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The Influence of Financial Management, Financial Payment Technology, Locus of Control, Use of Digital Applications, and Implementation of Accounting Information Systems on the Performance of MSMEs in Tegal Regency

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Abstract

Digital developments and the potential for MSMEs to expand market reach bring new challenges and opportunities for micro, small and medium enterprises. However, many MSME players still face obstacles in managing technology and finances effectively, which can reduce the overall performance of MSMEs. What the study aims to achieve is to obtain information regarding the influence of financial management, financial payment technology, locus of control, use of digital applications, and accounting information systems on the performance of MSMEs in Tegal Regency. This research applies quantitative descriptive methods. Distribution of questionnaires to 250 individuals is a data collection technique used in this study. Use of SPSS software to help analyze data with multiple linear regression analysis. The research results show that financial management, financial payment technology, locus of control, and e-commerce have a positive effect on the performance of MSMEs in Tegal Regency, while accounting information systems have no effect on the performance of MSMEs in Tegal Regency.

Keywords — *financial management, financial payment technology, locus of control, e-commerce, accounting information system, MSME performance*

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a very large contribution to the world economy, especially in developing countries. Based on data from the Ministry of Cooperatives and SMEs as of August 2023, the number of MSMEs in Indonesia reached 65.5 million units which were able to contribute 61% of Gross Domestic Product and is able to absorb 97% of the workforce. The existence of MSMEs is also a driver of the regional economy in Central Java, especially Tegal Regency. Based on data from the Tegal Regency Cooperatives, SMEs and Trade Service, the number

of MSMEs in Tegal Regency in 2022 is estimated to reach 117,225 units. The following is data on business categories in Tegal Regency.

TABLE I. BUSINESS CATEGORIES IN TEGAL REGENCY

No	Business Category	Unit	Percent
1	Micro business	87,305	74.5%
2	Small business	22,758	19.4%
3	Medium Business	7,162	6.1%
Amount		117225	100%

Considering that MSMEs have the potential to expand their export market reach, the Indonesian government continues to encourage MSMEs to take advantage of technological advances and move into the digital era. (Ubaidillah, 2023) . However, most MSMEs still have difficulty using and managing digital technology due to limited digital literacy and management skills. In fact, digitalization of MSMEs includes marketing and operational aspects that can have an impact on the overall performance of MSMEs.

According to Wahyudiati & Isroah (2018) performance is the result achieved from work activities that are closely related to the entity's goals, consumer satisfaction and contribution to the economy . Performance can also be interpreted as achieving certain goals, objectives, vision and mission that have been set (Fadilah et al., 2022) . Financial management is one of the factors that has a significant impact on MSME performance . Many MSME players focus too much on creating unique new products, while financial management is often neglected , resulting in financial data becoming irrelevant (Darmawan et al., 2021) . Effective financial management is very important in running a business in order to achieve optimal performance.

The development of MSME performance is also influenced by technological factors. In the digital era with increasingly tight business competition, MSMEs are encouraged to utilize technology effectively (Amalia et al., 2022) . Utilization of digital media and e-commerce platforms can support MSMEs in expanding market share , while financial technology helps improve operational efficiency and financial accessibility (Rohmah et al ., 2022 :62) .

Locus of control is one of the factors that may have an impact on MSME performance . Locus of control is an individual characteristic related to the beliefs and perceptions of MSME actors regarding controlling business results (Rahmawati et al., 2023:2) . The success and failure of MSME businesses is reflected in how far they understand and believe that this can be influenced by internal or external factors .

Apart from that, improving the work performance of MSMEs cannot be separated from the role of the accounting information system by providing reliable financial data to support decision making and as a tool of internal control (Lovita & Susanty, 2021) . MSME players' understanding of AIS is the main point in implementing the system . Having clear standards and procedures can help measure and monitor business performance effectively (Sinarwati et al., 2019) .

According to this background, the problem formulation in the study carried out is whether financial management, financial payment technology, locus of control, digital applications and accounting information systems have an effect on the work performance of MSMEs. What the study aims to achieve is to find out the influence of financial management, financial payment technology, locus of control, digital applications and accounting information systems on the performance of MSMEs.

Understanding the various factors that drive MSME performance requires a comprehensive theoretical approach. To explain the relationship between these financial and technological factors, this study relies on the Theory of Planned Behavior, which identifies several elements impacting a person's decision to take action. A person will think and consider the consequences of an action or their behavior before deciding to take that action (Ajzen, 1991) . This theory emphasizes that actions, subjective rules, and views on controlling behavior are factors that can impact an individual's beliefs and desires in behavior.

Performance is an achievement achieved based on predetermined goals (Darmanto et al., 2018) . Meanwhile, according to Wahyudiati & Isroah (2018) performance is the result achieved from work activities that are closely related

to the entity's goals, consumer satisfaction and contribution to the economy. Business performance assessment guidelines should return to the objectives or reasons for establishing the business (Darmanto et al., 2018).

According to Siswanto (2021:4) financial management is a series of preparation and control activities and monitoring financial assets to achieve organizational goals. Financial management includes all activities related to the collection, financing and management of assets with various predetermined objectives (Kasmir, 2009:6). Meanwhile, according to Sutrisno (2017:3) financial management is all activities related to obtaining company funds as well as using and allocating these funds efficiently.

The National Digital Research Center (NDRC), defines fintech as a step towards updating financial services. According to Dorfleitner & Hornuf (2017) Financial technology refers to innovation or the combination of financial services with modern technology. Payment gateways is a service in financial technology that simplifies the payment system by providing a connection between buyers and sellers through applications connected to banking systems or third party platforms (Hendraswara et al., 2016).

Based on the narrative of Rotter (1966) Locus of control is defined as the level of individual confidence in their ability to control themselves. They also realize that not everything depends entirely on their actions, but is also influenced by factors such as fate, luck, chance and destiny. Meanwhile, according to Rachman (2022:12), locus of control is an individual's perception regarding the source of triggers for events that occur in their life.

The marketing concept is an important factor in managing a business, whether a small business or a growing business. According to Maulana et al (2015) e-commerce is access to digital technology by using the internet to carry out buying and selling transactions. Meanwhile, according to Octavia et al (2020) e-commerce refers to the use of digital technology in business activities both physically and digitally to share information, communicate, collaborate, as well as buy and sell products and services.

Lim (2013:94) defines AIS as "A tool that is integrated with information systems and technology". Based on narrative Romney & Steinbart (2015:10), "an accounting information system is a system used to collect, write, store and process data in order to obtain data to be used in making decisions". An information system is a tool that converts commercial transactions into financial data that is useful for its users (Kusrini & Koniyo, 2007).

Based on the theoretical concepts and variable definitions discussed above, this study establishes logical relationships among these variables. Hypotheses were formulated to test how each independent factor influences MSME performance, as outlined below:

1) The Influence of Financial Management on MSME Performance

Optimization in financial reports depends on the effectiveness and efficiency of financial management, which can affect business performance (Puspitaningtyas, 2017). Proper financial management is very important in achieving optimal business performance, from searching to allocating funds effectively (Wahyudiati & Isroah, 2018; Setiawan & Suarmanayasa, 2022). Several studies prove that financial management has a positive influence on the performance of MSMEs (Wahyudiati & Isroah, 2018; Dewi et al., 2022; Suindari & Juniariani, 2020). The better MSMEs manage their finances, the better their business performance will be.

H1 : Financial management has a positive effect on MSME performance.

2) The Influence of Financial Payment Technology on MSME Performance

Financial technology is the main driver of modern financial transformation which has a big role in improving business performance through operational efficiency and access to markets as well as enabling MSME players to easily access loans and manage transactions (Rohmah et al., 2022; Ansori, 2019; Lestari et al., 2020). Several studies have proven that the use of financial technology has a positive influence on the performance of MSMEs (Fadilah et al., 2022; Sari & Widodo, 2022; Rohmah et al., 2022). This is because the payment system via fintech can be done easily, quickly, efficiently and effectively, making it easier for consumers to carry out transactions.

H2 : Financial payment technology has a positive effect on MSME performance.

3) The Influence of Locus of Control on MSME Performance

The application of locus of control in business is closely related to business actors' awareness of the potential and environment which can encourage increased performance of MSMEs so that sales, profits and working capital also increase (Rahmawati et al., 2023) . This can happen through business actors' decision making in improving their business performance (Rizqia et al., 2022) . Some research proves that locus of control has a positive and significant influence on the performance of MSMEs (Rohmah et al., 2022; Darmawan et al, 2021) .

H3 : Locus of control has a positive effect on MSME performance.

4) The Influence of E-commerce on MSME Performance

E -commerce opens up great opportunities for MSMEs to reach global markets easily and in real time (Triandra et al., 2019) . Through the Wireless Fidelity (wifi) network and gadget devices , business actors can convey information related to products or services effectively , thereby potentially expanding market share (Lovita & Susanty, 2021) . Some research proves that the use of e-commerce has a positive effect on the performance of MSMEs (Marendra et al., 2022; Oktavia et al., 2020) . Increasing e-commerce in MSMEs can influence the improvement of MSME work performance .

H4 : E-commerce applications have a positive effect on MSME performance.

5) The Influence of Accounting Information Systems on MSME Performance

Accounting information systems can support MSMEs in managing finances to produce reliable and accurate information that can make it easier for MSMEs to make decisions and carry out business operations effectively so that they can improve business performance (Sinarwati et al., 2019; Ermawati & Arumsari, 2021) . SIA's presence is very important and plays a big role in simplifying operations and improving business performance (Indahsari et al., 2023; Lovita & Susanty, 2021) . Several studies have proven that accounting information systems have a positive impact on the performance of MSMEs (Marendra et al., 2022; Indahsari et al., 2023) .

H5 : Accounting information systems have a positive effect on MSME work performance.

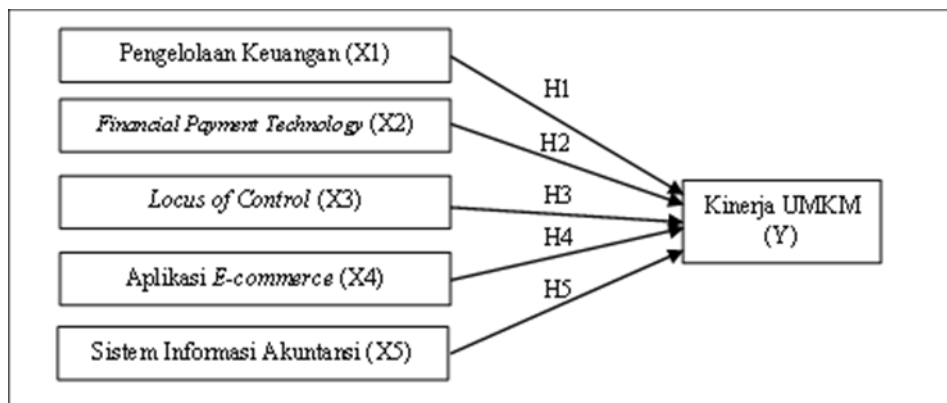


FIGURE I. FRAMEWORK

II. METHOD

study method applied in the study carried out was quantitative descriptive. The population consists from 664 MSME players in the online trading sector are registered with the Tegal Regency Cooperatives, SMEs and Trade Service in 2022. Sampling technique used is purposive sampling, the pilot of which is determined in accordance with certain provisions , such as MSME actors included in the MSME standard, having financial reports both manually and computerized, utilizing e-commerce applications in marketing, and using financial payment technology in transaction. The number of samples obtained was 250 respondents. The data source used is primary data by distributing questionnaires to MSME actors in Tegal Regency. Data analysis was carried out using multiple linear regression analysis methods with SPSS support.

III. RESULTS AND DISCUSSION

1. Research result

a. Descriptive statistics

TABLE II. DESCRIPTIVE STATISTICS

	N	Minimum	Maximum	Mean	Std. Deviation
Financial Management	250	20	40	30.09	3,242
Financial Payment Technology	250	30	50	37.51	4,509
Locus of Control	250	14	25	19.22	2,232
E-Commerce	250	22	40	29.87	3,548
Accounting information system	250	24	40	29.66	3,243
MSME performance	250	26	40	30.75	2,785
Valid N (listwise)	250				

The results of descriptive statistical analysis on each variable were obtained the average size (mean) is above deviation provisions, This means that the data quality for each variable is good and the data distribution indicates normal results.

b. Classic assumption test

1) Normality test

TABLE III. NORMALITY TEST

		Unstandardized Residuals
N		250
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	2.28860028
Most Extreme Differences	Absolute	,054
	Positive	,054
	Negative	-,042
Statistical Tests		,054
Asymp. Sig. (2-tailed)		,078 ^c

the Kolmogorov-Smirnov significance value show a value of 0.078 > 0.05 , meaning that the data is normally distributed and can be applied to this study.

2) Multicollinearity test

TABLE IV. UJI MULTIKOLINIERITAS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11,507	1,850		6,221	,000		
Pengelolaan Keuangan	,160	,053	,186	2,996	,003	,718	1,393
Financial Payment Technology	,111	,044	,180	2,532	,012	,547	1,827
Locus of Control	,220	,071	,176	3,075	,002	,843	1,186
E-Commerce	,127	,058	,162	2,209	,028	,515	1,941
Accounting information system	,076	,057	,088	1,339	,182	,638	1,568

The findings of the multicollinearity test indicate that there is no multicollinearity in all variables because all VIF numbers are < 10 and values are > 0.10 .

3) H eteroscedasticity test

TABLE V. HETEROSCEDASTICITY TEST

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,087	1,089		,080	,936
Financial Management	,015	,031	,036	,478	,633
Financial Payment Technology	,014	,026	,046	,541	,589
Locus of Control	,024	,042	,039	,568	,571
E-Commerce	-,048	,034	-,125	-1,418	,157
Accounting information system	,059	,033	,140	1,770	,078

The results of the heteroscedasticity test indicate there is no heteroscedasticity in the regression model because each variable obtains a significant value > 0.05 .

c. Multiple Linear Regression Analysis

TABLE VI. MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,507	1,850		6,221	,000
Financial Management	,160	,053	,186	2,996	,003
Financial Payment Technology	,111	,044	,180	2,532	,012
Locus of Control	,220	,071	,176	3,075	,002
E-Commerce	,127	,058	,162	2,209	,028
Accounting information system	,076	,057	,088	1,339	,182

According to table 6 , the multiple linear regression equation is obtained namely :

$$Y = 11.507 + 0.160X_1 + 0.111X_2 + 0.220X_3 + 0.127X_4 + 0.076X_5$$

- A constant value of 11.507 with a positive relationship indicates that when the variables financial management, financial payment technology , locus of control, e-commerce and accounting information systems have a value of 0, the work performance of MSMEs has a value of 11.507.
- The regression coefficient value for the financial management variable is 0.160 and is positive, which means that financial management can influence the increase in MSME performance by 0.160.
- The regression coefficient value for the financial payment technology variable is 0.111 and is positive, which can be interpreted as financial payment technology can influence the increase in MSME performance by 0.111.
- Regression coefficient value on the locus of control variable worth 0.220 and has a positive value, which can be interpreted as locus of control can influence the increase in MSME performance by 0.220.
- The regression coefficient value for the e-commerce variable is 0.127 and is positive, which can be interpreted as e-commerce can influence the increase in MSME performance by 0.127.
- The regression coefficient value for the accounting information system variable is 0.076 and is positive, which can be interpreted as the accounting information system can influence the increase in MSME performance by 0.076.

d. Hypothesis testing**1) Model Feasibility Test (F Test)**

TABLE VII. F TEST

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	626,439	5	125,288	23,440	,000 ^b
Residual	1304,185	244	5,345		
Total	1930,624	249			

Based on table 7, the F test results indicate F_{hitung} value of 23,440 > F_{tabel} 2.25, and a significance value of 0.000 < 0.05. Thus, all independent variables in this research are adequate to be used in the study conducted.

2) Uji t

TABLE VIII. UJI T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,507	1,850		6,221	,000
Pengelolaan Keuangan	,160	,053	,186	2,996	,003
Financial Payment Technology	,111	,044	,180	2,532	,012
Locus of Control	,220	,071	,176	3,075	,002
E-Commerce	,127	,058	,162	2,209	,028
Accounting information system	,076	,057	,088	1,339	,182

1. The financial management variable obtained a value t_{hitung} of 2.996 > t_{tabel} worth 1.970 as well The magnitude of significance is 0.003 < 0.05, meaning that H1 is accepted. This statement indicates that financial management variables have a positive effect on MSME performance.
2. Financial payment technology variable obtained a score t_{hitung} of 2.532 > t_{tabel} worth 1.970 and the significance value is 0.012 < 0.05, meaning that H2 is accepted. This statement indicates that the financial payment technology variable has a positive effect on the performance of MSMEs.
3. Locus of control variable obtain big t_{hitung} worth 3,075 > t_{tabel} worth 1.970 and a significance value of 0.002 < 0.05, meaning that H3 is accepted. This statement indicates that the locus of control variable has a positive effect on the performance of MSMEs.
4. E-commerce variables obtained a value t_{hitung} of 2.209 > t_{tabel} 1.970 and a significance value of 0.028 < 0.05, meaning that H4 is accepted. This statement indicates that the e-commerce variable has a positive effect on the performance of MSMEs.
5. The accounting information system variable obtained a value t_{hitung} of 1.339 < t_{tabel} 1, and a significance value of 0.182 > 0.05, meaning that H5 was rejected. This statement indicates that the accounting information system variable has no effect on the performance of MSEs.

e. Coefficient of Determination

TABLE IX. COEFFICIENT OF DETERMINATION

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570 ^a	,324	,311	2,312

The results of the coefficient of determination test indicate that the adjusted R square is 0.311 or 31.1%. This statement indicates that the work performance of MSMEs can be explained by the variables financial management, financial payment technology, locus of control, e-commerce and accounting information systems of 31.1%, while the remaining 68.9% is explained by other variables outside the study model.

2. Discussion

a. The Influence of Financial Management on MSME Performance

The findings from the financial management variable test indicate the magnitude t_{hitung} worth 2,996 > t_{tabel} worth 1.970 and the significance value is $0.003 < 0.05$, so the first hypothesis is accepted. The results of the hypothesis test prove that financial management has a positive effect on the performance of MSMEs in Tegal Regency. If the financial management carried out by the party who owns the MSME is good, the better the MSME performance will be.

Financial management is an activity needed to improve the financial achievements and performance of MSMEs so that they can support business development (Martono & Febriyanti, 2023; Habibi et al., 2022). MSME players can prepare business financial plans, record cash receipts and disbursements, and analyze operational activities to achieve predetermined targets. Clear and detailed financial records can help MSME players identify and manage risks early on, as well as plan more effective strategies for growing MSME performance (Hertadiani & Lestari, 2021). Thus, good financial management will have an impact on business stability and continuity through making the right decisions (Ardiyani et al., 2021).

Based on the theory of planned behavior, an individual's ability to manage finances well can reflect the individual's intentions in achieving business goals (Hertadiani & Lestari, 2021). This theory also emphasizes that a person's belief in his ability to control and direct his business will influence the actions and decisions taken, thereby impacting the successful performance of MSMEs. Stable management is a strong foundation for the long-term success of MSMEs.

The findings from the study conducted are in line with studies conducted by Dewi et al (2022) and Suindari & Juniari (2020) which stated that financial management has a significant positive effect on the performance of MSMEs. The desire and ability of MSME owners to plan and record finances carefully can improve business performance. Professionalism in managing financial aspects also helps business actors in making more effective budgets and plans to achieve optimal performance. Apart from that, the separation between personal and business finances also plays an important role in increasing the stability and development of MSMEs.

b. The Influence of Financial Payment Technology on MSME Performance

The findings of testing the financial payment technology variable indicate its magnitude t_{hitung} worth 2,532 > t_{tabel} 1,970 as well. The significance value is $0.012 < 0.05$, then the second hypothesis is accepted. The results of the hypothesis test prove that financial payment technology has a positive effect on the performance of MSMEs in Tegal Regency. The higher the role of financial payment technology in MSMEs, the higher the MSMEs' performance in running their business.

The application of fintech can help MSMEs optimize transaction processes with more efficient and secure payment methods, thereby increasing customer comfort and satisfaction (Nursansiwati & Armiani, 2023; Lestari et al., 2020). In addition, this technology allows MSME players to access real time financial data, making it easier for them to make more accurate business decisions to improve MSME performance. (Fadilah et al., 2022). Thus, fintech not only increases operational efficiency but also allows MSMEs to respond to market changes more quickly and precisely.

Based on the theory of planned behavior, the perceptions of MSME actors regarding fintech can have a significant impact on MSME performance. When MSMEs have a positive attitude towards fintech and feel capable of using this technology, they will utilize fintech for their daily operations. (Kustina & Aji, 2023). Thus, the application of fintech can strengthen business actors' confidence regarding their ability to manage and develop their business.

The findings of the study carried out are in line with the study carried out by Fadilah et al (2022) and Rohmah et al (2022) explain that financial technology has a significant positive influence on the performance of MSMEs. Increasing fintech in MSMEs can have an impact on improving the performance of MSMEs. This fact proves that financial technology provides various conveniences for MSMEs in managing finances, processing transactions and supporting more efficient access to funding. The role of fintech is not only to increase financial access to make it easier, but also to increase operational efficiency, manage financial risks and expand access to markets.

c. The Influence of Locus of Control on MSME Performance

The findings from the locus of control variable test indicate its magnitude t_{hitung} value 3,075 > t_{tabel} worth 1.970 and the significance value is $0.002 < 0.05$, then the third hypothesis is accepted. The results of hypothesis testing prove that locus of control has a positive impact on the performance of MSMEs in Tegal Regency. If The locus of control of the party running the MSME is high, so the performance of the MSME is also high.

Locus of control is an individual characteristic that refers to a psychological system that can influence MSME performance through decision making (Kristanto et al., 2021). Making the right decisions will have an impact on optimal business profits (Darmawan et al., 2021; Rizqia et al., 2022). A high locus of control allows MSME players to feel more responsible and have control over the success or failure of their business. This can encourage them to be more proactive in finding solutions and innovating to improve the performance of MSMEs (Rahmawati et al., 2023; Budiono, 2020). Based on the theory of planned behavior, individuals who have confidence in their ability to control themselves can make the right decisions and design effective strategies to improve the performance and competitiveness of MSMEs. When MSME players are confident in their abilities, they tend to be more willing to take measured risks and explore new opportunities that can encourage business growth (Hakim & Komarudin, 2020).

The findings of the study conducted are in line with the study Rohmah et al (2022) and Darmawan et al (2021) explain that locus of control has a positive influence on the performance of MSME actors. Increased locus of control will lead to an increase in the performance of MSMEs. Thus, confidence in self-control plays an important role in achieving business success. Making the right decisions based on strong internal and external controls can have a positive impact on MSME productivity.

d. The Influence of E-Commerce on MSME Performance

The results of testing the e-commerce variable show a value t_{hitung} of 2.209 > t_{tabel} 1.970 and a significance value of $0.028 < 0.05$, so the fourth hypothesis is accepted. The results of the hypothesis test prove that e-commerce has a positive effect on the performance of MSMEs in Tegal Regency.

MSME players who use online sales via e-commerce platforms or social media based on e-commerce features can more easily introduce their products widely, thereby improving MSME performance through expanding market share (Triandra et al., 2019; Lovita & Susanty, 2021). With e-commerce, MSME players can reduce marketing and space rental costs, as well as utilize various automatic features to manage inventory and orders (Subagio & Saraswati, 2021). E-commerce platforms also provide analytical data that can help MSME players understand consumer behavior, market trends and customer references which can be used for product innovation and more effective marketing strategies.

Based on the theory of planned behavior, the use of e-commerce by MSMEs is driven by individual interests and abilities in using e-commerce platforms or other social media. (Pebrina et al., 2021). When MSME players have a high interest and feel capable of mastering the technology, they tend to be more active and effective in using it to expand market reach. Thus, the adoption of e-commerce not only facilitates wider market access, but also strengthens the branding and online presence of MSMEs as a whole.

The findings of the study conducted are in line with the study Marendra et al (2022) and Octavia et al (2020) who explain that e-commerce has a significant positive impact on the performance of MSMEs. The existence of e-commerce has become an effective tool for MSMEs in marketing and selling products. E-commerce is not only a method of selling via the internet, but also a business transformation that changes the way companies operate in disseminating information widely. The adoption of e-commerce also has an impact on increasing sales turnover so that the profits generated can be maximized in an effort to improve the performance of MSMEs

e. The Influence of Accounting Information Systems on MSME Performance

Test results of accounting information system variables indicates the magnitude t_{hitung} worth 1,339 < t_{tabel} worth 1.970 and the significance value is $0.182 > 0.05$, then the fifth hypothesis is rejected. The results of the hypothetical test prove that the accounting information system has no impact on the performance of MSMEs in Tegal Regency.

The background of MSME actors who do not understand the application of accounting information systems is one of the reasons why the system has not been implemented because they find it difficult to adopt and utilize it. (Firdhaus & Akbar, 2022; Silvia et al., 2022). Apart from that, MSME players still rely on manual or traditional financial recording methods by using a cash book to record every transaction (Ermawati & Arumsari, 2021). Although this method is considered adequate, in reality the manual method is prone to errors and is less efficient in producing accurate reports.

Accounting information systems not only function to record transactions, but also provide data analysis that supports better decision making (Sinarwati et al., 2019). With an integrated information system, MSMEs can identify costs and revenues, as well as predict future cash flows. Based on the theory of planned behavior, the attitudes and perceptions of MSME actors towards accounting information systems tend to be negative or unsupportive, because they feel they do not have sufficient skills or knowledge to use them. (Lestari & Rustiana, 2019). Therefore, an effective approach to encouraging the implementation of accounting information systems among MSMEs is to provide appropriate and supportive training, as well as demonstrating the benefits that can be obtained from using the system.

The findings of the study conducted are in line with the study Ermawati & Arumsari (2021) and Firdhaus & Akbar (2022) which explains that the implementation of SIA has no impact on the performance of MSMEs. Even though MSMEs have knowledge of accounting information systems, they have not implemented them in running their businesses. Many MSME players find it difficult to use accounting information system software. In addition, MSME players often face obstacles in accessing adequate training and resources to master this technology.

IV. CONCLUSIONS

The conclusions that can be obtained from the research conducted are that financial management, financial payment technology, locus of control, and e-commerce have a positive effect on the performance of MSMEs in Tegal Regency, while accounting information systems have no effect on the performance of MSMEs in Tegal Regency.

Suggestions that can be conveyed by researchers are:

1. MSME players are expected to continue to develop their abilities through training related to budget planning and the use of financial software.
2. MSME players are expected to ensure that the financial transactions used have a good reputation and meet security standards to protect customer data.
3. MSME players are expected to have control over the results of their business by focusing on actions to improve performance and setting specific goals.
4. MSME players are expected to ensure that the product information contained on the e-commerce platform is clear and complete according to the type of product.
5. The Tegal Regency Government is expected to provide training to MSMEs related to accounting information systems.

The limitation of this research is time constraints so that the work is less than optimal, which means that data collection cannot be carried out in depth, which has an impact on the completeness of the research results. The information provided by respondents through questionnaires may not reflect their true opinions because some respondents may provide inaccurate or hasty answers..

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