficiently reliable.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{103}{1 + 103(0{,}10)^2} = 50{,}74 \rightarrow 51$$

The data analysis technique for this study used SPSS, with validity testing using *Pearson Correlation*, reliability testing using *Cronbach's Alpha*, and hypothesis testing using regression analysis. Only valid and reliable questions were used in further analysis. This test aimed to determine the extent to which e-commerce usage significantly impacts MSME turnover and financial performance.

The following are the results of the validity and reliability tests:

Table 1. Validity Test Results

NO	Pearson Correlation	r table	Information
1	0,276	0,273	Valid
2	0,534	0,273	Valid
3	0,473	0,273	Valid
4	0,434	0,273	Valid
5	0,529	0,273	Valid
6	0,272	0,273	Valid
7	0,502	0,273	Valid
8	0,125	0,273	Valid
9	0,255	0,273	Valid
10	0,198	0,273	Valid
11	0,671	0,273	Valid
12	0,347	0,273	Valid
13	0,582	0,273	Valid
14	0,629	0,273	Valid
15	0,649	0,273	Valid

Source: Output of SPSS (2025)

The results of the questionnaire validity test using SPSS showed that all 15 questions were valid. Because all 15 questions were valid, the questionnaire could be distributed to respondents.

Table 2. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.731	15

Source: Output of SPSS (2025)

The output table above shows that there are 15 items or questions with a Cronbach's Alpha value of 0.731. Since the Cronbach's Alpha value of 0.731 > 0.60, the 15 questions in the questionnaire are reliable.

RESULTS AND DISCUSSION

Results

Before entering the processing and analysis stage, the data obtained from the questionnaire needs to go through a series of initial checks to ensure its quality and suitability with the analysis method used. After the data is collected through the questionnaire, the next step is data processing and analysis to test the feasibility of the data by conducting a normality test to find out whether the data obtained is normally distributed so that it meets the assumptions of the parametric test.

Table 3. Test of Normality Results

Tests of Normality

	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
Unstandardized Residual	.088	51	.200*

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: Output of SPSS (2025)

Based on the results of the normality test in SPSS, a significance value of 0.200 > 0.05 was obtained, indicating a normal distribution of the data. Therefore, the next test, the parametric test, can be performed. Data analysis was carried out using linear regression analysis to test the following hypothesis.

H1: The use of e-commerce has an impact on the turnover and financial performance of MSMEs.

Table 4. Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.711	.995		-.715	.478
	FINANCIAL PERFORMANCE	.108	.038	.152	2.835	.007
	TURNOVER	.958	.058	.893	16.648	.000

a. Dependent Variable: E_COMMERCE

Source: Output of SPSS (2025)

Based on the output above, it is known that the significance value of financial performance is 0.007 < 0.05 and the significance value of turnover is 0.000 < 0.05, so it can be concluded that the benefits e-commerce platforms have a positive and significant impact on increasing turnover and financial performance.This indicates that internet access has a significant on the relationship between digital transformation and MSME performance (Aprilianti et al., 2020). This suggests that

MSMEs with good internet access tend to adapt more easily to digital transformation and enjoy its benefits. The results of this study are in line with the research of (Purandina & Winaya, 2020) which stated that e-commerce has a positive effect on the financial performance of MSMEs in Denpasar City.

This improvement in financial performance follows information systems theory, which asserts that the use of information technology, including e-commerce, can increase organizational efficiency and productivity (Azhari, 2022). This improvement occurs because information technology helps speed up workflows, simplify transaction recording, and reduce operational costs. By using e-commerce, MSMEs can serve customers more quickly, reach a wider market, and manage finances more effectively. This directly impacts increased profits and business stability. In the context of this research, the use of e-commerce accelerates business processes, reduces operational costs, and improves market access. This aligns with theoretical expectations that the use of information technology will improve performance by optimizing information flow and accelerating decision-making.

Then for the second SPSS test, a paired t-test was used with the following hypothesis.

H2: Difference in turnover before and after using e-commerce

Table 5. Paired T Test Results

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	BEFORE - AFTER	-1193180.000	358454.545	50693.128	-1295051.655	-1091308.345	-23.537	49	.000

Source: Output of SPSS (2025)

From the SPSS output results above, a significance value of 0.001 < 0.05 was obtained. This indicates that there is a difference in turnover before and after the use of e-commerce. The average difference turnover increased by Rp. 1,193,180. Where the manager MSMEs that utilize e-commerce platforms to market their products tend to have higher revenues. This increase is not only statistically significant but also holds practical significance, as it reflects the direct impact of e-commerce adoption in expanding market reach, accelerating transactions, and sustainably boosting sales volume.

DISCUSSION

1. The Use Of E-Commerce Has An Impact On The Turnover And Financial Performance Of Msmes.

From an accounting perspective, the use of e-commerce has a significant impact on MSMEs through several mechanisms. First, increased transaction volume and turnover occur because e-commerce platforms enable 24/7 sales across multiple

regions, which directly improves MSME financial performance, as demonstrated by research by (Andriani et al., 2025). Second, integration with an Accounting Information System (AIS) facilitates automatic, real-time, and accurate transaction recording, thereby increasing operational efficiency and productivity, as found by (Hermayanti et al., 2025). Third, operational cost efficiency and increased profitability are achieved because e-commerce reduces traditional costs and accelerates business processes, as revealed by Yuscintara & Hendrani (2022). Finally, better accounting control and transparency can be achieved through an e-commerce system integrated with an AIS, enabling easier monitoring of cash flow and inventory, as well as improving financial management and the accuracy of financial information, as emphasized by (Polingala et al., 2025).

E-commerce offers numerous benefits. For MSMEs, implementing e-commerce can improve customer service. Customers no longer need to queue in stores to purchase their desired items. They have ability to make transactions wherever and whenever they want. E-commerce also helps customers and potential customers obtain more detailed information. They can easily access pricing and product details through one of the e-commerce platforms used by MSMEs. MSMEs can also effectively reduce advertising costs and attract potential customers through various marketing programs. MSMEs have ability to conduct promotions 24 hours a day. Cross-regional transactions are much easier and more profitable than conventional commerce thanks to this transaction model. Therefore, e-commerce is an effective marketing approach for promoting local goods.

The results of this analysis indicate that MSMEs using e-commerce platforms tend to experience increased revenue and financial management. In this case, e-commerce not only aids marketing and sales but also improves financial recording and evaluation systems. This aligns with field research, which found that MSMEs are replacing manual record-keeping with digital features such as payment notification systems, automated sales reports, and customer transaction histories. These features facilitate efficient financial reporting and accelerate decision-making.

2. Difference in turnover before and after using e-commerce

Direct observation of respondent data shows that most MSMEs experienced increased sales after starting to use digital platforms in their marketing and sales processes. In an open-ended questionnaire included in the survey, MSMEs stated that using e-commerce helped them reach a wider customer base, not only those living near their businesses but also those living outside the city or even outside the island. This directly impacted daily and weekly sales increases. Furthermore, data from the questionnaires answered by respondents indicates that the increase in customer numbers not only leads to an increase in the number of customers, but also to an increase in purchase frequency and transaction value per customer. Customers find it easier to obtain MSME products online, while businesses can provide faster and more flexible services through digital platforms.

By increasing market reach and operational efficiency, MSMEs can increase sales volume without incurring significant costs, thereby boosting turnover. Furthermore, features provided by e-commerce platforms, such as digital advertising, automated payment systems, and integrated logistics services, contribute to faster and

more structured business growth. This finding aligns with research by Yusuf & Rini (2021), which found that active e-commerce use can drive increased turnover and accelerate the growth of micro and small businesses.

In addition to statistically demonstrating an increase in turnover, these results are also relevant from an accounting perspective to understand how digital transactions impact the overall financial system of MSMEs. Therefore, changes in turnover before and after the adoption of e-commerce not only impact sales but also reflect a transformation in MSME accounting practices.

This transformation can be seen in transaction recording practices, financial reporting, and business performance analysis processes. In an accounting context, increased revenue generated through e-commerce must be accurately reflected in financial statements, particularly the income statement and cash flow statement. This requires MSMEs to implement an appropriate recording system, including recognizing revenue periodically, recording platform costs (such as admin fees, discounts, and shipping costs), and ensuring adequate integration with an accounting information system (AIS).

According to Purnata and Suardikha (2019), the use of a digital technology-based accounting information system allows for faster, more accurate, and easier analysis of transaction recording and reporting. With this system, MSMEs can monitor sales volume, variable costs, and net profits generated from online transactions in real time. While according to Yuscintara and Hendrani (2022), the integration of e-commerce and accounting helps improve the effectiveness of internal controls and financial transparency, enabling MSMEs to make more informed, data-driven decisions. The findings of this study are consistent with these views, indicating that the adoption of e-commerce integrated with accounting systems not only streamlines transaction recording but also generates well-structured financial reports. These reports enable MSMEs to assess profitability ratios, such as gross profit margin and net profit margin, which directly reflect the impact of revenue growth on the company's net income, thereby strengthening the foundation for strategic decision-making.

Furthermore, an e-commerce platform integrated with accounting software also helps MSMEs meet basic accounting principles, such as the reliability and relevance of financial information. This is crucial so that financial reports can be used not only as a reporting tool but also as a basis for strategic decisions, such as pricing, promotional strategies, or market expansion.

Thus, the difference in turnover before and after using e-commerce not only reflects sales growth but also indicates an improvement in the quality of financial management and accounting for MSMEs. This demonstrates that digital transformation through e-commerce not only impacts marketing and distribution but also has a significant positive impact on MSME accounting practices overall. In addition to increasing revenue, the use of e-commerce also has a positive impact on MSME profitability. Although net profit data was not collected directly, the analysis results show an average increase in turnover of Rp 1.193,180 which, according to management accounting theory, has the potential to increase profit margins if fixed costs remain relatively constant.

Through e-commerce platforms, MSMEs can save on various costs, such as physical store rent, conventional marketing, and labor costs, while still increasing sales volume. This efficiency results in higher net profits, despite additional costs such as platform commissions or shipping costs. Thus, the resulting increase in turnover not only impacts revenue but also enhances the business's ability to generate profits efficiently.

Research by Yuscintara and Hendrani (2022) supports this finding, stating that the integration of e-commerce and digital accounting systems helps MSMEs record transactions more accurately, monitor profit developments regularly, and prepare transparent financial reports. This enables MSMEs to understand their business's financial condition in real time, evaluate financial performance, and make more informed business decisions based on valid data. With increased profitability coupled with a good record-keeping system, the use of e-commerce not only contributes to business growth, but also marks an improvement in the overall accounting practices of MSMEs.

CONCLUSION

Based on the analysis, this study shows that e-commerce utilization has a positive and significant impact on the turnover and financial performance of MSMEs. Average turnover increased from Rp 1,193,180 before adoption to Rp 1,527,450 after adoption increased by around 28%, which shows the real impact of digital transformation on business financial performance. From an accounting perspective, this study also confirms that e-commerce adoption not only increases revenue but also drives improvements in MSMEs' financial recording, reporting, and control practices. Integration with accounting information systems enables businesses to record transactions in real time, monitor cash flow, and prepare more accurate and relevant financial reports for decision making. Around 20% of respondents reported integrating their accounting systems with e-commerce platforms, enabling real-time transaction recording, cash flow monitoring, and the preparation of more accurate and relevant financial reports for decision-making.

Future research is recommended to include moderating variables such as business age, business size (micro, small, and medium), and the digital literacy level of MSMEs. These variables can strengthen our understanding of the relationship between e-commerce usage and MSME financial performance. Furthermore, the scope of research should be expanded to rural, semi-rural, and key urban areas. Furthermore, research could include comparisons between businesses, such as trade, services, and manufacturing, to identify differences in e-commerce adoption rates and impacts. Further studies are also recommended to examine the integration of e-commerce with cloud-based accounting systems and mobile accounting. This step is crucial for assessing MSMEs' digital readiness and how it impacts more efficient record-keeping, reporting transparency, and real-time financial decision-making. It is believed that this technology integration will be a crucial strategy to support the sustainable digital transformation of MSMEs.

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