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Improving the Quality of Financial Records Towards the Effectiveness of MSME Business Management Yera Reflection Bandar Lampung

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ABSTRACT

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In preparing financial reporting, entrepreneurs can use financial accounting standards (SAK). Financial Accounting Standards (SAK) is a standard that regulates the process of preparing and presenting financial statements in order to create uniformity that can be understood by various stakeholders. However, not many MSME entrepreneurs apply financial accounting standards to manage their business financial reports. Improving the quality of financial reporting can support the effectiveness of business management. This study aims to look at the quality of financial reporting of Yera Reflexology and its impact on the effectiveness of business management. The Method have used qualitative descriptive. In this study using three techniques for data collection, namely data reduction, data presentation, conclusion drawing. From the results of research conducted at Yera Reflexology, it shows that the financial reporting carried out is still very simple and not in accordance with financial accounting standards. Yera reflection's financial report are still classified as very simple because business owners do not have knowledge of financial accounting standards for MSME so that business owners cannot present complete financial information.

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INTRODUCTION

MSME are one of the economic drivers of a region. MSMEs are present in the community with the hope of opening up job opportunities. In Indonesia, the population is increasing, but the number of entrepreneurs is still relatively small, so the unemployment rate is increasing. MSMEs are one of the basic foundations of the economy in developed and developing countries today. This sector fully contributes to job creation, development and economic output (Perera & Chand, 2015). The government directs the community to create jobs independently in order to drive and improve the regional economy. The problem that is often encountered is that the management system carried out by

MSME owners is sometimes not organized, especially in financial matters. MSME business actors are not fully aware of the importance of the quality of recording financial statements, in order to optimize their resources.

The thinking of business actors who think that the difficulty of financial recording methods that only burden their performance, coupled with a lack of insight that results in financial recording is often ignored (Albuquerque et al., 2017). This problem has the potential to influence decisions in achieving business goals, and can result in errors in the management of resources currently owned (Albuquerque et al., 2017). By improving the quality of financial records, business actors can create effective business management. Effectiveness comes from the basic word effective, based on Indonesian large dictionary, effective means something that has an effect, can produce results, and is successful. In addition, effectiveness also has the notion of effectiveness which is a state of influence, efficacy, and success. The effectiveness of business management is created when a company can achieve predetermined goals.

This research examines the quality of financial records and their impact on the effectiveness of business management from a place of reflection in Bandar Lampung, namely Yera Refleksi. Yera reflexology is a place of traditional massage and relfection services. Yera Reflection was established in 2020, in the midst of the COVID-19 pandemic. At the beginning of its establishment, Yera Reflexology had 4 employees, consisting of 1 male therapist and 3 female therapists. Through my discussions with business owners, the previous owner did not have experience in the field of reflection business, therefore the business was run conventionally, such as not hiring managers, recording guests every day still using books, and not doing financial records properly, so the data was often inaccurate. The nonchalant attitude towards improving the quality of financial records makes most MSME players still record their finances in the traditional way and not a few business actors are reluctant to record at all. (Hetika & Mahmudah, 2018).

For the workforce of the receptionist is taken over by the owner and therapist in turn, considering the relatively small number of guests in the first month of opening this reflection place. Due to the strategic location, and has good service quality, so Yera reflection is growing and starting to have some regular customers. After 3 years of existence, now Yera reflexology has 16 therapists consisting of 6 male therapists and 10 female therapists. In addition, the owner also added 1 cashier to the position of receptionist. Until now, business owners still play the role of managers in their own business, because owners feel it will be easier to supervise directly and can also save operational costs. Even though it has been in business for 3 years, there is a problem that is often overlooked by business owners, namely financial recording reports (Christanti & Sanjaya, 2014).

Through my discussions with business owners, they have not done financial recording reports properly, such as making statements of financial position, income statements, and notes to financial statements. From on-site monitoring, reflection only has a diary record in the form of income bookkeeping. In the entry book, there is only how many guests are present on that day along with the price of the menu chosen by the guest. The Financial Accounting Standards Board (DSAK) in the Indonesian Accounting Association (IAI) in 2016, published an accounting standard, namely SAK-EMKM (Financial Accounting Standards for Micro, Small and Medium Entities) specifically for Micro, Small and Medium Entities (EMKM). In SAK-EMKM, there are three important parts, namely: (1). Statement of financial position, (2) Income statement, (3) recording of financial statements as business financial statements, but unfortunately has not been applied in Yera Refleksi. Although it seems that this code of conduct is common, with financial statements, business actors can measure the success of their business, and make strategic plans in business. Unfortunately, this accounting standard has not been implemented by some micro and medium enterprises, including by business owner Yera Refleksi.

This problem arises due to lack of knowledge and awareness of the importance of the quality of recording business actors for this accounting standard. This phenomenon also occurs in previous studies, where business actors have not applied financial accounting standards to their financial records. In a previous study entitled "Initiating Financial Statements based on Financial Accounting Standards for Micro, Small and Medium Entities (SAK EMKM) for Dodol Gorontalo Business Actors" (Ibrahim et al., 2023a), it was explained that a number of obstacles, including limited knowledge in accounting and financial management, became the main obstacles in their transition to a more structured system and established standards. Some business actors still argue that the process of learning and implementing a standard financial recording system is a heavy process and requires resources that they do not have, both in terms of time and expertise, so there are still many who are not able to implement standard financial records.

Another previous study entitled "Implementation of Financial Records in Small and Medium Enterprises (study at the Sanan Tempe Chips Industry Center in Malang City" (Andarsari & Dura, 2018) stated that the results of their research indicate that most business owners in Sanan have not implemented a systematic financial recording system and follow applicable accounting standards. They are more likely to rely on personal memory to track income and expenses incurred during operation, rather than using formal recording methods. Several other previous studies found MSME actors who had tried to make financial records, but were not in accordance with financial accounting standards, one of which was in a study entitled "Analysis of the Implementation of Entity Financial Accounting Standards Without Public Accountability in MSME Financial Statements" (Case Study at Apin and Smile Cell Restaurants) (Rosmiati et al., 2018). Based on the findings of the study, both Apin Restaurant and Smile Cell have not implemented financial statements in accordance with the standards set in financial accounting standards. The same research is also contained in the journal "Implementation of SAK EMKM as a Basis for Preparing Financial Statements for Micro, Small and Medium Enterprises" (Nuvitasari et al., 2019). Although UD. Karya Tani Ujung Berung

has been trying to record its financial transactions for a year, the practice has not been fully in accordance with the established financial accounting standards.

The purpose of this study is to determine financial management in the Yera reflection business, supporting and inhibiting factors of improving the quality of financial records and solutions in financial management towards the effectiveness of MSME management in Yera's reflection business

RESEARCH METHODE

The purpose of this study is to determine financial management in the Yera reflection business, supporting and inhibiting factors of improving the quality of financial records and solutions in financial management towards the effectiveness of MSME management in Yera's reflection business. The location of this research is in the Yera reflection place which is located at Jalan Ratu Dibalau Number 48, Tanjung Senang, Tanjung Senang District, Bandar Lampung City.

A research informant is a person who sources information on Research The informants in this study were four people, namely:

- 1. Business owners who are responsible for supervising the running of the business
- 2. Cashier who serves as a receptionist, as well as an administrative officer.
- 3. Son of the business owner, who is in charge of assisting the cashier in administrative matters
- 4. Experts in finance and MSMEs. In this case, I will interview Mr. Dr. Defrizal as a lecturer in finance at Bandar Lampung University This study used three techniques in collecting data, namely:
- 1. Data Reduction. In this stage, researchers will analyze the data obtained in the field, then divide it into certain categories to make it easier to understand.
- 2. Data Presentation. In this study, the presentation of data is in the form of compiling information obtained in the research process, into a more organized form, making it easier to understand.

Drawing conclusions. Conclusions are drawn after the researcher presents data from the data that has been presented.r

RESULT AND DISCUSSION

Quality Of Financial Records

Financial recording is an important component but is often overlooked by MSME actors. Awareness of improving the quality of financial records is still low due to many factors, some of which are busy work and lack of knowledge.

For the first component, there are three questions, the first question is "has the business owner done financial records?". The three interviewees answered already, but realized that the records carried out were still incomplete, only

limited to daily records such as how many guests and money came in every day. This statement is similar to previous research by (Ibrahim et al., 2023b) where financial records are still made simple, not detailed, and only in accordance with the thoughts of these business actors, so they cannot disclose the necessary data. The following is a form of daily recording carried out at the place of reflection yes:

Table 1.
Daily Recording of YERA Reflections

No	Working	Guest	Menu	Price (Rp)	Therapist
	Hours	Name			
1	09.25	Lia	Massage 1 hour	Rp 75.000	Neneng
2	09.40	Tia	Massage 1½ hour + coin	Rp 135.000	Selvi
			scratching body		
			theraphy		
3	09.40	_	Massage 1 hour	Rp 75.000	Asih
4	10.00	Sri	Massage 1 hour	Rp 75.000	Mila
5	10.10	Juliandro	Massage 1½ hour	Rp 100.000	Wahyu
6	11.00	Ginda	Massage 1½ hour	Rp 100.000	Mila
7	11.30	Vina	Massage 1 hour + coin	Rp 115.000	Fitri
			scratching body		
			theraphy		
8	12.30	Arif	Massage 1½ hour	Rp 100.000	Tulus
9	13.00	Hendi	Massage 1½ hour + coin	Rp 135.000	Jendro
			scratching body		
			theraphy		
10	15.00	Putri	Massage 1½ hour	Rp 100.000	Titin
11	15.00	-	Massage 1½ hour	Rp 100.000	Rian
12	16.00	Eka	Massage 1½ hour	Rp 100.000	Mila

Source: Yera Reflection, January 8, 2024

Regarding records of raw materials and other operational costs, business owners only rely on their memories, so formal recording is not carried out. The second question is "is the financial recording done quality?". All three interviewees answered that they had not, but had different reasons. Business owners say that they are in the business environment every day and control business activities, so the quality of financial records is not considered important by business owners. The cashier said that yes is only assigned to record every guest who enters, serve payments, and make incoming money reports every day, so the cashier does not have the authority to change the tasks that have been ordered.

The son of a business owner has the reason that being busy at school makes him unable to optimally learn how to make good and correct financial records. The reason for busyness is one of the reasons that is often encountered in the case of financial recording of MSME actors, as in research (Ibrahim et al., 2023b) it is explained that the busyness of entrepreneurs in running their

businesses makes them reluctant to evaluate their business performance, so that their businesses continue to run even though the movement tends to be slow.

Financial Recording Based On SAK EMKM

Based on the interviews, the three interviewees did not know SAK EMKM. Financial records in accordance with SAK EMKM issued by the Financial Accounting Standards Board of the Indonesian Institute of Accountants (DSAK IAI) on October 24, 2016 and effective as of January 1, 2018 contain data in the form of statements of financial position, income statements, recording of financial statements. In the statement of financial position or balance sheet, it presents information about assets, liabilities in the form of liabilities in business activities that affect cash flow, and equity, which is the difference in influence between assets and all liabilities at the end of the business financial statements. The following is an example of a statement of financial position:

Aktiva	101311	Per 31 Desember 2023 Liabilitas dan Ekuitas		
Aktiva Lancar		Liabilitas		
Kas	Rp. XXX	Liabilitas Jangka Pendek		
Piutang	Rp. XXX	Utang Usaha	Rp. XXX	
Perlengkapan	Rp. XXX	Utang Gaji	Rp. XXX	
Sewa Dibayar Dimuka	Rp. XXX	Bunga diterima dimuka	Rp. XXX	
Iklan Dibayar Dimuka	Rp. XXX	Jumlah liabilitas jangka pendek	Rp. XXX	
Jumlah Aktiva Lancar	Rp. XXX	Rp. XXX Liabilitas Jangka Panjang		
Aktiva Tidak Lancar	Utang Hipotek		Rp. XXX	
Tanah	Rp. XXX	XXX Jumlah Liabilitas		
Peralatan	Rp. XXX			
Akm. Penyusutan peralatan	Rp. XXX	Ekuitas		
Jumlah Aktiva Lancar	Rp. XXX	Modal Pemilik	Rp. XXX	
Jumlah Aktiva	Rp. XXX	Jumlah liabilitas dan ekuitas	Rp. XXX	

Figure 1. Sample statement of financial position

The income statement contains information in the form of income and expenses. With an income statement, business owners can monitor whether the business created a profit or loss over a certain period. The income statement is used to monitor the profitability of the business and assess the level of financial risk to the business. Here is an example of an income statement:

Yera Refleksi				
Laporan Laba Rugi				
Per 31 Desember 2023				
Pendapatan				
Penjualan Bersih	Rp. XXX			
Pendapatan Sewa	Rp. XXX			
Total pendapatan	Rp. XXX			
Beban				
Beban penjualan	Rp. XXX			
Beban Gaji	Rp. XXX			
Beban Transportasi	Rp. XXX			
Beban Listrik	Rp. XXX			
Beban Lain lain	Rp. XXX			
Total beban	Rp. XXX			
Laba sebelum pajak	Rp. XXX			
Pajak	Rp. XXX			
Laba Bersih	Rp. XXX			

Figure 2. Sample Income Statement

In the notes to the financial statements, it contains a statement that the financial statements are in accordance with SAK EMKM and information about important transactions that can be useful for business actors to be able to understand their financial statements. Through notes to financial statements, business actors can present data on accounts receivable, business continuity, possible obligations, and other contextual information.

CA		S N ATAS LAPORAN KEUANGAN MBER 20X8	CA	TITAS TATAN ATAS LAPORAN KEUANGAN DESEMBER 20X8		
1.	Ent dibi Mei berg mik	IUM itas didirikan di Jakarta berdasarkan akta Nomor xx tanggal 1 Januari 20x7 yang uat dihadapan Notaris, S.H., notaris di Jakarta dan mendapatkan persetujuan dari nteri Hukum dan Hak Asasi Manusia No.xx 2016 tanggal 31 Januari 2016. Entitas gerak dalam bidang usaha manufaktur. Entitas memenuhi kriteria sebagai entitas ro, kecil, dan menengah sesuai UU Nomor 20 Tahun 2008. Entitas berdomisili alan xxx, Jakarta Utara.	4.	GIRO PT Bank xxx – Rupiah DEPOSITO	20X8 xxx	20X7 xxx
2.	IKI a.	TTISAR KEBIJAKAN AKUNTANSI PENTING Pernyataan Kepatuhan Laporan keuangan disusun menggunakan Standar Akuntansi Keuangan Entitas Mikro, Kecil, dan Menengah.		PT Bank xxx - Rupiah	20X8 xxx	20X7 xxx
	ь.	Dasar Penyusunan Dasar penyusunan laporan keuangan adalah biaya historis dan menggunakan asumsi dasar akrual. Mata uang penyajian yang digunakan untuk penyusunan laporan keuangan adalah Rupiah.	6.	Suku bunga – Rupiah PIUTANG USAHA	4,50%	5,00%
	c.	Piutang Usaha Piutang usaha disajikan sebesar jumlah tagihan.		Toko A Toko B	20X8 xxx xxx	20X7 xxx xxx
	d.	Persediaan Biaya persediaan bahan baku meliputi biaya pembelian dan biaya angkut pembelian. Biaya konversi meliputi biaya tenaga kerja langsung dan overhead. Overhead tetap dialokasikan ke biaya konversi berdasarkan kapasitas produksi normal. Overhead variabel dialokasikan pada unit produksi berdasarkan penggunaan aktual fasilitas produksi. Entitas menggunakan rumus biaya persediaan rata-rata.	7.	Jumlah BEBAN DIBAYAR DI MUKA Sewa	20X8	20X7
	e.	Aset Tetap Aset tetap dicatat sebesar biaya perolehannya jika aset tersebut dimiliki secara hukum oleh entitas. Aset tetap disusutkan menggunakan metode garis lurus tanpa nilai residu.		Asuransi Lisensi dan perizinan Jumlah	xxx xxx xxx	xxx xxx xxx
	f.	Pendapatan penjualan diakui ketika tagihan diterbitkan atau pengiriman dilakukan kepada pelanggan. Beban diakui saat terjadi.		UTANG BANK Pada tanggal 4 Maret 20X8, Entitas memperoleh pinjaman Kredit Modal Kerja (KMK) dari PT Bank ABC dengan maksimum kredit Rpxxx, suku bunga efektif 11% per		
3.	g. Pajak Penghasilan Pajak penghasilan mengikuti ketentuan perpajakan yang berlaku di Indonesia. KAS			tahun dengan jatuh tempo berakhir tanggal 19 April 20X8. Pinjaman dijami persediaan dan sebidang tanah milik entitas. 9. SALDO LABA		
	Kas	20X8 20X7 kecil Jakarta – Rupiah xxx xxx		Saldo laba merupakan akumulasi selisih pe dengan distribusi kepada pemilik.	nghasilan dan beban, s	etelah dikurangkan

Figure 3. Examples of notes to financial statements

MSME Business Effectiveness

For the second component there are two questions. The first question is "how effective is business management today?" In this question, the interviewee has a different character. Business owners said that according to him, business management is currently running quite effectively because business owners play an active role in business supervision activities every day starting from purchasing raw materials, monitoring therapist performance, to securing business activities every day, carried out directly by business owners. The cashier also has the same opinion about the effectiveness of business management, because with the owner participating in supervising business activities every day, he can focus on his work in serving guests. However, the business owner's son said that the current business management is not running effectively, because he feels that he has never calculated in detail the operational costs that must be incurred every month, as a result there is no separation between operational costs and daily living costs.

Operating costs are costs that are not directly related to the company's products, but are directly related to company activities (Ardansyah & Oktavia, 2015). The separation of operational costs from daily living costs can be poured into the income statement, so that business owners can find out how much expenses are incurred during business activities. Without a separation between operational costs and daily living costs, business activities cannot run effectively. Business effectiveness can be created by improving business performance, one of which is in financial records, so it is expected that business owners can expand their business.

The second question is "what are the efforts of business owners in increasing effectiveness in business management?" Business owners and subsidiaries of business owners have the same answer, that efforts that can be made to improve effectiveness in business management are to improve financial records. The cashier believes that business owners can add one employee to the cashier in order to help him serve guests and make quality financial records. Because according to the cashier, the number of guests lately is increasing, especially on weekends which makes the cashier unable to take care of detailed financial records, so he considers that there must be an increase in the number of employees in the cashier.

Based on the answers from the three speakers above, there are two different views, business owners want improvements to financial records, while cashiers want additional employees who help them in making financial records. From this statement, it is hoped that business actors can understand the burden of employees who serve as cashiers, so that business owners can choose to add cashiers to help make financial records neatly or make financial records independently, either using writing, or using digital bookkeeping applications.

The Role Of The Quality Of Financial Records On The Effectiveness Of MSME Businesses.

For the third component, there are two questions. The first question is "How important is the role of financial quality in your business?". All three

sources said it was quite important. The business owner said that with quality financial records, he could monitor the progress of his business. The cashier said that with quality financial records, the financial statements he made would be easier for business owners to understand. The business owner's son said that with quality financial records, it would be easier for him to manage the operational costs that must be incurred every month. Based on the answers from the three speakers, it can be concluded that the quality of financial records has an important role in business activities.

The second question is "Does the quality of financial records have an impact on the effectiveness of business management?". All three interviewees answered impactfully. Business owners say that with quality financial records, it is hoped that business management can run smoothly so that it has the potential to develop the business. The cashier believes that with quality financial records, business owners can manage their finances well. The business owner's son said that with quality financial records, financial statements can be more organized, so that the resources owned can be managed properly and effectively.

Based on the answers from the three speakers, it can be concluded that they recognize the impact of the quality of financial records on the effectiveness of business management. Unfortunately, they have not felt the positive impact of the financial record. Due to the lack of quality of financial records, business owners cannot maximize their potential to improve their business.

Driving Factor

In my interview with Mr. Defrizal, it was explained that the driving factor for someone to want to learn quality financial records is as material for evaluation during business activities. In addition, quality financial records are also needed by business owners to get capital loans from banks. Even though nowadays, to access education is very easy. People can gain new knowledge through the internet and social media. For now, it is not known for sure about the level of public enthusiasm for financial records, but from several journals and reviews of research objects show that public awareness of the importance of improving the quality of financial records is still relatively low.

Inhibiting Factor

One of the inhibiting factors for business actors in making financial records is the education factor. This opinion is similar to the results of research by (Delfina Novianti, 2018). In research on the effect of education level on the use of accounting information, it is explained that the level of education can affect the use of accounting information if the high level of education indicates the high use of accounting information in the company as well. This is because accounting knowledge is obtained at a higher level. The higher the level of education for MSME actors, the more they are considered to have been able to use accounting information. Based on data from the Central Agency of Statistics, there are 4.21 million micro and small industries in Indonesia in 2020. Of that number, the majority or around 54.52% of micro and small industries

are run by entrepreneurs who have an educational background of elementary school graduates and below.

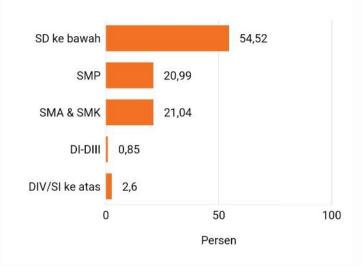


Figure 4. MSME business actors

Source: Central Agency of Statistics, 2020

Micro and small ones who had a final education level of Senior High School were 21.04%. Then, the percentage of micro and small industry entrepreneurs who have a Diploma IV or bachelor degree education level is 2.6%. Meanwhile, only 0.85% of micro and small industry entrepreneurs are DI-DIII graduates. Central Agency of Statistics also noted that internet use in micro and small industry businesses in Indonesia is still very minimal. The percentage of micro and small industrial businesses that use the internet is only 16.39%.

According to the Central Agency of Statistics, the low level of education of micro and small industry entrepreneurs is suspected to be one of the causes of low internet use. Micro and small industry entrepreneurs tend not to be technologically literate yet. Then as many as 20.99% of micro and small industry entrepreneurs are graduates of Junior High School (SMP). For this reason, guidance by the government to increase the internet utilization of micro and small industry businesses through internet-based training is needed. The solution to the problem of financial recording can be started from every business actor to be able to explore knowledge about making financial statement records in order to improve the quality of their financial records.

CONCLUSION

Based on my research and interviews with MSME Yera Refleksi, it can be concluded that quality financial recording has not been implemented here. The cause of the lack of financial recording is the lack of awareness of business owners on the importance of quality financial records. Financial records are only based on money that comes in every day, without recording financial position, income statements and notes to financial statements. Business owners

also admit that their busy life in directly supervising the business makes them not have time to seek knowledge about how to make quality financial records.

Business owners consider that business management is currently considered quite effective because of their direct involvement in supervising business activities every day. However, according to the son of the business owner, currently business management cannot be said to be effective. The reason is that financial records are still relatively simple and operational costs are only based on memory alone without financial records that can describe the amount of operational costs needed. Without quality money recording, business actors find it difficult to evaluate the development of their business. All speakers acknowledged the importance of quality financial records and can have an impact on the effectiveness of business management. With quality financial records, business actors can see the potential and threats of the current financial position.

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