



Why Are Micromerchants Still Reluctant To Use Digital Payments? Case Study: South Jakarta Msmes

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ABSTRACT

The adoption of digital payments by micromerchants in South Jakarta remains low. This study aims to investigate the reasons behind this reluctance, identify the factors that contribute to it, and suggest potential solutions. Qualitative research method was used. The research sample consisted of microentrepreneurs in the culinary, food and beverage, grocery, and home laundry sectors. Data were collected through interviews and observations in order to gain a more detailed understanding. The findings indicate that a significant proportion of small entrepreneurs remain reluctant to utilize digital payments because of a lack of comprehension regarding its utilization. This underscores the necessity for the provision of education and training to micro-merchants regarding the advantages and operational aspects of digital payments. This could potentially enhance the adoption of digital payments among micromerchants and facilitate more efficient business operations.

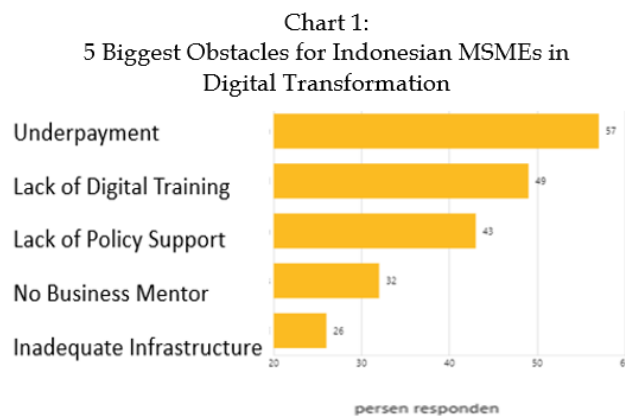
INTRODUCTION

The payment revolution is shifting from conventional payments to the digital era of payment transactions. Based on research data (Dzulfian Syafrian, 2022), there has been a notable decline in the utilization of digital payment technology by micro, small, and medium-sized enterprises (MSMEs) in business operations. Only 12-15% of MSMEs currently employ digital payment platforms. There is a pressing need to promote the adoption of digital payment platforms. The utilization of digital payment platforms facilitates the recording of business transactions by MSMEs, including sales data, best-selling items, sales trends, fluctuations, and capital investments spent on the production process. The impact of MSMEs on a country's economy is considerable and represents a significant component of the international economy (Ramadanti et al., 2024).

A World Bank report indicated that digital payments offer significant benefits to small businesses, particularly in developing countries. As e-commerce transactions continue to grow, the provision of digital payment infrastructure will become increasingly attractive to MSMEs with the potential for exponential growth by 2022 (Bruno Martorano, 2022). Based on this statement,

MSME business owners must adapt their small businesses to modern payments to retain customers. Despite the rise in digital payments, many MSME entrepreneurs still do not use digital payments in transactions. One reason for their distrust of digital payments in transactions is that they lack technical expertise in digital payments (Martanto, 2022). In addition, several factors have been identified as influencing the decision of MSMEs to utilize e-commerce platforms. These include limited capital for online business development (28.8%), lack of digital literacy (27%), and lack of digital devices and tools (10.8%) (Kusumo Martanto, 2022). Consequently, the objective of increasing digital literacy for MSMEs from 20% to 50% and the digitalization target to 84% necessitates the allocation of approximately US\$38 billion by 2024, with the goal of reaching 64 million MSME units by 2022. However, only approximately 19 million business units are currently engaged in online commerce, representing 29% of the total number of MSMEs utilizing digital payments. According to Ahdiat (2022), there are five major barriers to implementing digital transformation in Indonesian MSMEs, as shown below:

Figure 1 5 Biggest Obstacles For Indonesia MSMEs In Digital Transformation



Sourced: (<https://databoks.katadata.co.id/datapublish/2022/11/14/besar-umkm-belum-bisa-bisnis-online-ini-kendala-utamanya>)

Meanwhile, research conducted by the fintech company Amarta, and the Katadata Insight Centre (KIC) has revealed that the majority of micro-, small-, and medium-sized enterprises (MSMEs) in Indonesia continue to utilize cash-based financial services. Research result (Amarta, 2022) The 2022 Indonesia Grassroots Entrepreneurs Report indicates that approximately 85.6% of micro, small, and medium-sized enterprises (MSMEs) continue to utilise cash for financial transactions. This suggests that a significant proportion of MSMEs may benefit from greater familiarity with digital financial services (Amarta Prosoerity Index 2022). The primary obstacle was the fear of making mistakes during the cashless payment process. The second obstacle is a lack of confidence in the ability to offer cashless products for digital payment transactions. Third, there is fear of experiencing difficulties in withdrawing money. Fourth, micro-, small-, and medium-sized enterprises (MSMEs) lack knowledge of the features and how to use smartphones to process digital payments.

There are three main reasons why digital or cashless payments have not become the main choice for MSMEs. First, there is fear of making mistakes when using non-cash services. Second, there is a lack of confidence in the ownership of non-cash products. Third, there is a lack of awareness of the features and methods of using digital payments. Furthermore, adoption barriers are caused by behavioral inconsistencies related to usage, costs, and risks in adopting an innovation (Widayani et al., 2022). Research by Amarta and Katadata Insight Center (KIC) shows that most MSMEs still use cash services for financial transactions in Indonesia (Amarta Prosoerity Index, 2022).

According to Klapper (2023), digitalization of financial transactions can facilitate greater accessibility to savings accounts and loans, enhance security, and reduce the time required for transactions. The advantages of digital payments include enhanced speed, reduced costs for entrepreneurs, facilitated access to credit products, encouragement of entrepreneurship, and facilitation of tax compliance. This is in line with Deloitte (2018a), who found that the utilization of digital payments has the potential to diminish the need for manual intervention, while simultaneously proving a more cost-effective alternative to traditional methods. It is evident that the government plays a pivotal role in addressing this issue, particularly given that a considerable number of MSME managers are yet to fully optimize their use of digital payments.

Klapper (2023) highlighted the advantages of digital payment systems for entrepreneurs, including affordability, security, and time-saving benefits. However, it has been emphasized that a reliable technology infrastructure is also necessary. In addition, the advantages of digital payment systems for entrepreneurs, including affordability, security, and time-saving benefits, are highlighted. However, it has been emphasized that a reliable technology infrastructure is also necessary. According to Deloitte (2018b), the advent of digital payments has brought about several advantages for entrepreneurs. These include enhanced speed, reduced costs, convenient access to credit products, greater entrepreneurial drive, and tax compliance. Furthermore, digital payments reduce the need for manual intervention and are cost effective. Despite the widespread use of smartphones among MSME entrepreneurs, the government should optimize the use of digital wallets. This is in line with the view of Kurnia et al. (2024) that the use of electronic money has become a necessity for the community.

Table 1:
Advantages and Disadvantages of using Digital Payment

No	Advantages	Disadvantages
1	Digital payments may boost an entrepreneur's profits by making financial activities with consumers, suppliers, and the government easier, safer, faster, and less expensive.	To enable digital payment systems, a robust financial ecosystem, including access points such as computers and mobile devices, is required.
2	Wage payments via digital means help employees while also being safer and more cost-effective for companies.	Many business owners are hesitant to use digital payment systems due to their complexity and difficult technological features and usage
3	Payments are paid early and on schedule because an electronically transmitted invoice is instantaneously available to the recipient.	Businesses and workers lack sufficient financial literacy and the capacity to think quantitatively, making it difficult for them to make effective use of digital financial solutions.
4	Digital payments instantly generate a credit record for consumers, which can increase an entrepreneur's access to financial services.	Many entrepreneurs and employees lack documents such as government-issued identity cards or birth certificates, which are required to use digital services
5	Creating and receiving digital payments will strengthen an entrepreneur's e-commerce engagement and enhance connections with customers, merchants, and financial firms	Entrepreneurs and employees often lack financial literacy, making it harder for them to use digital financial products efficiently

Sourced modified from (Klapper, 2023 & Blinksale)

The transition to digital payments can enhance the profitability of entrepreneurs by reducing costs, simplifying trade contract management, and increasing e-commerce participation, interaction with clients, vendors, and financial institutions (Klapper, 2023)

Widayani et al. (2022) find that the adoption of MSME digital payments is impeded by the emergence of barriers due to the mismatch between innovations and consumer habits. These barriers can be observed in the ease of use and level of change required. According to Wardhani et al. (2023), the implementation of QRIS has a significant impact on the financial performance of

micromerchants, resulting in increased sales turnover and business cash flow. Other factors contributing to this outcome include compatibility, trust, and customer experience. Kamal et al., (2023) The increased consumer enthusiasm for digital payment methods has resulted in an increase in transaction volumes and the offering of discounted prices (Wahyudin et al., 2022). MSME business owners are aware that digital transactions can enhance sales performance by providing e-commerce and QRIS data. The more adept e-commerce is utilized, the greater the competitive advantage that can be derived (Bhattarai BBA Scholar et al., 2023).

This study demonstrated that digital platforms, perceived usefulness, security, and ease of payment acceptance have a positive impact on firm performance. However, digital literacy and ease-of-payment acceptance did not significantly improve performance. This study indicates that digital literacy does not necessarily lead to increased use of digital payments. By understanding micromerchants' reluctance to use digital payments due to trust, habit, and social influence on decision-making, it is possible to gain insight into the factors influencing the adoption of digital payments (Xia et al., 2023). The role of digital payment literacy among small businesses is still underdeveloped, underscoring the importance of educational and training initiatives (Lo Prete, 2021). The originality of research related to micro entrepreneurs is still reluctant to use a digital payments case study: South Jakarta MSMEs, and this research can be said to be Novelty.

Table 2 Previous Research

No	Title	Method	Results
1	Barriers to digital payment adoption: micro, small and medium enterprises (9)	Quantitative research	This research offers practical strategies for mobile payment service providers to increase adoption by identifying barriers and providing information for MSME actors to transform business processes, particularly in payment processes.
2	The Impact of Quick Response Adoption of Payment Code on MSMEs' Financial Performance in Indonesia.(10)	Quantitative research	The study reveals that QRIS adoption significantly impacts micro-entrepreneurs' financial performance, with increased transactions, sales turnover, and business cash flow. Factors like ease of use, social influence, usefulness, and cost influence adoption, while compatibility, trust, and experience do not
3	The Enthusiasm of Digital Payment Services and Millennial Consumer Behaviour in Indonesia. (11)	Quantitative research	Indonesia's fintech implementation, despite delays, has increased consumer enthusiasm for digital payment methods, resulting in increased transaction volume and price discounts.
4	The Utilization of E-Commerce and QRIS as Digital Payment Tools to Improve Sales Performance through Competitive Advantage in MSME. (12)	Quantitative research	MSME owners or employees can enhance sales performance by providing information on e-commerce and QRIS, as improved usage of e-commerce can enhance their competitive advantage.
5	Effectiveness of Digital Payments in the Performance of Nepalese Micro, Small and Medium Enterprises (MSME). (13)	Quantitative research	The study reveals that digital platforms, perceived usefulness, security, and ease of payment acceptance positively impact firm performance. However, digital literacy and ease of payment acceptance do not significantly enhance performance. The study suggests that digital literacy doesn't necessarily lead to increased usage of digital payments.

LITERATURE REVIEW

The reluctance of micro merchants in South Jakarta to adopt digital payments is influenced by a combination of factors, including lack of digital literacy, trust and security concerns, cultural attitudes, infrastructure challenges, cost implications, and the need for effective government support. Addressing these barriers through targeted interventions can facilitate the digital transformation of MSMEs and enhance their competitiveness in the evolving economic landscape

Lack Of Digital Literacy

Lack of digital literacy among micro merchants hinders adoption of digital payments, leading to fear and reluctance to engage with complex and intimidating digital platforms. Research indicates that improving digital literacy is crucial for MSMEs to effectively utilize digital tools (Vinicius Barreto Klein and José Leomar Todesco. 2020; Mukhamad Najib, Farah Fahma 2020; Bharati, P., & Bharati, A. 2020; Sahu, A. K., & Dutta, S. 2019).

Trust And Security Concerns

Micro merchants' reluctance to use digital payment systems is influenced by concerns about security, fraud, and data breaches, exacerbated by a lack of understanding of these systems. Research shows that building trust through education and transparent communication about security measures can help alleviate these concerns (Lee, J. 2020; Hassan, S., & Khalid, W. 2021).

Cultural And Social Factors

Cultural attitudes towards cash transactions also play a role in the reluctance to adopt digital payments. In many communities, cash is seen as a more reliable and traditional method of conducting business. This cultural preference can hinder the acceptance of digital payments, as merchants may feel that their customers prefer cash transactions. Additionally, social networks and peer influence can impact decision-making, with merchants often relying on the practices of their peers rather than exploring new technologies (Hofstede, G. 2001; Rogers, E. M. 2003).

Infrastructure Challenges

The lack of adequate infrastructure to support digital payments is a significant barrier for micro merchants in South Jakarta. Many areas still face issues such as limited internet connectivity and inadequate access to digital payment platforms. This infrastructural gap can make it challenging for merchants to adopt and consistently use digital payment systems. Studies highlight the need for improved infrastructure to facilitate the digital transformation of MSMEs (Najib, M., & Fahma, F. 2020; Zhou, T. 2014; Mansor, N., & Abdul Rahman, A. 2020).

Cost Implications

Micro merchants often hesitate to adopt digital payment systems due to perceived costs like transaction fees, technology acquisition, and potential customer loss, especially those operating on thin margins. The study suggests that financial incentives or subsidies could potentially encourage more merchants to adopt digital payments (Kumar, A., & Pillai, R. 2018; Zabri, S. M., & Zainuddin, Z. 2021).

Government Support And Policy Framework

Government initiatives and support play a crucial role in promoting digital payment adoption among micro merchants. However, many merchants feel that existing policies do not adequately address their needs or provide sufficient incentives for digital transformation. Effective government support, including training programs and financial assistance, is essential for fostering an environment conducive to digital payment adoption [2]. Studies indicate that a

collaborative approach involving government, private sector, and community organizations can enhance the effectiveness of these initiatives Mansfield, E., & Wagner, S. 2020; Setiawan, A. 2019.

METHODS

Data Collection

In this study, researchers employed a purposive sampling technique to identify and select small companies that have not yet adopted digital payments. Furthermore, evidence will be gathered from a variety of sources, including several digital payment journals as well as MSMEs, particularly small businesses that have not utilized digital payments to a significant extent. The objective is to provide a comprehensive description of the research object, which is then interpreted. To achieve this, the researcher employs a narrative approach based on Miles and Huberman's (1994) theoretical framework. To collect data for this case study, several approaches were employed, including interviews, analysis of relevant documentation, and direct observation. The objective of an interview is to gather data through direct, face-to-face interaction between the data collector and the data source, whereby questions are posed and answered in real-time (Trivaika et al., 2022; Deborah, 2012; Rofiah et al., 2021).

The research sample comprises microentrepreneurs operating in the culinary, food and beverage, grocery stall, and home laundry sectors, who have indicated that they have not yet utilized digital payments for transactions.

Data Analysis

The transcripts of the recordings were analyzed using NVivo 12 Pro. This entailed the application of reflexive thematic analysis and inductive reasoning with the objective of identifying themes (Braun & Clarke, 2006).

The research team was divided into three groups, each of which conducted interviews and observations at a different location that had been identified as not using digital payments. These locations included food and beverage outlets, grocery stalls, and home laundry services. Each team explored the reasons small business owners were not willing to use digital payments and agreed that data saturation had been reached. Furthermore, the findings from the field were analyzed and compared with the results obtained by other teams. In this concluding discussion, the thematic analysis was further refined by examining whether the identified data adequately addressed the questions posed in the interviews.

RESULTS

The research team developed three main themes based on the interviews and observations. These were (1) small business owner factors, (2) small business owner factors related to digital payments, and (3) small business owner age factors.

Small Business Owner Factors.



Figure 1: Small business owners

The research team conducted interviews and observations with a number of small entrepreneurs, including those engaged in the sale of beverages on the move and laundry of small quantities of clothing. A significant proportion of the responses from these entrepreneurs indicated that they required access to cash to purchase groceries for resale. The disbursement of funds through digital payments is a relatively slow process, and there is a service tax on digital payments.

"I was once offered the opportunity to utilize QRIS by one of the state-owned bank partners. However, they also suggested that there should be a target to reach for my sales. My sales revenue is erratic and has the potential to fluctuate".

"Cash payment is preferable as it allows us to spend on merchandise immediately the next day, without the need for complicated accounting procedures."

"The use of digital payments eliminates the necessity for refunds, prevents the circulation of counterfeit currency, and facilitates the transaction process."

"Nevertheless, a reliance on cash for business purchases and withdrawals persists.

Small Business Owners' Factors Related To Digital Payments

Nevertheless, it is evident that not all small businesses are averse to digital payment. In instances where the transaction value is considerable, they opt for digital payment to circumvent potential errors in calculating the payment amount and risk of accepting counterfeit currency.

"Time savings, if transactions on a large scale with digital payments or money transfers in large amounts and safe from counterfeit money"

"The implementation of digital payment methods allows for the monitoring of employee conduct and facilitates the auditing of financial transactions. Customers are required to utilise the Quick Response Code (QRIS) system for payment, with cash payments being prohibited."



Figure 2: Small Businesses only accept payments with QRIS

Age Factors Of Small Business Owners

Several factors have contributed to the reluctance of small business entrepreneurs to use digital payments. These include a lack of familiarity with technology, the predominant use of mobile phones for communication, and the perceived inconvenience of managing them, particularly in relation to the necessity of maintaining account books, personal NPWP, and NMID (National Merchant ID) – a Merchant ID obtained following successful QRIS (Qualified Registration of Service Industries) registration. Consequently, they tended to opt for cash payments.

"It is our preference to utilise cash as a form of payment, rather than utilising the QRIS system, as the funds earned can be utilised for both daily necessities and the purchase of requisite goods."

"The management of the QRIS is a significant time commitment for me, as it requires the maintenance of a bank account, the acquisition of a Personal NPWP, and the achievement of daily targets, despite the inherent uncertainty of income generation on a daily basis within this business sector"



Figure 3: The age factor of small business owners

The perceived impact of small business owners' reluctance to utilize digital payments. Small business owners have proposed several reasons for their lack of understanding of digital payments. One reason is that the procedures and requirements of the QRIS process are considered too complicated, so many prefer to pay cash. Therefore, it is necessary for the government to improve knowledge and skills through the socialization of the use of digital payments. This is in line with Sugathadasa and Wijekumara (2024) that the term "entrepreneurial characteristics" refers to the personal and social attributes, skills, and behaviors of entrepreneurs that enable them to identify and exploit business opportunities, innovate, and create value.

DISCUSSION

In a study by Widayani et al. (2022), the utilization of digital payments by MSMEs has the potential to enhance business processes, providing convenient and efficient means of transaction. Indonesia's rapid Internet growth, with 210 million active users, is accelerating the adoption of digital payment systems, replacing traditional cash payment systems, and introducing a new trend in financial transactions (Arif, 2022) <https://online.fliphtml5.com/rmpye/ztxb/#p=1>. This is in line with (Jerath, 2022) that digital payment is a method of payment that is conducted using digital or digital currency. Micro, small, and medium enterprises (MSMEs) take advantage of the ease of transactions with digital payments, thereby increasing the efficiency and effectiveness of their business processes, with the objective of enhancing the operational efficiency of micro merchants through the utilization of digital payment instruments, facilitating secure and expedient transactions. The advent of digital payments has provided users with numerous benefits.

One of the most notable advantages of digital payments is their ability to complete transactions with a single click, eliminating the need to carry cash. Another benefit is the ease of tracking small transactions. In addition, digital payments facilitate the implementation of cashback and discount programs, offering users further convenience. Perhaps most importantly, digital payments provide enhanced security, which is a crucial aspect of the modern digital age. Digital payments have emerged as a key element in a system that aims to save money, time, and effort (Alkhowaiter, 2022). This is consistent with (Suryanto et al., 2022); (Zhang & Dodgson, 2007) It can be observed that there is a growing preference among consumers for digital payment systems.

One of the principal constraints on the adoption of digital payments is the lack of familiarity among small business owners with such technologies. For instance, a significant proportion of small business owners and microentrepreneurs have not yet embraced the use of Quick Response (QR) codes, which could facilitate the transition to digital payments. Furthermore, the simplicity of cash transactions may deter the adoption of digital payments (Wardhani et al., 2023b). It is hypothesized that the lack of optimization of information,

socialization, literacy, and networks, as well as the fees charged, may be a contributing factor to the reduced intention of MSMEs to utilize non-cash payment systems, in this case, QRIS. Despite the potential for QRIS to affect the financial performance of MSMEs in Indonesia, the existence of the problems is thought to reduce the intention to use QRIS (Larissa Adella Octavina; Maria Rio Rita, 2021)

The adoption of digital payments by small businesses is impeded by several factors. These include a lack of comprehension of digital payment technology, the age of small business owners, and a limited understanding of the use of mobile phones for content creation, such as editing photos on Instagram. Additionally, the complexity of the requirements for making digital payments, transaction costs, and pressure to meet sales targets from specific QR code payment providers present significant challenges. These obstacles frequently dissuade small entrepreneurs from embracing digital payment. Notably, 70% of micro, small, and medium enterprises (MSMEs) in Central Java lack digital literacy (Rachmawati, 2023).

Figure 4 MSMEs



Sourced: Dinas Koperasi usaha Kecil & Menengah Provinsi Jawa Tengah
<https://dinkop-umkm.jatengprov.go.id/berita/view/2533>

CONCLUSION

It is recommended that the local government, particularly the Department of Small and Medium Enterprises Cooperatives in DKI Jakarta Province, conduct outreach and training to educate small entrepreneurs on the use of information technology. This should include the promotion of digital payments, optimization of the use of cellphones to increase sales, and provision of training on digital marketing.

This will assist small entrepreneurs in understanding the benefits of digital payments, improving their business performance, and ensuring secure transactions. Furthermore, it will assist them in expanding their marketing reach through online platforms and in taking advantage of the available opportunities by embracing technology.

To facilitate the growth of small entrepreneurs through technological literacy, it is essential that certain criteria be fulfilled regarding digital payments. One crucial factor is the endorsement of electronic money by colleagues and business partners, such as ShopeePay, Gopay, and OVO. These digital payment methods are commonly employed by micro-, small-, and medium-sized enterprise (MSME) business owners for customer transactions, facilitating the receipt of payments and offering customers an alternative to traditional bank transfers and cash payments. Future research should examine the potential for developing a model for the acceptance of electronic money by small businesses and digital marketing strategies based on market segmentation.

SUGGESTION

The role of the government in socializing the benefits of using digital payments is necessary in the era of digitalization. The convenience obtained by using digital payments, among others: avoiding counterfeit money, fast processing and directly recorded in the financial reporting system, easily accessible, besides that many people use digital transactions in all transaction activities and other service businesses.

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