

## UNDERSTANDING AND LEVEL OF PAYMENT GATEWAY USAGE ON THE FINANCIAL PERFORMANCE OF MSMES IN PALU CITY

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### Abstract

Digital transformation encourages Micro, Small, and Medium Enterprises (MSMEs) to adopt electronic payment systems, including payment gateways, to improve transaction efficiency and financial performance. However, the use of this technology is not optimal in Palu City due to the low understanding and level of use. This study aims to analyze the influence of understanding and the level of payment gateway use on the financial performance of MSMEs. The research method uses a quantitative approach with a survey design. A sample of 344 MSMEs was selected using a simple random sampling technique with a margin of error of 5%. Data were analyzed using multiple linear regression through SPSS accompanied by validity, reliability, and classical assumption tests. The results of the study show that the understanding of MSME actors does not have a significant effect on financial performance. On the other hand, the level of payment gateway usage has a positive and significant effect on the financial performance of MSMEs. These findings prove that the improvement of financial performance is not only determined by knowledge of technology, but more determined by the intensity of the use of payment gateways in business transactions. Therefore, increasing digital literacy needs to be accompanied by practical use assistance so that MSMEs can get optimal benefits from transaction digitization.

**Keywords:** Payment Gateway, Technology Understanding, Usage Rate, Financial Performance, MSMEs

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have an important role in encouraging economic growth in Indonesia, including in Palu City as the center of trade and service activities in Central Sulawesi Province. Although MSMEs are the backbone of the regional economy, various challenges are still faced in business management, especially related to the use of technology and financial management capabilities. In the digital context, *payment gateways* are one of the important innovations that can increase transaction efficiency and support the financial performance of MSMEs (Barus et al., 2024). However, the level of understanding of MSME actors regarding this technology still varies, thus affecting the level of adoption and use (Nurulhidayah et al., 2024). MSME actors' understanding of *payment gateways* is a fundamental aspect in the digital technology adoption process. Aldboush & Ferdous (2023) emphasized that the level of user understanding plays a direct role in the successful implementation of digital payment systems. Similarly, Ghofar et al., (2022) found that the use of *payment gateways* is influenced by the ability of business actors to understand their functions, benefits, and usage mechanisms. If the understanding of technology is still low, the use of *payment gateways* will not be optimal and can hinder the improvement of MSME financial performance.

In addition to the understanding factor, the level of *payment gateway usage* also has an important contribution in encouraging the financial performance of MSMEs. The use of digital payment systems has been proven to increase operational efficiency, speed up transactions, and support more accurate financial recording (Hasan, 2024). The Kompas.com report (2022) also states that MSMEs that utilize digital payments have experienced an increase in transaction volume and more systematic financial management. Thus, this technology has great potential to help MSMEs, including in Palu City, in increasing business competitiveness. However, the adoption of *payment gateways* in Palu City has not been evenly distributed. Based on a report by the Palu City Cooperatives and MSMEs Office (2021), most MSMEs are still carrying out transactions manually and have not fully utilized digital payment platforms. Low understanding and limited access to technology are often inhibiting factors. In fact, the use of payment gateways can help MSMEs increase financial control and support sustainable business growth.

The Government of Indonesia continues to encourage MSME actors to digitalize, including through the use of digital payment platforms. The government targets an increase in the number of MSMEs adopting digital commerce as part of the national strategy to strengthen the digital economy (Kompas.com, 2022). However, the success of this program is highly dependent on the understanding and readiness of MSME actors in using available technology. The phenomenon that occurred in Palu City shows that although many MSMEs have known the existence of payment gateways, not all business actors understand how they work and their benefits thoroughly. This causes the use of digital payment technology to be not optimal, so the impact on financial performance is also not optimal. This condition shows the need to examine the extent to which the understanding and level of use of *payment gateways* contributes to the financial performance of MSMEs in Palu City.

This research is important to fill the gap in the literature which currently focuses more on large urban areas, while studies in developing areas such as Palu City are still limited. By analyzing the factors of understanding and the level of use of payment gateways, this study is expected to provide a relevant empirical picture of the factors that affect the financial performance of MSMEs in the region. In addition to making an academic contribution, this research is also expected to provide practical recommendations for MSME actors and local governments. The encouragement

to increase digital literacy, provide training on the use of payment technology, and expand digital access are important steps to strengthen the financial performance of MSMEs in the future.

## REVIEW OF LITERATURE

### Financial Performance

Financial performance is an analysis used to assess the extent to which the company implements financial management rules and provides an overview of the company's success rate for various activities that have been carried out (Hutabarat, 2020). Financial performance is also understood as a financial condition that reflects a company's ability to manage resources, comply with financial rules, and pay attention to aspects of profit, risk, value, and reputation (Widya, 2021). According to Trisnantoro & Agansya in Purnamasari (2024), financial performance reflects the processes and results achieved by an organization in providing products or services to customers. This is in line with the opinion of Fahmi (2012) in Lestari et al. (2020) who emphasized that financial performance is used to assess the extent to which a company has carried out financial activities appropriately and in accordance with the provisions. Maysaroh and Diansyah (2022) added that financial performance can be seen from the aspects of sales and revenue, the number of workers, products or services produced, business capital, and the work environment. Thus, financial performance can be understood as a measure of the success of business actors in managing resources effectively and efficiently to achieve goals, increase profits, and maintain business sustainability.

In the context of MSMEs, the measurement of financial performance can be observed through business growth, increased revenue, and increased sales volume (Zairina & Pabulo, 2023). Business growth is reflected in product innovation, the opening of new branches, or the increase in the number of employees (Shabrina et al., 2023). The increase in revenue can be seen from the increase in total sales and net profit after accounting for operating costs (Tineka et al., 2024). The increase in sales volume can be seen from the increase in the number of orders, new customers, and increasing demand for products (Lahagu et al., 2023). Various studies show that the improvement of MSMEs' financial performance is greatly influenced by the adoption of technology, including financial technology (*fintech*). Lestari et al. (2020) found that the use of *payment gateways* has a direct impact on improving the financial performance of MSMEs through a faster, more accurate, and more efficient transaction process. In addition, Kartini and Mashudi, (2022) emphasized that the use of digital platforms such as *e-commerce*, social media, Twitter, YouTube, and blogs also encourages increased sales and turnover. Thus, in the current digital era, the understanding and level of use of *payment gateways* are important factor that has the potential to improve the financial performance of MSMEs, including those in Palu City.

### Payment Gateway

A payment gateway is a digital technology-based service that functions as an intermediary system in processing payments between sellers and buyers through various electronic methods, such as debit cards, credit cards, digital wallets, and interbank transfers. For MSMEs, payment gateways act as a link between consumer payment methods and the financial system of business actors so that they can increase transaction efficiency and support financial performance improvements. According to Lestari et al. (2020), the use of the right payment gateway can increase transaction efficiency, expand market access, and build consumer trust because transactions are carried out in real-time and securely. Siahaan and Sianturi (2024) also emphasized that the security of digital systems makes consumers more trustworthy and comfortable transacting with businesses that provide online payment methods. Technological developments have also

encouraged changes in people's behavior, which is now increasingly opting for digital payments because of the convenience, speed, and flexibility of long-distance transactions (Jabbour et al., 2023). *Payment gateways* also function to authenticate and verify payment information according to the service provider's policy (Yuliati, 2024), so that the transaction process becomes faster, safer, and more transparent. This encourages an increase in the effectiveness of MSME financial management (Purnamasari, 2024). Previous research shows the consistency of the positive influence of *payment gateways* on the financial performance of MSMEs. Nursansiwati et al. (2023), Ruhmi and Tanjung (2023), and Retno Rahadjeng et al. (2021) stated that the use of *payment gateways* has a significant impact on improving the financial performance of MSMEs. In addition, the use of digital payment systems allows MSMEs to more easily access a wider market, increase customer trust, and reduce high transaction costs.

### **Understanding Digital Payment Technology**

MSME actors' understanding of digital technology, especially *payment gateways*, is an important factor that affects the level of adoption and its use in business activities. In the *Technology Acceptance Model* (TAM), perceived *ease of use* and perceived *usefulness* are the main determinants in the intention and behavior of technology use (Prakasa & Sri Ardani, 2013). The better the MSMEs understand the functions, benefits, and how *payment gateways* work, the more likely they are to adopt and actively use it as part of a business payment system. Research by Harini, 2024 confirms that digital literacy and technological understanding are crucial aspects that increase the use of payment gateways by MSMEs, because they allow business actors to make optimal use of digital features and ensure transaction security. In line with that, Diah et al., (2023) stated that understanding financial *technology* has an impact on the effectiveness of MSMEs in using payment technology, so that the quality of financial services can be improved. Another study by Syawal et al., 2021 also showed that users' understanding of the benefits and how digital payments work, has a close relationship with interest and intensity of using the system.

With adequate understanding, MSME actors can not only operate *payment gateways* correctly, but also be able to identify business opportunities, reduce the risk of transaction errors, and choose the most effective payment platform. This understanding ultimately has an impact on the financial performance of MSMEs, because digital payment systems can speed up transactions, reduce operational costs, improve payment security, and expand market share through easy access for consumers. Therefore, understanding digital technology is not only a supporting factor for the adoption of *payment gateways* but also has a direct contribution to strengthening the financial performance of MSMEs.

### **RESEARCH METHOD**

This study uses a quantitative approach with a survey design to analyze the influence of *payment gateway understanding* and its level of use on the financial performance of MSMEs in Palu City. The quantitative approach was chosen because it is empirical, measurable, systematic, and in accordance with the positivistic paradigm that uses numerical data and statistical analysis. This research was carried out in Palu City from October to November 2025 with the research subjects being MSME owners who are still active and use or have used *payment gateways* in business activities. The research population consists of 2,445 active MSMEs in Palu City. The sample was determined using a simple random sampling technique with a *margin of error* of 5%. Based on the Slovin formula, a minimum sample number of 344 respondents was obtained. Therefore, the researcher distributed questionnaires to 344 MSME actors as a research sample. Primary data was collected through a Likert scale questionnaire of 1–5 with 5 items each for the

variables of payment gateway understanding, payment gateway usage level, and financial performance of MSMEs. Supporting documentation is also used to ensure the accuracy of the data. The research instrument is tested first through validity and reliability tests to ensure the clarity and consistency of the question items. Furthermore, a classical assumption test was carried out which included tests of normality, linearity, multicollinearity, heteroscedasticity, and autocorrelation. Data analysis was carried out using multiple linear regression with the help of SPSS version 25 to test the influence of each independent variable on the dependent variable.

## RESULTS AND DISCUSSION

### Respondent Description

The respondents in this study came from various types of MSME businesses in Palu City. Based on business characteristics data, the majority of MSMEs are engaged in the trade sector, which is as many as 190 MSMEs, while the rest are spread across the culinary, service, and home industry sectors. In terms of turnover, most MSMEs have a monthly turnover in the range of IDR 5,000,000 – IDR 25,000,000, which is as many as 226 MSMEs, showing that most MSME actors are in the micro business category with a medium income level. In addition, general business information shows that respondents consist of various data such as store names, business addresses, phone numbers, type of business, length of business, number of employees, habits in making financial reports, and turnover per month. In general, most MSMEs have been in operation for several years and have a limited number of employees, reflecting the typical characteristics of micro and small businesses.

### Validity and Reliability Tests

All items in the variables of understanding, usage level, and financial performance are declared valid ( $r$  calculated  $> 0.1058$ ) which can be seen in table 1.

**Table 1.**  
**Validity Test Results**

Yes	Variable	R count	R Table	Sig	Ket
	Heating				
1	X1.1	0.668	0.1058	<0.001	valid
2	X1.2	0.722	0.1058	<0.001	valid
3	X1.3	0.685	0.1058	<0.001	valid
4	X1.4	0.826	0.1058	<0.001	valid
5	X1.5	0.816	0.1058	<0.001	valid
	Usage Rate				
1	X2.1	0.870	0.1058	<0.001	valid
2	X2.2	0.839	0.1058	<0.001	valid
3	X2.3	0.869	0.1058	<0.001	valid

4	X2.4	0.856	0.1058	<0.00	valid
				1	
5	X2.5	0.839	0.1058	<0.00	valid
				1	
Financial Performance					
1	Y.1	0.891	0.1058	<0.00	valid
				1	
2	Y.2	0.903	0.1058	<0.00	valid
				1	
3	Y.3	0.900	0.1058	<0.00	valid
				1	
4	Y.4	0.862	0.1058	<0.00	valid
				1	
5	Y.5	0.904	0.1058	<0.00	valid
				1	

Source: Data processing results (2025)

It has a value (Cronbach's Alpha > 0.966), so the instrument is suitable for use in research.

**Table 2.**

**Results of Reality Test**

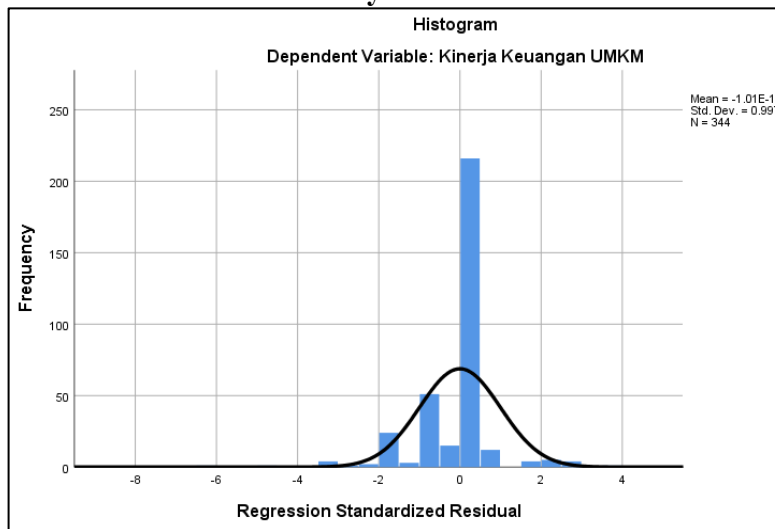
Number of Question Items	Cronbach Alpha	Remarks
15	0,966	High Reliability

Source: Data processing results (2025)

**Classic Assumption Test  
 to. Normality**

Figure 1 shows that the residual histogram follows a normal distribution pattern, characterized by a symmetrical bell shape and a residual mean value that is close to zero. This indicates that the residual is normally distributed so that it can be concluded that the regression model meets the assumption of normality and is suitable for use.

**Figure 1.  
 Normality Test Results**

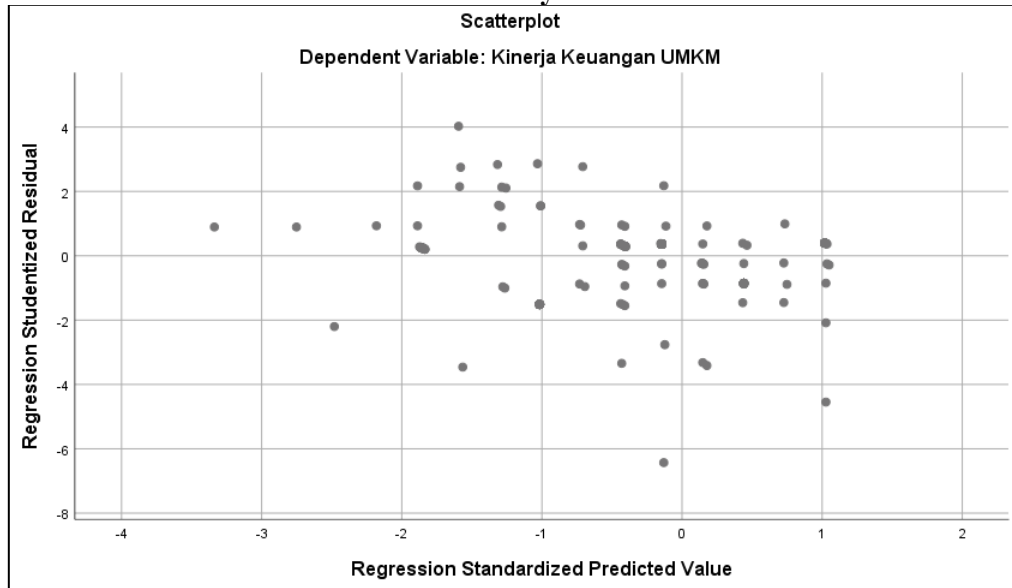


Source: Data processing results (2025)

**b. Heteroskedasticities**

This test is used in determining the variance between the different variants in the relapse model is not the same. A good model of relapse is one in which there are no symptoms of heteroscedasticity. The following are the results of the heteroscedasticity test:

**Figure 2.**  
**Heteroskedasticity Test Results**



Source: Data processing results (2025)

Figure 2 shows that the residual points are randomly scattered around the horizontal line without forming a specific pattern. This indicates the absence of heteroscedasticity, so the regression model meets the assumption of homogeneity and is suitable for use.

**c. Multicollinearities**

To check whether the regression model identifies relationships between independent factors, a multicollinearity test was performed. Tolerance and inflation factor variance (VIF) were used to evaluate multicollinearity in regression models. If the tolerance is greater than 0.1 and the VIF is less than 10.00, then the regression model is considered to be free of multicollinearity. Here are the results of the multicollinearity test:

**Table 3.**  
**Multicollinearity Test**

Variable Independent	Collinearity statistics		Remarks
	Tolerance	VIVID	
Understanding	0.331	3.018	not multicollinearities
Usage Rate	0.331	3.018	not multicollinearities
Financial Performance	0.331	3.018	not multicollinearities

Source: Data processing results (2025)

In Table 3, showing the VIF value < 10 indicates that no symptoms of multicollinearity were found, so the data is suitable for use as a measuring tool.

**Multiple Linear Regression Analysis**

Multiple linear regression testing is a scientific strategy used by experts to test the influence of at least two independent factors (X) on dependent variables (Y). The following are the results of the multiple liner regression test:

**Figure 3.**  
**Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.154	.879		.175	.861
	Pemahaman Pelaku UMKM terhadap Payment Gateway	-.025	.063	-.016	-.401	.689
	Tingkat Penggunaan Payment Gateway	.993	.044	.915	22.507	.000

a. Dependent Variable: Kinerja Keuangan UMKM

Source: data processing results (2025)

Judging from Figure 3, the results of the regression equation model are:

$$Y = 0.154 - 0.025X_1 + 0.993X_2$$

1) Constanta

The constant value in this test is 0.154, which means that if the MSME Actors' Understanding of the Payment Gateway ( $X_1$ ) and the Payment Gateway Usage Level ( $X_2$ ) is considered equal to zero (0), then the value of the MSME Financial Performance ( $Y$ ) is 0.154.

2) Coefficient b1 (MSME Actors' Understanding of *Payment Gateways*)

The regression coefficient in the comprehension variable ( $X_1$ ) is  $-0.025$ , which means that every increase in MSME actors' understanding of payment gateways by one unit, the value of MSME Financial Performance ( $Y$ ) tends to decrease by 0.025. However, this decline is not significant, so understanding does not have a real impact on the financial performance of MSMEs.

3) Coefficient b2 (Payment Gateway Usage Rate)

The regression coefficient in the variable payment gateway usage rate ( $X_2$ ) is 0.993, which means that for every increase in *payment gateway* usage by one unit, the Financial Performance of MSMEs ( $Y$ ) will increase by 0.993. Thus, the higher the use of *payment gateways*, the financial performance of MSMEs will increase significantly.

**Simultaneous Significant Test (F Test)**

Analysts use the Simultaneous Significance Test (F Test) to evaluate the influence of autonomous variables on mutually dependent variables. Here are the results of the F test or simultaneous test:

**Figure 4.**  
**F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3944.708	2	1972.354	742.410	.000 <sup>b</sup>
	Residual	905.931	341	2.657		
	Total	4850.640	343			

a. Dependent Variable: Kinerja Keuangan UMKM  
 b. Predictors: (Constant), Tingkat Penggunaan Payment Gateway, Pemahaman Pelaku UMKM terhadap Payment Gateway

Source: data processing results (2025)

Based on figure 4, it is known that the calculated value of F is 742.410 and is greater than the F of the table which is valued at approximately 2.63 at  $df = 2; 341$ . In addition, the significance level is 0.000 and the value is  $< 0.5$ . Therefore, it is suspected that the variables of MSME actors' understanding of payment *gateways* ( $X_1$ ) and the level of payment *gateway use* ( $X_2$ ) simultaneously affect the financial performance of MSMEs (Y) in Palu City.

**Determination Coefficient Test (Adjusted R Square)**

The ability of independent variables to understand the vulnerability of dependent variables is assessed through assurance coefficient ( $R^2$ ) testing. Nonetheless, the dependent variable is perceived by more independent components that are not mentally surveyed there, which is indicated by the value of  $R^2$  which indicates how much the autonomous element can determine the dependent variable. The following are the results of the determination coefficient test:

**Figure 5.**  
**Determination Coefficient Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 <sup>a</sup>	.813	.812	1.62994
a. Predictors: (Constant), Tingkat Penggunaan Payment Gateway, Pemahaman Pelaku UMKM terhadap Payment Gateway				
b. Dependent Variable: Kinerja Keuangan UMKM				

Source: data processing results (2025)

Based on the image above, it is known that the Adjustend R Square, which is 0.813, means that the independent variables studied, namely the Level of Understanding of MSME Actors towards the Payment Gateway ( $X_1$ ) and the Payment Gateway Usage Level ( $X_2$ ), are able to explain 81.3% of the variation in the bound variable, namely MSME Financial Performance (Y). Meanwhile, the remaining 18.7% was influenced by other factors outside the regression model that were not studied in this study.

**Variable Significance Test (T Test)**

The analysis uses the Simultaneous Significance Test (F Test) to evaluate the influence of autonomous variables on dependent variables mutually. Here are the results of the F test or simultaneous test:

**Figure 6.**  
**T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.154	.879		.175	.861
	Pemahaman Pelaku UMKM terhadap Payment Gateway	-.025	.063	-.016	-.401	.689
	Tingkat Penggunaan Payment Gateway	.993	.044	.915	22.507	.000
a. Dependent Variable: Kinerja Keuangan UMKM						

Source: data processing results (2025)

Based on Figure 6, it is clear that the individual parameter t-test for each variable is as follows:

1) MSME Actors' Understanding of Payment Gateways ( $X_1$ ).

The value of the t table is obtained from the formula  $df = n - k - 1 = 344 - 2 - 1 = 341$  with a significance level of 5% (0.05), so that the t table is 1.967. The calculation value for the variable of MSME Actors' Understanding of Payment Gateways ( $X_1$ ) was 0.401, where the value was smaller than the t table ( $-0.401 < 1.967$ ). This indicates that H1 is rejected. The test results also showed a significance value of  $0.689 > 0.050$ , so it can be concluded that the Understanding of MSME Actors ( $X_1$ ) does not have a significant effect on the Financial Performance of MSMEs (Y).

2) Payment Gateway Usage Rate ( $X_2$ )

The t-value of the same table is 1.967 at a significance level of 5% (0.050). By paying attention to the results of the t-test in the Coefficients table, the t-value calculated for the Payment Gateway Usage Level ( $X_2$ ) variable was  $22.507 > t$  of the table 1.967, so that H2 was accepted. In addition, a significance value of  $0.000 < 0.050$  was obtained, which means that the Payment Gateway Usage Level ( $X_2$ ) has a significant effect on the Financial Performance of MSMEs (Y).

### **The Effect of MSME Actors' Understanding of *Payment Gateways* on MSME Financial Performance**

Hypothesis 1 shows that the variable of MSME actors' understanding of payment *gateways* has no effect on financial performance, so the hypothesis is rejected. This is evidenced by the t-value of -0.401 which is smaller than the t table of 1.967, and the significance value of  $0.689 > 0.050$ , which means that the understanding of MSME actors does not have a significant influence on the financial performance of MSMEs. MSME actors' understanding of *payment gateways* includes indicators such as feature knowledge, transaction benefits, how to use it, system security, and recording functions. Based on the results of the study, the indicator of understanding that is still low is the understanding of the optimal implementation of features, so that most MSME actors only use *payment gateways* as a transaction tool, without utilizing the automatic transaction recording feature, which can actually improve the efficiency of financial recording.

Thus, even though MSME actors understand the existence of *payment gateways*, the lack of technical understanding makes *payment gateways* not used optimally to support the improvement of business financial performance. This condition shows that understanding alone is not enough to improve financial performance if it is not accompanied by optimal use of technology. These results are in line with the research of Harini (2024) and Nurulhidayah et al. (2024), who stated that low understanding of technology makes the use of *payment gateways* ineffective. Furthermore, research by Ghofar et al. (2022) confirms that the use of digital gateways is effective in increasing efficiency if MSME actors understand how they work well. Research by Eriza and Anik (2024) also supports this result by stating that digital financial literacy and understanding will not have an impact on financial performance if business actors only know the concept without applying technology features optimally.

### **The Effect of Payment Gateway Usage Rate on MSME Financial Performance**

Hypothesis 2 shows that the level of payment gateway use affects the financial performance of MSMEs, so the hypothesis is accepted. This can be seen from the calculated t value of  $22.507 > t$  table 1.967, and the significance value of  $0.000 < 0.050$ . This result proves that the higher the use of payment gateways, the more the financial performance of MSMEs will also improve. Payment gateway usage indicators include digital transaction frequency, time efficiency,

transaction speed, security, and accuracy of financial recording. The most dominant indicator is the accuracy of transaction recording, where the payment gateway system automatically records transactions in real-time so as to minimize recording errors, speed up the reporting process, and smooth business cash flow. In addition to speeding up payments and providing a sense of security for consumers, payment gateways also encourage increased sales, as consumers feel more comfortable making digital payments without carrying cash. This has a direct impact on increasing revenue, profit, and cash flow, which in turn improves the overall financial performance of MSMEs.

The results of this study are supported by the findings of Nursansiwati et al. (2023) and Ruhmi & Tanjung (2023), which reveal that payment gateways encourage increased transaction efficiency and business revenue. Research by Eriza and Anik (2024) confirms that payment gateways accelerate the flow of transactions and financial planning of MSMEs through automatic recording. Furthermore, Angelia et al. (2023) show that the use of OVO has improved the financial performance of MSMEs through accurate recording of digital transactions. The same thing was also found in the Umniyah (2023) study, which stated that the use of GO-PAY had a positive effect on the financial performance of MSMEs in Salatiga City. Research by Mahastanti and Utoyo (2022) also strengthens this result, that the use of payment gateways provides ease of transaction recording, simplifies the sales process, and significantly increases MSME income. Thus, payment gateways not only play a role as a payment method, but also as a financial management support tool that provides benefits for operational efficiency, increased sales, ease of recording, and more precise business decision-making, so as to be able to improve the financial performance of MSMEs in a sustainable manner.

## CONCLUSION

This study aims to determine the influence of MSME actors' understanding of payment gateways and the level of payment gateway use on the financial performance of MSMEs in Palu City. The results of the study show that the level of payment gateway use has a significant and dominant influence in improving the financial performance of MSMEs, while MSMEs' understanding of payment gateways does not have a significant influence. These findings prove that the higher the intensity and frequency of use of payment gateways in transaction activities, the more the financial performance of MSMEs will increase, especially through automatic recording, increased operational efficiency, smooth cash flow, and increased sales due to ease of transactions for consumers. On the other hand, understanding of the features and use of payment gateways owned by MSME actors is not enough to improve financial performance if it is not followed by real implementation in business transactions. This shows that knowledge without optimal use of technology does not have a significant impact on improving the financial performance of MSMEs.

Based on these results, it can be concluded that the improvement of MSME financial performance is not only determined by how well business actors understand digital payment technology, but rather by the extent to which the technology is actually used in daily business operations. Therefore, MSME actors need to be empowered through practical assistance in the use of payment gateways, not just increasing knowledge. The results of this study contribute to strengthening the MSME digital financial ecosystem, where the use of payment gateways needs to be supported by education that is applicable and encourages direct use in transactions. For the next study, it is recommended to add other variables such as trust in digital technology, digital literacy, government support, and user experience, which has the potential to enrich the analysis

model of the influence of digital payment technology on the financial performance of MSMEs more comprehensively.

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