

Digital Financial Literacy: Training for Woman Entrepreneurs in Managing Online Transaction

Literasi Keuangan Digital: Pelatihan untuk Pengusaha Perempuan dalam Mengelola Transaksi Online

^{1*}Saida Zainurossalamia ZA, ²Lusiana Desy Ariswati, ³Margareth Henrika, ⁴Ellen D. Oktanti Irianto, ⁵Rohana Nur Aini

Fakultas Ekonomi dan Bisnis, Universitas Mulawarman

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Corresponding author:

Email:

saida.zainurossalamia.za@feb.unmul.ac.id

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ABSTRACT

Digital financial literacy is an important skill for micro-entrepreneurs in dealing with the development of financial technology. However, many women entrepreneurs in the Samarinda City Joint Business Group (KUBe) still have a limited understanding of online transactions, digital financial recording, and security in using financial applications. This service program aims to improve digital financial literacy for five women entrepreneurs in KUBe through hands-on practice-based training and mentoring. The method used is participatory action research, which consists of four main stages: problem identification, training implementation, mentoring, and evaluation of results. The results of the service showed a significant improvement in various aspects of digital financial literacy. Participants' understanding of financial literacy increased by 68%, while skills in using digital payment applications increased by 122%. Awareness of online transaction security also increased by 115%, and business financial records increased by 86%. This increase shows that hands-on training is effective in improving participants' skills in managing digital transactions. The sustainability of this program is realized by the formation of a digital community to support participants in applying financial technology consistently. The results of this service are expected to be a model for other women's business groups in increasing economic independence through the use of digital financial technology. With increased digital financial literacy, women entrepreneurs can optimize online transactions, expand markets, and improve their economic welfare.

Keywords: Digital Financial Literacy, Women Entrepreneurs, Online Transactions, Financial Recordkeeping, Digital Security

ABSTRAK

Literasi keuangan digital merupakan keterampilan penting bagi pengusaha mikro dalam menghadapi perkembangan teknologi keuangan. Namun, banyak pengusaha perempuan di Kelompok Usaha Bersama (KUBe) Kota Samarinda yang masih memiliki pemahaman yang terbatas mengenai transaksi online, pencatatan keuangan digital, dan keamanan dalam menggunakan aplikasi keuangan. Program pengabdian ini bertujuan untuk meningkatkan literasi keuangan digital bagi lima pengusaha perempuan di KUBe melalui pelatihan dan pendampingan berbasis praktik langsung. Metode yang digunakan adalah penelitian tindakan partisipatif, yang terdiri dari empat tahap utama: identifikasi masalah, pelaksanaan pelatihan, pendampingan, dan evaluasi hasil. Hasil pengabdian menunjukkan adanya peningkatan yang signifikan dalam berbagai aspek literasi keuangan digital. Pemahaman peserta terhadap literasi keuangan meningkat sebesar 68%, sementara keterampilan dalam menggunakan aplikasi pembayaran digital meningkat sebesar 122%. Kesadaran akan keamanan transaksi online juga meningkat sebesar 115%, dan pencatatan keuangan bisnis meningkat sebesar 86%. Peningkatan ini menunjukkan bahwa pelatihan langsung efektif dalam meningkatkan keterampilan peserta dalam mengelola transaksi digital. Keberlanjutan program ini diwujudkan dengan pembentukan komunitas digital untuk mendukung peserta dalam menerapkan teknologi keuangan secara konsisten. Hasil pengabdian ini diharapkan dapat menjadi model bagi kelompok usaha perempuan lainnya dalam meningkatkan kemandirian ekonomi melalui pemanfaatan teknologi keuangan digital. Dengan

meningkatnya literasi keuangan digital, para pengusaha perempuan dapat mengoptimalkan transaksi online, memperluas pasar, dan meningkatkan kesejahteraan ekonominya.

Kata Kunci: Literasi Keuangan Digital, Pengusaha Perempuan, Transaksi Online, Pencatatan Keuangan, Keamanan Digital

1. INTRODUCTION

Digital financial literacy is an important factor in managing a business, especially for women entrepreneurs who are not only responsible for business but also household finances. A good understanding of digital finance includes not only recording transactions, but also how to utilize technology to optimize business. According to Dai and Suryanto, financial literacy includes knowledge, skills, and beliefs that influence attitudes and behaviors in financial management (Dai & Suryanto, 2019). By understanding financial concepts and being able to use digital tools, women entrepreneurs can be more effective in managing their business finances, which in turn can improve their family's welfare (Safitri et al., 2023). However, many women entrepreneurs do not have sufficient understanding of online transaction management, potentially hindering their business development.

The Joint Business Group (KUBe) in Samarinda City is one of the communities that seeks to improve welfare through entrepreneurship. Despite receiving working capital assistance from the East Kalimantan Provincial Social Service, many KUBe members face obstacles in managing online transactions. The main problems faced include unsystematic financial recording, lack of utilization of digital payment applications, and limitations in technology-based marketing strategies. According to research by Yushita (2017), entrepreneurs who do not have a good recording system tend to experience difficulties in managing cash flow and making the right financial decisions. This lack of understanding can hinder the effectiveness of their business financial management. This could potentially lead to problems in financial planning and decision-making that pose a high risk to the sustainability of their business (Dai & Suryanto, 2019).

This service focuses on improving digital financial literacy among women entrepreneurs in KUBe Samarinda City. The main problem to be studied is how to increase understanding and skills in managing online transactions so that their businesses are more developed and sustainable. In addition, this research also aims to identify the obstacles they face in implementing a digital financial system and how solutions can be applied to overcome these obstacles. The main objective of this service is to improve digital financial literacy for women entrepreneurs in KUBe Samarinda City. More specifically, this activity aims to provide a basic understanding of digital financial literacy, train women entrepreneurs in using digital payment and financial recording applications, and improve skills in managing online transactions safely and efficiently. Koomson et al. (2022) noted that access to digital financial services provides greater financial support for women, enabling them to better manage their businesses. In addition, this activity also aims to strategize the implementation of financial technology in small businesses run by KUBe members, so that they can be more independent and competitive in an increasingly digitized business world.

To overcome the challenges faced, this service will provide intensive training to KUBe members. This training includes an introduction to the concept of digital financial literacy, training in the use of digital financial applications such as e-wallets and mobile banking, digital security strategies so that participants can conduct online transactions safely, as well as online transaction management simulations so that participants can practically apply technology in their businesses. With this approach, participants are expected to master the skills needed to manage business finances more systematically and modernly. The expected positive impact of this service is an increase in digital financial literacy among women entrepreneurs in KUBe Kota Samarinda. With a better understanding, they will be more confident in utilizing digital technology to improve operational efficiency, expand market reach, and avoid unexpected financial risks. That way, the businesses they run can grow more rapidly and sustainably. By understanding how to use social media and other digital marketing tools, women entrepreneurs can increase their business visibility and attract more customers (Ritz et al., 2019).

This service is also in line with the women's economic empowerment program which is one of the focuses of development in Indonesia. With increased digital financial literacy, women entrepreneurs will be more independent in managing their businesses and have higher competitiveness. This will not only have an impact on the sustainability of their business but also on improving the welfare of their families and surrounding communities. The advancement of financial technology or fintech opens up great opportunities for small businesses to access easier and more affordable financial services. However, without adequate understanding, this technology can be a challenge for women entrepreneurs. Therefore, this service will bridge the gap by providing training based on the real needs of the participants. Thus, they can adopt financial technology more quickly and appropriately.

The government through various initiatives has encouraged the digitization of small businesses, but its implementation is still limited in some areas. Academics have an important role in helping people understand and apply financial technology through service activities. With the collaboration between academics,

government, and business actors, it is expected that digital financial literacy can develop faster, especially among micro and small businesses run by women. However, in the implementation of this service, there are several obstacles that may arise. One of them is the diverse level of digital literacy among participants, so the training method must be tailored to their needs. In addition, access to technology, including the availability of devices and a stable internet network, can be an obstacle. Old habits in managing finances manually can also be a challenge in adopting digital technology. According to research, many entrepreneurs hesitate to switch to digital systems due to lack of knowledge and skills in using the technology (Safitri et al., 2023). Therefore, the approach used in this training should be flexible and based on the real conditions faced by participants.

The uniqueness of this service lies in the specific needs-based training approach of women entrepreneurs in KUBe. Instead of providing generalized training, this service designs learning modules that are tailored to the conditions and challenges faced by participants. In addition, this activity combines theory with hands-on simulations, so that participants can apply the knowledge learned in the context of their own business. This approach is expected to be more effective in helping them master digital financial skills more quickly and thoroughly. Digital financial literacy is a very important skill for women entrepreneurs, especially in the ever-evolving digital era. This service is expected to provide a real solution in improving understanding and skills in managing online transactions, so that businesses run more efficiently and sustainably. Herdinata and Kohardinata (2019) showed that good financial literacy can improve the performance of small and medium enterprises (SMEs) through the application of financial technology. With a training approach based on real needs, it is hoped that women entrepreneurs in KUBe Samarinda City can be more economically independent and able to adapt to the development of financial technology in the future.

2. METHODS

This study used an action research method with a participatory approach, which allowed for the active involvement of members of the Joint Business Group (KUBe) in Samarinda City. The research subjects consisted of five women micro-entrepreneurs who had received working capital assistance from the East Kalimantan Provincial Social Service. Data was collected through observation, in-depth interviews, questionnaires, and documentation to understand their level of digital financial literacy before and after the training.

The implementation of this service consists of four main stages. First, problem identification and planning, where initial observations and interviews were conducted to understand the needs of the participants. Second, training implementation, which includes an introduction to digital financial literacy, the use of digital payment and financial recording applications, and online transaction security. Third, mentoring and evaluation, where participants are monitored in applying digital financial technology in their businesses. Finally, the preparation of reports and recommendations as a basis for the development of similar programs in the future.

The data obtained were analyzed using descriptive qualitative and quantitative approaches. Qualitative data from observations and interviews were analyzed to understand the pattern of problems and the effectiveness of training, while quantitative data from questionnaires were used to measure the improvement of participants' understanding. The results of this service are expected to improve participants' ability to manage online transactions, provide digital financial literacy training modules, and produce reports and scientific publications related to women's economic empowerment based on digital financial technology.

As a follow-up, a digital community will be established for participants to share experiences and strengthen the implementation of digital financial literacy. This program also has the potential to be further developed through collaboration with local governments and academics to reach more women's business groups that need increased digital financial literacy.

3. RESULTS AND DISCUSSION

Table 1. Evaluation Results

Aspect Evaluation	Before Training	After Training	Percentage Increase
Understanding of Digital Financial Literacy	2,5/5 (Deficient)	4,2/5 (Good)	68%
Use of Digital Payment Application	1,8/5 (Very Poor)	4/5 (Good)	122%
Security in Online Transactions	2/5 (Deficient)	4,3/5 (Good)	115%

Business Financial Recording	2,2/5 (Deficient)	4,1/5 (Good)	86%
Independence in managing digital transactions	2/5 (Deficient)	4/5 (Good)	100%

3.1. Significant Increase in Digital Financial Literacy

Prior to the training, participants' understanding of digital financial literacy was low, with an average score of 2.5 out of 5. This shows that most participants did not understand the basic concepts of digital financial literacy, including the importance of recording transactions and utilizing financial technology in their business. Lack of access to information and inexperience in using financial technology were the main factors that hindered their understanding.

After the training, participants' understanding improved to 4.2 out of 5, representing a 68% improvement. Participants began to understand the basic concepts of digital financial literacy, the benefits of systematic financial record keeping, and how technology can help them manage their business more effectively. This improvement shows that the training met the needs of the participants and was able to address the key issues they faced in managing their business finances. Research by Gosal and Nainggolan shows that digital financial literacy has a significant effect on the financial behavior and financial well-being of SMEs in Indonesia (Gosal & Nainggolan, 2023).

With the increased understanding of the participants, they are now more confident in adopting digital financial technology in their business. This is an important first step in building new, more modern and efficient habits in managing business finances. This success also opens up opportunities for other women entrepreneurs to get similar benefits through a broader digital financial literacy program.

3.2. Changes in the Use of Digital Payment Apps

Prior to the training, most participants were not familiar with the use of digital payment applications, such as e-wallets (OVO, GoPay, DANA) and mobile banking. The average score in this aspect was only 1.8 out of 5, indicating that participants were still very limited in utilizing financial technology for their business transactions. Some of the main obstacles faced include ignorance of how to download and operate applications, as well as concerns over the security of digital transactions.

After the training, the participants' understanding score in using digital payment applications increased significantly to 4.0 out of 5, or an increase of 122%. This increase shows that the hands-on training was very effective in helping participants understand and operate digital financial applications. With the simulation of using the application, participants can immediately practice digital transactions in the context of their own business.

These results suggest that women micro-entrepreneurs have great potential in adopting financial technology if given the right assistance. Research shows that education, training, and institutional support can significantly influence the success of microenterprises run by women (Elshifa et al., 2023). With the increasing use of digital payment applications, business transactions become faster, safer, and well-documented. It also opens up opportunities for them to expand their market by accepting digital payments from customers, improve efficiency, and reduce the risk of losing cash.

3.3. Awareness of Digital Transaction Security

Security in digital transactions is one of the important aspects of digital financial literacy. Before the training, participants had a low understanding in this aspect, with an average score of 2.0 out of 5. Many participants still used weak passwords, were unaware of the risks of digital fraud, and did not understand how to protect their personal data when conducting online transactions. Research shows that a good understanding of digital transaction security can increase user confidence in using digital financial services (Rahman et al., 2023; Munawar et al., 2023).

After the training, participants' awareness of digital transaction security increased significantly, with the average score rising to 4.3 out of 5, an increase of 115%. Participants now understand the importance of maintaining PIN confidentiality, avoiding suspicious links, and recognizing fraud modes that often occur in digital transactions. In addition, they were also educated on how to report suspicious transactions and take preventative measures to secure their finances.

This improvement is particularly important as digital security is a key factor in the continued use of financial technology. With increased awareness of security risks, participants are now more cautious in

conducting online transactions, reduce potential losses due to fraud, and feel more confident in using digital financial technology.

3.4. Independence in Financial Records and Digital Transactions

One of the biggest challenges faced by women entrepreneurs in KUBe is the lack of a structured financial recording system. Prior to the training, most participants still recorded transactions manually or did not record them at all, with an average score of 2.2 out of 5 in the financial recording aspect. This made it difficult for them to control cash flow, calculate profits, and plan their business finances.

After the training on the use of a simple financial recording application, the participants' score increased to 4.1 out of 5, an increase of 86%. The participants began to understand the importance of recording transactions neatly and how a financial recording application can help them manage their business more systematically. They are now more disciplined in recording business income and expenses, making it easier to evaluate their business performance.

With this improvement, participants have become more independent in managing their business finances. Not only do they record transactions, but they can also create simple reports to track the progress of their business. Good financial records are very important for business sustainability and growth, because they can provide a clear picture of financial conditions, help in decision making, and facilitate access to financing (Elshifa et al., 2023; Junita et al., 2020). This increased independence is an important step in building a more sustainable business, as well as providing inspiration for other women's business groups to implement a digital-based financial recording system.

4. CONCLUSION

The implementation of this service succeeded in improving digital financial literacy for women entrepreneurs in the Joint Business Group (KUBe) of Samarinda City. Before the training, participants still had a limited understanding of digital financial literacy, especially in the use of digital payment applications, financial recording, and online transaction security. After the training and mentoring, there was a significant improvement in each aspect evaluated, indicating that the hands-on approach and active mentoring were very effective in helping participants adopt digital financial technology in their businesses.

One of the main outcomes of this service is the increase in participants' skills in using digital payment applications, with an increase of *122%*. In addition, awareness of the importance of digital transaction security also increased significantly, so participants are now more careful in safeguarding their financial data. The improvement in financial record-keeping is also an important achievement, as it helps participants more systematically manage their cash flow and plan ahead. This shows that the training provided not only improves understanding but also encourages behavioral changes in digital financial management.

The sustainability of this program can be maintained by forming a digital community for participants, so that they can continue to share experiences and support each other in developing financial technology-based businesses. With increased digital financial literacy, it is expected that women entrepreneurs in KUBe Kota Samarinda can be more independent in managing online transactions and expanding their markets. The results of this service can also serve as a model for other women's business groups in other regions to improve their economic welfare through the utilization of digital financial technology.

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