

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Digitalization for SME: The Impact of the Use of E-Commerce and Fintech on Income Performance

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ABSTRACT

This study aims to describe the impact of e-commerce and fintech use on the background income of snack SMEs. The method used in this study is Qualitative. The object of this research includes the e-commerce and fintech platforms used, while the research subjects consist of MSME owners, financial staff, and marketing staff. The data collection techniques used in this study are observation, interview, documentation, and triangulation techniques. The results of this study show that revenue from conventional methods only accounts for 10% of total revenue, but after switching to using TikTokshop, Shopee, and Lazada as marketing tools, revenue from TikTokshop has increased by 80%, Shopee (20%), and Lazada (5%). This shows that using e-commerce has a higher impact on increasing income. Meanwhile, fintech shows that Dana and ShopeePay contribute around 25%. Compared to cash payments in stores of around 10% with the set strategy, it has a greater impact on increasing the income of SME.

Keywords: Digital Transformation, E-commerce, Fintech, Revenue, SME.

I. Introduction

In the era of globalisation and rapid technological development, Micro, Small, and Medium Enterprises (SME) play an essential role in a country's economy because they become the backbone of the economy, create jobs, and contribute to economic growth in general (Wicaksono & Anwar, 2023). In Indonesia, the MSME sector also plays an essential role in advancing the national economy, contributing more than 60% to the Gross Domestic Product (GDP) and absorbing 97% of the national workforce (Anastasya, 2023). SME are the main priority as a source of income for the community, contribute to meeting its needs, and function in the effective distribution of necessities (Kusmayadi & Latif, 2024). In addition, SME have unique products that show rapid development in adopting the right strategy to compete in the global market (Armiani, 2022). However, since the beginning of 2020, the COVID-19 pandemic has hit the world and caused a significant impact on the global economy, including Indonesia. Almost all sectors, including SMEs, face significant challenges in surviving amid restrictions on social and economic activities. The virus caused a global crisis that spread to 220 countries, the third largest after the Black Death and the Spanish Flu, which cost many lives (Mardian, 2020). This condition lasted almost two years and impacted all sectors, significantly influencing economic development worldwide, including Indonesia. The Government of Indonesia is trying to overcome the impact of the pandemic by implementing policies to limit people's mobility, such as the Transitional Large-Scale Social Restrictions (PSBB), the Implementation of Emergency Community Activity Restrictions (PPKM),



and the Tiered PPKM. While effective in controlling the spread of the virus, this policy has a higher impact on people's consumption patterns and business activities, especially for SMEs that traditionally rely on face-to-face transactions. As a result, many SME experience a higher decrease in income, difficulties in maintaining business sustainability, and the potential to go out of business (Ariseno, 2022). In this situation, digital transformation is the leading solution for many MSME actors to continue operating and survive. Digitizing operations through e-commerce and fintech services is considered a strategic step to overcome the challenges of the digital era and the COVID-19 pandemic. E-commerce allows many companies to present the market digitally, where buying and selling products are online. Thus, the community uses e-commerce to meet their various needs (Muzakki & Fahriani, 2022). E-commerce can change the company's perspective on carrying out its business activities. It has also transformed the business from conventional (house to house, personal sales) to online sales through shopping sites or buying and selling applications (Prasetiyo & Fazariyawan, 2020). E-commerce platforms such as Gofood, Grabfood, Lazada, Tiktoshop, and Shopee are examples of technology that have changed the business pattern of SME in Indonesia. E-commerce enables SME to innovate in their business development and increase their revenue (Fatma & Ruzikna, 2024). Besides e-commerce, digital financial innovation, or fintech, is crucial in supporting MSME business models. Fintech provides various services such as digital payments, online loans, and other financial solutions that are more flexible and accessible than traditional financial institutions (Kristiana et al., 2024). This is especially beneficial for people not previously reached by conventional banking services, also known as the unbanked and underbanked (Aulia et al., 2024). In addition, regulators such as the Financial Services Authority (OJK) support the development of the ecosystem of fintech and e-commerce in Indonesia by implementing regulations that broadly encourage financial inclusion (Sukmana et al., 2024)—based on data from Bank Indonesia, e-commerce transactions in Indonesia experienced very rapid growth, with a transaction value of more than IDR 266 trillion in 2022. In addition, the adoption of Fintech is also becoming more widespread, with the use of digital payment apps increasing by more than 40% over the same period (Elena, 2022).

Snack Basreng Haup SME, a business engaged in the snack sector, also feels the impact of this digital transformation. Using e-commerce and fintech, these SME can maintain income stability, expand market reach, and optimize business operations amid various social restrictions. However, the adoption of digital technology does not always go smoothly. Challenges include the lack of digital literacy among MSME actors, infrastructure constraints, and understanding of the digital optimization platform. (Viola et al., 2023).. This study was conducted because there were differences in results in several previous studies regarding applying Fintech and e-commerce to MSME income. (Fatma & Ruzikna, 2024) The results of this study show that e-commerce partially impacts MSME income, in line with the results of research conducted by Aulia et al. (2024) in each of their studies, showing that the use of e-commerce has a higher impact on MSME income in the objects they research. Meanwhile, according to research Desiana et al., (2024) The results of this study show that SME in Tasikmalaya City have not taken advantage of Fintech optimally because there is still a lack of understanding and education about financial technology. Referring to the background and phenomena described above, the researcher is interested in studying the topic of "Digitalization Transformation of SME: The Impact of the Use of E-commerce and Fintech on the Income of Snack Basreng Haup SME". This research is expected to provide a clearer picture of how digitalization through e-commerce and fintech affects the performance of SME, especially in the snack sector.

II. Literature Review

2.1 E-commerce

E-commerce is buying and selling products or services through digital platforms and the Internet. In the context of SME, e-commerce is one of the leading solutions for expanding the market and increasing sales without geographical limitations. (Rizaldi & Rijaluddin, 2025). By utilising marketplaces and social media, SME can reach wider consumers and reduce traditional marketing costs. In addition, e-commerce simplifies the

transaction process and product distribution, thereby increasing the operational efficiency of SMEs. (Purnomo et al., 2024) This is supported by research (Maimuna et al., 2024) showing that SME that adopt e-commerce experience a significant increase in income due to broader market access and the ease of conducting digital transactions. However, challenges such as digital literacy and technological infrastructure still need to be overcome so SME can optimise e-commerce.

2.2 Financial technology

Financial technology, or fintech, is a service-based innovation that aims to improve the financial transaction process. According to Financial Services Authority (OJK) Regulation No. 19/12/PBI/2017, fintech is used in the financial system to create new products, services, technical improvements, or business models. This innovation has the potential to affect financial stability while improving the efficiency, smoothness, security, and confidentiality of the payment system. Fintech is a technological advancement that supports financial services and has given birth to various innovative applications, such as payment instruments and loan products, which are increasingly popular in the digital era. The main goal of fintech is to improve financial processes and enhance customer experience. (Feri, 2017). One prominent fintech service is QRIS (Quick Response Code Indonesian Standard), a QR code standard developed by Bank Indonesia to unify all non-cash payment methods in Indonesia. QRIS integrates various QR codes from payment system service providers (PJSPs) such as ShopeePay, Dana, GoPay, OVO, and others, enabling QRIS payments on any mobile phone equipped with a QR code scanner. Fintech is crucial in developing Indonesia's micro, small, and medium enterprises (SMEs). Several key indicators assess fintech effectiveness, including usability, ease of use, website design, system availability, and privacy and security. (Nurvenia & Abdullah, 2021)

2.3 Micro, Small, and Medium Enterprises (SME)

Micro, Small, and Medium Enterprises (SME) are small-scale business activities that meet the criteria of net worth, annual income, and ownership defined by the provisions of laws and regulations. According to (Parahita et al., 2025) SME play an important role as the backbone of the Indonesian economy by providing employment and significantly contributing to national economic growth. SME in Indonesia are managed independently by individuals or business groups operating in various economic sectors. Based on Law No. 20 of 2008 concerning SME, micro businesses are owned by individuals or small business entities that meet net worth and income limits. In the era of globalization and rapid technological advances, SME remain a significant component in sustainable economic development, significantly contributing to the nation's economic progress.

III. Research Method

The research method applied is a Qualitative approach. According to Sugiyono, (2022:9) The method used to study the research object in natural conditions. This study aims to describe the impact of e-commerce on the income of Snack Basreng Haup SME and the use of Fintech on the income of Snack Basreng Haup SME. Done for 6 months. The location of this research is on Jl. Raya Banjarpanji No. 22, Ds. Banjarasri, Tanggulangin District, Sidoarjo Regency, East Java 61272. The object of this research includes *the e-commerce* and *fintech* platforms used, while the research subjects consist of MSME owners, financial staff, and marketing staff. The secondary data source type is data or information obtained indirectly from the research object, which includes various documentation, reports, and other books relevant to the research. Primary data sources are data obtained directly from the research subject, where the researcher obtains data or information approved by the data provider.

The data collection techniques applied in this study include interviews, observations, documentation, and triangulation. Meanwhile, to ensure the accuracy of the data, this study applies triangulation techniques,

source triangulation, and time triangulation. Data analysis carried out with the model of Miles and Huberman (1984), cited in (Sugiyono, 2022). This includes data collection and reduction to present the data obtained. The last step involves analyzing the data obtained.

IV. Results and Discussion

4.1 Result

Snack Basreng Haup SME is a business in snack production, established in 2022 by Mrs. Riskiatus Safira. This MSME operates in Banjarasri Village, Tanggulangin District, Sidoarjo Regency. This business was established to meet daily needs and create jobs for residents. Initially, the products were marketed conventionally by sending them to stores and stalls as big as their homes. Once every 15 days, regularly check the stock to determine the number of products sold, and take advantage of the sales results. Feeling that conventional methods are less effective, he decided to try a broader method to market by utilizing *e-commerce platforms* that are popular among the public, such as TikTok Shop, Shopee, and Lazada. This *platform* was chosen because of its ability to attract new customers and its ever-increasing popularity among the public.

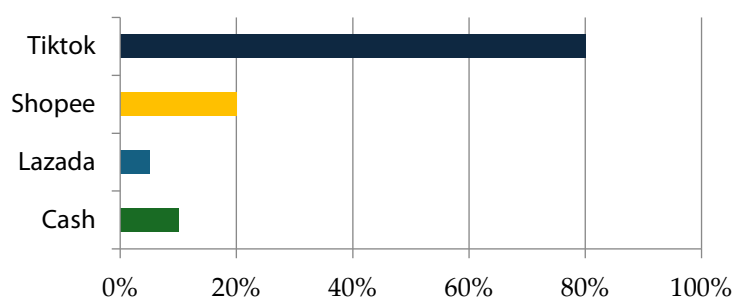


Figure 1. Comparison of Total Income

Source: Data processed by researchers (2025)

This research data is presented as a graph to compare conditions before and after using *e-commerce*. The data above shows that the income from the conventional method is 10% of the total revenue. However, after switching to using TikTokshop, Shopee, and Lazada as marketing tools, TikTokshop's revenue increased by 80%, Shopee's by 20%, and Lazada's 5%. This is supported by the details of the sales of Snack Basreng Haup MSME income as follows:

Table 1. Details of E-Commerce Revenue Sales Results

Platform Name	Revenue 2024
Convertible	IDR 17,280,000
Sum	IDR 17,280,000
Tiktokshop	IDR 717.317.259
Shopee	IDR 116.078.149
Lazada	IDR 2.131.020
Sum	IDR 835.526.428
Overall Total	IDR 844.166.428

Source: Data processed by researchers (2025).

Table 1: Dates. Data shows that *e-commerce* has a higher impact on increasing the income of Snack Basreng Haup SME, with a total revenue of IDR 834,526,428. Meanwhile, using the conventional method had

a lower impact, with a total income of IDR 17,280,000. In addition to using *e-commerce*, Snack Basreng SME uses *fintech* to increase productivity and simplify payment. Snack Basreng Haup SME has used Dana and ShopeePay to facilitate digital transactions since 2022. Before adopting fintech, Snack Basreng Haup SME used traditional cash payments at stores and stalls. This method often causes obstacles, such as delays in depositing sales proceeds, thus affecting operational efficiency. To overcome these obstacles, these SME provide payment options through *fintech* to simplify the deposit process and consolidate every incoming transaction.

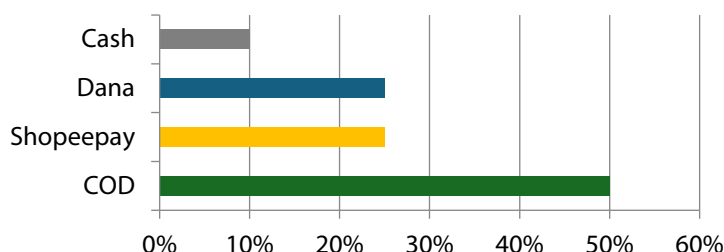


Figure 2. Comparison of Total Fintech Revenue

Source: Data Compiled by Researchers (2025)

This research data is presented as a graph to compare conditions before and after using fintech. The data in Figure 2 shows that the cash payment method (Conversional) decreases by 10%. Meanwhile, Cash on Delivery (COD) increased by 50% of total sales, and Dana and ShopeePay by 25%. The following details of Snack Basreng Haup MSME income transactions support this:

Table 2. Fintech Revenue of SME Snack Basreng Haup

Nama Platform	Revenue 2024
Cash (convertible)	IDR 17,280,000
Sum	IDR 17,280,000
Funds	IDR 14,190,000
Shopee	IDR 10,750,000
Sum	IDR 24,940,000
COD	IDR 21,500,000
Sum	IDR 21,500,000
Overall Total	IDR 63,720,000

Source: Data processed by researchers (2025).

Table 2. Changing payment transactions using fintech has a greater impact on the income of Snack Basreng Haup SME, with a total revenue of IDR 24,940,000. Meanwhile, using cash payments (conversional) and COD has a lower impact on revenue.

4.2 Discussion

4.1.1. The Impact of E-commerce Use on the Income of Snack Basreng Haup SME

The results of the interviews show that the adoption of e-commerce has had a transformative impact on the income of Snack Basreng Haup SME. Before adopting e-commerce, these SME depended on conventional sales by sending them to stores and stalls as big as their homes. Conventional methods have limitations in reaching a broader market and increasing product visibility, thus hindering business growth. In 2022, Snack Basreng Haup SME will begin to take advantage of e-commerce as one of its marketing strategies. The platforms used are TikTok Shop, Shopee, and Lazada. Karna Platform. It is very popular with the public and is considered more effective in marketing products.

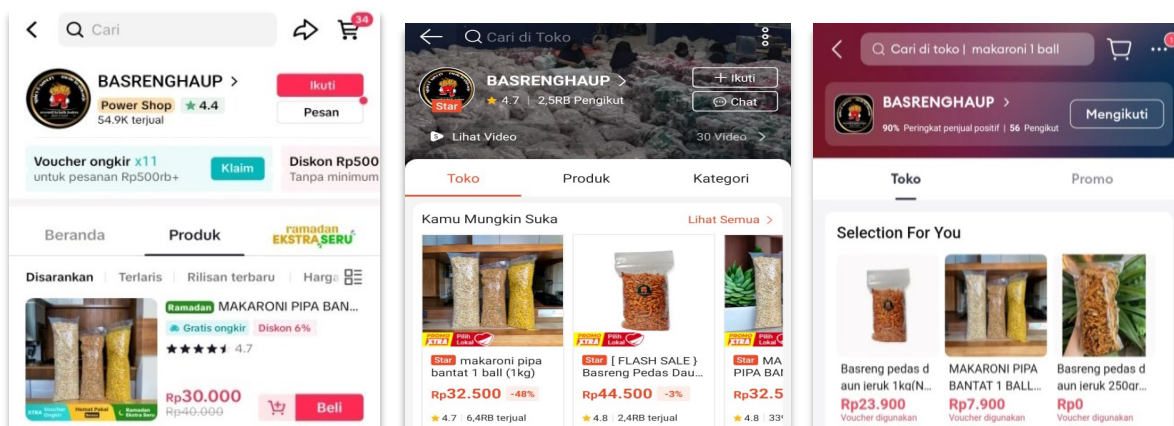


Figure 3. Basreng Haup MSME Snack Online Store

Source: Processed by researchers, 2025. Source: Data processed by researchers (2025)

This business has two types of products, namely Basreng and Macaroni, with various flavors, such as spicy orange leaf basreng and orange leaf ori basreng. Meanwhile, Macaroni products have four variants of original flavors, balado, sweet corn, and spicy lime leaves. Referring to the secondary data obtained by the researcher during the field, it is known that the product's price is quite competitive, ranging from IDR 9,900 for a 100-gram package to IDR 44,900 for a 1-kg package. Based on the results of interviews with staff marketing, marketing strategies that are applied in each of these platforms are adapted to different characters and targets. At Platrom, TikTokshop involves creating short video content such as product demonstrations, customer reviews, and behind-the-scenes content for the production process. At the same time, platforms Shopee and Lazada take advantage of discount features, vouchers, cash back, campaigns, and advertisements. This aims to attract consumers' attention and build trust in quality products.

These results align with the findings of Dwijayanti & Pramesti (2021), which reveal that joining platform e-commerce and utilizing the features provided can increase MSME revenue, especially regarding market expansion and operational efficiency. The study also emphasizes that e-commerce, which includes ordering and delivery, can maximize sales and attract consumers. (2020) proves that the benefits of MSME business actors after participating in the program e-commerce through the marketplace are that their income level increases, and it becomes easier to sell. Based on the results of interviews with Finance staff, the adoption of e-commerce has had a higher impact on the income of Snack Basreng Haup SME. This is evidenced by the data results in Figure 1 and Table 1. It is known that revenue from TikTokshop reaches around 80% of the total revenue of IDR 717,317,259, Shopee 20% of the total revenue of IDR 116,078,149, and Lazada 15% of the total revenue of IDR 2,131,020. This shows that the promotional strategies implemented in e-commerce have successfully increased product visibility, reached a broader market, and driven increased sales. Despite the increase in revenue, the owner experienced problems with e-commerce, especially in meeting market demand, resulting in delays in product delivery. This problem can lead to customer dissatisfaction and lower store retention on the Platform used. Therefore, a strategy is needed to overcome these obstacles, such as adding production employees to meet market demand and implementing effective e-commerce to increase income.

4.1.2. The Impact of Fintech Use on the Income of Snack Basreng Haup SME

Besides e-commerce development, Fintech has helped accelerate business transformation in Indonesia since the COVID-19 pandemic. One is that Snack Basreng Haup SME also integrates Fintech as part of its business strategy to improve efficiency and ease of payment. These SME use the Dana and ShopeePay platforms to facilitate digital transactions. Before adopting Fintech, Snack Basreng Haup SME relied on

conventional transactions, with cash payments at stores and stalls. This method often causes obstacles, such as delays in payment of sales results, which impact operational efficiency. To overcome these problems, SME provide payment options through Fintech to simplify the deposit process and consolidate every incoming transaction. These findings are in line with the findings. (Desiana et al., 2024). This states that financial technology (Fintech) makes transactions between sellers and buyers easier. Buyers no longer need to provide cash, while sellers do not have to look for change. All transactions can be recapped through the existing system. With this convenience, it is hoped that MSME sales can increase to the maximum. Fintech plays an important role in smoothing the payment process, allowing SME to focus on developing their business and improving operational efficiency.

Based on the results of interviews with financial staff, after adopting Fintech, Snack Basreng Haup SME is quite helpful in transaction efficiency and financial management. Customers can make payments faster and more securely through the Dana and ShopeePay platforms, which can speed up depositing sales proceeds. Referring to the secondary data obtained by the researcher during the field investigation, it is known that the results of the research data in Figure 2 and the details of income transactions in Table 2 show that the income of the Fintech on the Dana and ShopeePay platforms reached around 25% of the total revenue of IDR 24,940,000. In comparison, COD payments were 50% of the total income of IDR 21,500,000. This shows that the payment Fintech, compared to using the COD method and cash payments in stores, reached 10% of the total revenue of IDR 17,280,000. By providing digital payment options, these SME provide customers with the flexibility to choose the payment method that is most convenient for them. In addition, adopting Fintech also assists SME in reducing the risk of losing cash and increasing transparency in financial records. Research conducted by (Hidayatullah & Sartika, 2024) Adopting Fintech can improve operational efficiency and reduce transaction costs for SME. To maximize potential, Fintech is increasing revenue and operational efficiency. Snack Basreng Haup SME needs to further educate customers about the benefits and security of digital payments. In addition, these SME can also consider providing incentives for customers who use digital payments, such as discounts or cashback. Thus, adopting Fintech is expected to continue to increase and contribute more to the income and growth of Snack Basreng Haup SME.

V. Conclusion

Based on the results of the analysis and discussion above, it can be concluded that this study shows that e-commerce adoption has a higher impact on increasing revenue. The use of Tiktokshop, Shopee, and Lazada platforms has succeeded in expanding market reach and increasing product visibility, so that revenue from Tiktokshop reaches 80% (IDR 717,317,259), Shopee 20% (IDR 116,078,149), and Lazada 15% (IDR 21,500,000) of total revenue after digitalization, far exceeding the conventional method, which only contributes 10% (IDR 17,280,000). In addition, using fintechs such as Dana and ShopeePay also contributes more to operational and transaction efficiency, even though their contribution to revenue is not as significant as e-commerce. Overall, this study found that digital transformation through e-commerce and fintech plays an important role in encouraging growth and increasing the competitiveness of SME in the digital era. The contribution of this research lies in providing an empirical overview of the comparison of the impact of e-commerce and fintech on the income and operational efficiency of SME, as well as providing strategic recommendations for similar business actors to optimize the use of digital technology in their business development. However, this study has several limitations. First, it was conducted on one MSME in one location, so the results do not necessarily represent other SME. Second, the study only focused on two main variables (e-commerce and fintech) without considering other factors such as marketing strategies and product innovation, which also affect the performance of SME. Third, the research approach used is qualitative, so the results are descriptive and cannot be generalized statistically. Fourth, the data used mainly comes from interviews and observations, so it highly depends on the subjectivity of informants and researchers. Therefore, for further research, it is recommended to involve more samples of SME, consider other relevant variables, and use quantitative methods to generalize the research results more widely and accurately.

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