

The Application of Basic Accounting to Improve the Financial Performance of Toko Asia Baru

Nastasya Cindy Hidajat

Universitas Tarumanagara, Jakarta, Indonesia

Email: natasyah@fe.untar.ac.id

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ABSTRACT

Purpose: This community service activity aims to improve Toko Asia Baru's financial management capabilities through the application of basic accounting principles. The challenges faced by the partner include unsystematic recording of transactions, a lack of separation between personal and business finances, and the absence of a simple profit-and-loss statement.

Method: The activity will be held in April 2026 at Toko Asia Baru and is aimed at business owners. The methods used will include observation, interviews, development of a simple bookkeeping format, basic accounting training, assistance with recording transactions, preparation of a simple profit-and-loss statement, and evaluation of the activity.

Results and Discussion: Before the intervention, the partner had not maintained consistent financial records and lacked a profit-and-loss statement. After the intervention, the partner established a simple bookkeeping system, distinguished between cash inflows and outflows, and began preparing a simple profit and loss statement as a basis for evaluating the business.

Implications: This activity enhances partners' knowledge, skills, and awareness regarding business financial management. Ongoing support is needed to ensure the sustainability of financial record-keeping practices.

Keywords: basic accounting; SMEs; simple bookkeeping; income statement; financial management.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy, particularly in employment and their contribution to Gross Domestic Product (GDP). According to data from the Ministry of Finance of the Republic of Indonesia, MSMEs account for more than 60% of GDP and employ approximately 97% of the national workforce (Ministry of Finance, 2024). These figures demonstrate that MSMEs hold a strategic position in driving Indonesia's economic growth. Furthermore, MSMEs serve as a pillar of national economic stability, particularly during economic crises, owing to their greater flexibility than large enterprises (OECD, 2021). Despite their significant role, SMEs still face various challenges in business management, including financial management. Many SME owners still maintain financial records in a simple, manual manner, and some do not consistently record all transactions. This situation can make it difficult for business owners to determine revenue, expenses, capital, accounts



receivable, accounts payable, and profit or loss for a specific period. Research on SME financial record-keeping indicates that some SME owners still maintain records in a simple, informal manner, typically limited to tracking cash inflows and outflows, and have not yet prepared comprehensive financial statements, such as income statements, balance sheets, and cash flow statements. Some have already implemented financial management but face challenges in its implementation, particularly regarding accounting records that are not yet orderly and systematic (Agyapong & Attram, 2019; Yanto *et al.*, 2021). These issues are generally caused by low financial literacy, limited human resources, and the perception that accounting is complex and not particularly important for small-scale businesses (Azaro *et al.*, 2025; Lusardi & Mitchell, 2014). In fact, proper financial record-keeping is the foundation for making rational and sustainable business decisions.

Furthermore, research indicates that the majority of SMEs in developing countries lack adequate financial recording systems, making it difficult to access formal financing from financial institutions (World Bank, 2020). This is because financial statements are a primary requirement in assessing a business's creditworthiness. Without proper financial statements, SMEs tend to face limitations in business development (Yanto *et al.*, 2021). On the other hand, the implementation of simple accounting standards, such as SAK EMKM, has proven effective in improving the quality of financial information and business performance (Indonesian Institute of Accountants, 2018). An empirical study by Pratiwi *et al.*, (2023) indicates that training in financial reporting can help SME operators enhance their understanding and ability to prepare simple financial statements. Furthermore, Mahaini *et al.*, (2022) found that the use of financial recording information tools can help SMEs improve financial administration, provide an overview of business conditions, and support strategies to enhance profitability.

Toko Asia Baru is an SME operating in the retail trade of daily necessities (a general store) with micro-scale business characteristics. Based on initial observations, financial management at Toko Asia Baru remains manual and lacks structure. Some transactions are not recorded, and financial reports are not prepared regularly. Consequently, the business owner cannot accurately determine the business's financial condition, including the profit or loss generated during a given period. This situation aligns with findings from previous research indicating that most SMEs have not maintained adequate accounting records due to limited knowledge and resources (Azaro *et al.*, 2025; Susanto & Warganegara, 2019). Consequently, business owners cannot accurately determine their business's financial condition, including the profit or loss generated during a given period (Warren *et al.*, 2018). Business operations are conducted on a routine basis, regardless of profits or losses. The focus is solely on cash inflows and outflows.

Quantitatively, the average daily transactions at Toko Asia Baru range from 20 to 30; however, only about 40% are recorded manually, and the remainder are not fully documented. This indicates a low level of financial literacy and accounting practices among the business partners. Low financial literacy has been shown to affect business decision-making and performance negatively (Lusardi & Mitchell, 2014; Yanto *et al.*, 2021). From an economic perspective, this situation can hinder business growth because decisions are not based on accurate financial data.

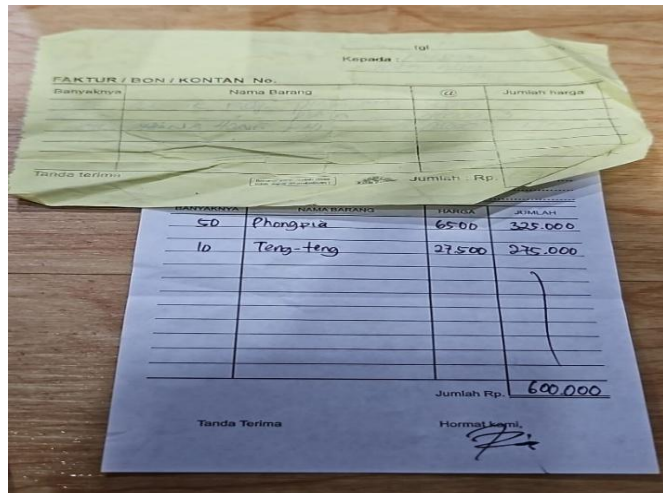


Figure 1. Conditions at Toko Asia Baru

Figure 2. An example of record-keeping by Toko Asia Baru

From a social and economic perspective, Toko Asia Baru has the potential to grow because it is located in a community that needs access to daily necessities. The store’s presence benefits the surrounding community by making it easier for consumers to obtain daily necessities. Additionally, the store can increase revenue by improving its financial management. However, this potential has not yet been maximized because the owner lacks sufficient financial information to inform decision-making. In fact, well-organized financial information can help business owners determine selling prices, control costs, evaluate profits, and plan for business expansion.

The challenges faced by Toko Asia Baru include transaction recording that is still done manually and lacks a systematic approach, resulting in incomplete documentation of some sales and expense transactions. Furthermore, the business owner has not separated personal finances from business finances and has not prepared regular profit and loss statements. The business also lacks a simple record-keeping tool for routine daily operations. These issues have limited the business partner’s ability to assess the business’s financial condition and performance objectively. Consequently, financial management challenges in SMEs—such as those at Toko Asia Baru—require attention through systematic interventions, including community service activities focused on applying basic accounting.

Accounting is the process of recording, classifying, and reporting financial transactions to generate information useful for decision-making (Rotaru *et al.*, 2022). In the context of SMEs, the application of simple accounting is crucial for enhancing business transparency and accountability (Meiryani *et al.*, 2019). The Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM) provide guidelines for SMEs in preparing simple financial statements (IAI, 2018). Research by Yanto *et al.*, (2021) indicates that the use of accounting in SMEs positively impacts business financial performance.

Basic accounting serves as a relevant solution to address these challenges. Basic accounting can help MSMEs record transactions, categorize revenues and expenses, calculate profit or loss, and prepare simple financial statements. The Indonesian Institute of Accountants explains that SAK EMKM is a standalone financial accounting standard for micro, small, and medium-sized entities that do not have significant public accountability. This standard was developed to enable MSMEs to prepare financial statements more simply and in accordance with their business needs.

The basic accounting mentoring approach was chosen because it aligns with the partners' resource capacity, is easy to implement in daily business operations, requires no significant technological investment, and has proven effective in enhancing financial record-keeping capabilities among SMEs with similar characteristics. Thus, the intervention provided is not merely theoretical but also practical and oriented toward the partners' real needs. In the context of SMEs, financial statements serve not only as administrative documents but also as decision-making tools. The income statement, for example, provides an overview of revenue, expenses, and the business's profit or loss over a specific period. According to SAK EMKM regulations, financial statements for micro, small, and medium-sized entities must at least include a statement of financial position, an income statement, and notes to the financial statements. Thus, preparing simple financial statements can serve as a first step for Toko Asia Baru to improve its business financial management.

Empirical studies also indicate that accounting literacy and financial record-keeping are linked to improved SME performance. A study by Nurani *et al.*, (2025) finds that accounting literacy enhances SME financial performance by helping business owners understand their financial condition, make business decisions, and manage resources more effectively. Another study by Mahya (2024) also indicates that financial literacy and financial behavior influence the financial performance of SMEs in Indonesia. This reinforces the importance of basic accounting guidance for SME owners who do not yet have a proper record-keeping system.

In addition to accounting literacy, more structured financial record-keeping can improve the efficiency and effectiveness of business management. Research by Hakim *et al.*, (2024) indicates that digitizing financial reports can help SMEs manage their finances more easily, quickly, and accurately. Although this Community Service Program (PKM) activity focuses on applying basic accounting, the recording principles provided to Toko Asia Baru can be tailored to simple, easy-to-implement systems, such as manual cash books or simple Excel formats. Thus, the partner not only understands basic accounting concepts but also has practical tools for daily business operations.

Other parties in community service activities have also carried out similar mentoring efforts. For example, an evaluation of manual financial recording systems at SMEs revealed that SME operators still require guidance in preparing simple financial reports tailored to their business needs. This initiative emphasized the importance of evaluating manual record-keeping and providing recommendations to prepare simple financial reports, enabling SMEs to access better financial information. This aligns with the needs of Toko Asia Baru, which still faces challenges in recording transactions and calculating business profits and losses.

Based on these conditions, this community service activity aims to enhance partners' understanding of basic accounting, assist in developing a simple financial recording system tailored to the business's characteristics, guide partners in preparing simple financial statements, and improve business financial performance through the use of more accurate financial information as a basis for decision-making. Given these conditions, this community service activity aims to help Toko Asia Baru implement basic accounting to improve the business's financial performance. The solutions offered include training in recording daily transactions, separating personal and business finances, preparing a simple cash book, categorizing revenue and expenses, and providing guidance on preparing profit and loss statements at the end of the period. Through this initiative, Toko Asia Baru is expected to record transactions more systematically, understand the business's financial position, calculate profits and losses, and use financial information to inform business decision-making.

This community service activity is expected to benefit various parties. For the partner, this program can enhance the ability to record transactions systematically, prepare simple financial reports, and utilize financial information to support business development. For the surrounding community, improved business management quality is expected to strengthen the sustainability of businesses that provide daily necessities for local consumers. For the university, this activity embodies the implementation of the university's three pillars through knowledge transfer and needs-based mentoring. Meanwhile, to advance knowledge and practice, this activity can enrich models of basic accounting mentoring for micro-SMEs and strengthen empirical evidence on the importance of accounting literacy in improving the quality of financial management in small businesses.

The solution offered in this PKM activity is the application of basic accounting through a series of integrated activities, including training on recording cash inflows and outflows, preparing a simple cash book format, separating personal and business financial records, categorizing revenue, expenses, capital, liabilities, and receivables, and mentoring in the preparation of a simple profit and loss statement. Additionally, an evaluation was conducted to assess the partners' progress in implementing routine financial record-keeping to ensure the sustainability of the financial management practices introduced during the program.

Thus, this PKM activity is highly urgent, as it addresses the partners' real needs in financial management. The implementation of basic accounting is expected not only to improve the technical skills of the owners of Toko Asia Baru in recording transactions but also to encourage a shift in business behavior toward greater orderliness, transparency, and a focus on sustainability. If financial record-keeping is conducted consistently, business owners can evaluate their financial performance periodically and make more informed decisions to grow their businesses.

The remaining sections of this article are organized as follows. Section 2 presents a literature review. Section 3 describes the methods. Section 4 presents the results and discussion. Section 5 contains the conclusions and recommendations.

2. Literature Review

2.1 *The Concept of Community Service.*

Community service is one of the ways universities fulfill their threefold mission, focusing on applying science, technology, and skills to help solve various community problems. Over time, the concept of community service has evolved from a one-way charitable activity to a collaborative process that positions the community as an active partner at every stage of the initiative. This approach emphasizes the importance of identifying community needs, participatory program planning, implementing interventions appropriate to the local context, and conducting evaluations to ensure the sustainability of the benefits generated. Amutuhaire (2023) asserts that community service is a manifestation of higher education institutions' social responsibility in addressing community needs through meaningful engagement. In line with this, Hjortsø *et al.*, (2025) explain that community service has evolved from traditional service activities into a form of academic engagement integrated with educational and research missions. This transformation indicates that community service is not merely a means of knowledge transfer but also a medium for building community capacity through mutually beneficial partnerships. In this context, the success of community service programs is measured not only by the

implementation of activities but also by the extent to which these programs enhance the community's autonomy, skills, and capacity to address its challenges sustainably.

The concept of community service is also closely linked to efforts to strengthen local development through cross-sectoral collaboration. Shyiramunda & van den Berselaar (2024) explain that community service contributes to local development through synergy between universities, government, industry, and the community. Through such collaboration, universities can serve as agents of change by providing evidence-based solutions to the various social and economic challenges faced by communities. Additionally, student involvement in community service activities offers significant educational benefits. Do *et al.*, (2024) demonstrate that community engagement through service-based activities positively impacts student learning, academic success, and the reinforcement of social values. A similar point is made by Gomez *et al.*, (2024), who state that community service based on service-learning bridges the gap between theory and field practice through contextual learning experiences. Meanwhile, Moodley & Bhagwan (2025) suggest that community service can be realized through various forms of engagement, such as community mentoring, community-based research, community-based education, and health promotion. Therefore, community service must be systematically designed to meet the real needs of partners, generate sustainable impact, strengthen the social role of higher education institutions, and foster innovations that advance knowledge and practice in society.

2.2 The Importance of Accounting Literacy in the Financial Management of MSMEs

Accounting literacy is an individual's ability to understand, interpret, and apply basic accounting concepts in financial management activities. In the context of MSMEs, accounting literacy is a crucial foundation that enables business owners to systematically record transactions, prepare simple financial statements, and use financial information to inform decision-making. Low levels of accounting literacy often cause SME owners to struggle to monitor cash flow, control costs, calculate profits and losses, and plan business development more effectively. Consequently, various strategic decisions are often based solely on intuition or experience, without adequate financial data to support them. IS *et al.*, (2025) emphasize that financial literacy among SMEs is a crucial asset in enhancing the ability to plan, control, and evaluate business finances. In line with this, Nurani *et al.*, (2025) demonstrate that accounting literacy helps SME owners understand their business's financial condition, thereby improving the effectiveness of resource management and financial performance. The ability to prepare and interpret financial information straightforwardly also enables business owners to identify emerging issues earlier, allocate resources efficiently, and determine more appropriate business strategies aligned with actual financial conditions. Therefore, accounting literacy is not merely about technical bookkeeping skills but also serves as a vital tool for supporting the sustainability and competitiveness of SMEs amid the ever-evolving dynamics of the business environment.

Various recent studies indicate that accounting literacy is closely linked to business growth, performance, and sustainability. Hasiara *et al.*, (2025) found that accounting literacy significantly contributes to the growth and sustainability of SMEs by enhancing the ability to utilize financial information to support business decision-making. These findings are reinforced by Hamzah (2025), who explains that accounting literacy plays a vital role in strengthening the financial sustainability of SMEs by supporting more structured financial management practices. From a broader perspective, Padi *et al.*, (2025) found that business owners' financial literacy levels positively influence SME performance by improving the quality of business decisions and resource management. Meanwhile, Molina-García *et al.*,

(2025) state that business owners' financial literacy can drive process innovation, ultimately enhancing organizational sustainability. These findings indicate that accounting literacy is not merely an administrative skill for recording transactions but a strategic asset that supports the resilience and development of SMEs. Consequently, enhancing accounting literacy through training and mentoring is a relevant intervention to help SME operators establish a more orderly, transparent, and long-term, sustainability-oriented financial management system.

2.3 Basic Accounting and the Preparation of Simple Financial Statements for MSMEs

Basic accounting is a systematic process that involves identifying, recording, classifying, and reporting financial transactions to generate information useful for decision-making. In the context of MSMEs, the application of basic accounting plays a very important role because most business owners still face limitations in financial management, both in terms of knowledge and recording practices. The application of basic accounting, through the preparation of simple financial statements, allows MSME owners to gain a clearer picture of their business's financial condition, including revenue, expenses, assets, liabilities, and profit or loss for a given period. Ikhtiar *et al.*, (2024) state that basic accounting practices—which include recording transactions, classifying accounts, and preparing financial statements—significantly improve the quality of small business management. In line with this, Nuvitasari *et al.*, (2019) explain that applying SAK EMKM helps SMEs produce simpler, more structured financial statements that align with the characteristics of micro businesses. These standards serve as relevant guidelines because they are designed to help SME operators prepare financial statements without having to navigate the complexities of accounting standards used by large-scale entities. Furthermore, Subhan (2023) demonstrates that training in preparing simple financial statements based on SAK EMKM can enhance SME operators' capabilities in recording transactions and preparing financial statements to support business decision-making.

Simple financial statements, prepared consistently, serve not only as administrative tools but also as strategic tools that support business sustainability. MSME operators can use accurate financial information to evaluate business performance, plan business development, control operational costs, and determine more appropriate policies based on actual financial conditions. Prasetyo *et al.*, (2026) found that SMEs' ability to prepare adequate financial statements contributes to increased business credibility and opportunities to access formal financing. Additionally, Natalia (2025) explains that preparing simple financial statements helps SME operators improve transparency and accountability in business management. Such transparency is crucial for building trust, both in relationships with financial institutions and with other stakeholders concerned with the business's sustainability. From a broader perspective, Nurfani *et al.*, (2025) demonstrate that implementing simple accounting practices improves operational efficiency and the sustainability of small businesses by providing more accurate financial information. Therefore, implementing basic accounting and preparing simple financial statements should be viewed as a long-term investment for SMEs. The ability to generate high-quality financial information not only helps business owners meet administrative requirements but also serves as a vital foundation for more professional, adaptive, and sustainability-oriented business management amid increasingly competitive business dynamics.

2.4 The Implementation of SAK EMKM as a Guide for Preparing MSME Financial Statements

Financial Accounting Standards for Micro, Small, and Medium-Sized Entities (SAK EMKM) are guidelines for preparing financial statements specifically designed to meet the financial reporting needs of micro, small, and medium-sized entities that do not have significant public accountability. The introduction of SAK EMKM represents a strategic step toward encouraging MSMEs to prepare financial statements in a simpler, more systematic manner that aligns with their business characteristics. Through these standards, MSME operators are guided to prepare statements of financial position, income statements, and notes to the financial statements using principles that are easy to understand and apply. Nuvitasari *et al.*, (2019) explain that implementing SAK EMKM helps MSMEs produce simpler, more structured financial statements that align with the characteristics of micro businesses. In addition to improving the quality of financial information, the implementation of SAK EMKM also encourages more orderly and accountable business management practices. Fandil & Sarbullah (2023) explain that financial statements prepared in accordance with SAK EMKM can enhance the reliability of financial information, thereby strengthening stakeholders' confidence in SMEs. With financial statements prepared according to clear standards, business owners can obtain a more objective picture of their business's financial condition, thereby facilitating performance evaluation, cost control, and business development planning. Therefore, SAK EMKM serves not only as a technical guideline for preparing financial statements but also as an instrument to enhance the professionalism and quality of financial governance in MSMEs.

Nevertheless, the implementation of SAK EMKM in SMEs continues to face various challenges. Meidawati *et al.*, (2024) found that accounting literacy, standard dissemination, and institutional support are key factors influencing the success of SAK EMKM implementation in SMEs. These findings align with the results of Dwijayanti *et al.*, (2024), which indicate that low accounting literacy, limited supporting infrastructure, and negative perceptions regarding the importance of record-keeping are the primary barriers to the adoption of SAK EMKM among SMEs. Additionally, Kuntari *et al.*, (2025) found that positive perceptions of the benefits of accounting standards, along with strong accounting literacy, influence SME operators' implementation of SAK EMKM. This indicates that the success of accounting standard adoption depends not only on the availability of guidelines but also on the readiness of the human resources using them. In this context, outreach, training, and mentoring activities are crucial for enhancing SME operators' capacity to understand the concepts of recognition, measurement, and financial statement presentation in accordance with SAK EMKM. Muhammad *et al.*, (2025) demonstrated that outreach and mentoring in preparing financial statements based on SAK EMKM can improve SME operators' understanding of the concepts of measurement, recognition, and the presentation of simple financial statements. Thus, the implementation of SAK EMKM should be viewed as a continuous learning process to help SMEs produce high-quality financial statements, improve business accountability, expand access to formal financing, and support long-term sustainability.

3. Method

3.1 Location and time

This community service activity was conducted at Toko Asia Baru. The selection of the location was based on the results of initial observations, which indicated that the partner faced challenges in business financial management, particularly in recording transactions, separating personal and business finances, and maintaining regular profit-and-loss reporting.



3.2 Target audience or partners

The target of this activity is Toko Asia Baru, a microenterprise engaged in the retail sale of daily necessities (a general store). Participants in the activity are business owners who are directly responsible for the operational and financial management of their businesses. The partner was selected because, based on the results of an initial assessment, it was found that financial record-keeping is still done manually, there is no separation between personal and business finances, and profit and loss statements have never been prepared regularly. These conditions make the partner an appropriate recipient of guidance on implementing basic accounting in line with the business's actual needs.

3.3 Activity Schedule

The activity phases were systematically designed so that the solutions provided could be implemented practically and sustainably by the partner.

- The first phase involved observation and problem identification, during which the PKM team observed transaction processes, sales recording, purchase recording, operational expenses, and the owner's habits in managing business funds.
- The second stage involves interviewing the owner of Toko Asia Baru to identify the main challenges in financial record-keeping, the owner's perception of the importance of bookkeeping, and the actual needs required for managing the business's finances. The results of the observations and interviews serve as the basis for designing interventions tailored to the partner's specific conditions.
- The third stage involves developing a simple bookkeeping format. The PKM team prepared bookkeeping forms, including a cash receipt journal, a cash disbursement journal, purchase records, sales records, accounts receivable/payable records (if applicable), and a simple profit and loss statement. These forms were designed to be easy to understand and sustainable for the partner to use. During this stage, the team also provided examples of how to fill them out so the partner could understand how to record transactions correctly.
- The fourth stage is basic accounting training. The training material covers the importance of financial record-keeping for SMEs, the separation of personal and business finances, how to record daily transactions, how to categorize revenue and expenses, and how to prepare a simple profit and loss statement. The training is conducted in easy-to-understand language and uses examples of transactions that commonly occur at Toko Asia Baru, so that partners can more easily apply the material in their daily business activities.
- The fifth stage is guidance on implementing financial record-keeping. In this stage, partners begin practicing the recording of daily transactions using the prepared format. The PKM team assists partners in recording sales transactions, merchandise purchases, operational costs, and other expenses. Guidance is also provided to help partners distinguish between business funds and personal funds. With this guidance, recording errors can be corrected immediately, and partners become more accustomed to performing routine record-keeping.
- The sixth stage involves preparing a simple profit and loss statement. After transactions are recorded, the PKM team works with the partner to prepare a profit and loss statement based on the collected revenue and expense data. This report is used to determine whether Toko Asia Baru made a profit or incurred a loss during a specific period. Preparing the profit and loss

statement is a crucial step because the partner had never conducted regular financial evaluations of the business until now.

- The seventh stage is the evaluation of activity outcomes. The evaluation is conducted to assess the partners' level of understanding, skills, and ability in applying the simple financial record-keeping methods provided. The evaluation is conducted through direct observation, interviews, and an assessment of the partners' ability to use the bookkeeping format and to prepare a simple income statement.
- The eighth stage involves formulating recommendations for improvements and the sustainability of financial record-keeping. Based on the evaluation results, the PKM team provides recommendations to help partners maintain the financial record-keeping practices they have implemented and make gradual improvements in line with the business's growth. This stage aims to ensure that the changes resulting from the PKM activities remain sustainable after the program concludes.

3.4 Intervention Methods.

This PKM method employs a three-pronged approach involving training, mentoring, and evaluation. This approach was chosen because the primary challenges faced by the partner, Toko Asia Baru, include inconsistent financial record-keeping, a lack of separation between personal and business finances, and the absence of profit and loss statements at the end of each period. Through this method, the PKM team not only provides theoretical explanations but also mentors the partner in implementing simple financial record-keeping tailored to the business's needs.

3.5 Evaluation of Activity Achievement

The success of the activity was evaluated using indicators that reflect changes in the partners' knowledge, skills, and financial management behaviors. The level of achievement of this PKM activity was measured using several tools. First, the activity's success was assessed descriptively based on the availability of a simple bookkeeping format that the partners could use. Second, qualitatively, success is measured through changes in partners' understanding and attitudes toward the importance of financial record-keeping, as observed from pre- and post-activity interview results. Third, from a skills perspective, success is measured by partners' ability to record daily transactions and prepare simple profit-and-loss statements with guidance from the PKM team. Fourth, from an economic perspective, success is assessed by the partners' ability to determine the amounts of revenue, expenses, and profit or loss for a given period.

The success indicators for this activity include: (1) partners understand the importance of financial record-keeping for business sustainability; (2) partners can separate personal finances from business finances; (3) partners can record cash inflows and outflows more systematically; (4) the partner has a simple bookkeeping format that can be used sustainably; and (5) the partner can prepare a simple profit and loss statement at the end of the period. With these indicators, the PKM activity is expected to bring about changes in the attitudinal aspect—namely, increased awareness among partners regarding the importance of financial management; the socio-cultural aspect—namely, the formation of new habits in recording business transactions; and the economic aspect—namely, improved ability among partners to evaluate the financial performance of their businesses.

4. Results and Discussion

4.1 Analysis Results

4.1.1 An initial overview of the partner's situation.

Prior to the implementation of the PKM program, Toko Asia Baru managed its finances in a simple and unstructured manner. Based on field observations, transaction records were not kept consistently, resulting in most business transactions not being properly documented. The business owner still relied on memory to track daily income and expenses, while record-keeping was limited to only a few specific transactions. Additionally, there was no separation between personal and business finances, making it difficult for the owner to determine the business's actual financial condition. Consequently, accurate information regarding revenue, operating costs, and business profit or loss could not be obtained.

Observations also revealed that business owners lack a simple, user-friendly bookkeeping format for daily operations. This situation has prevented regular evaluations of business performance. Business decisions—such as purchasing inventory, setting selling prices, or allocating business funds—are largely based on the owner's experience and estimates. From the initial interviews, it was found that owners recognize the importance of understanding business profits but do not yet understand how to prepare financial records and simple profit-and-loss statements. This situation served as the basis for the PKM team to design an intervention tailored to the partners' needs through basic accounting training and mentoring.

4.1.2 Implementation of Activities.

The PKM activities were carried out in April 2026 in accordance with the planned stages, namely observation and problem identification, interviews with business owners, the development of a simple bookkeeping format, basic accounting training, assistance with recording daily transactions, preparation of a simple profit and loss statement, evaluation of activity outcomes, and provision of recommendations for improvements and the sustainability of financial record-keeping. This initiative focused on assisting partners in improving business financial management through more organized transaction recording and the preparation of simple financial reports.

The first phase involved observation and problem identification. During this phase, the PKM team observed transaction processes, how the owner recorded income and expenses, and business cash management practices. The observations revealed that transaction recording was not yet consistent. Recorded transactions were limited to specific sales or purchases, while the owner merely remembered other transactions. This situation resulted in incomplete business financial data that could not be optimally utilized to assess business performance.

The second stage involved interviews with the owner of Toko Asia Baru. Based on the interview results, the business owner did not fully understand the importance of financial record-keeping in business operations. The owner did not have a simple and user-friendly record-keeping format, so record-keeping was often neglected when the store was busy. These interview results served as the basis for the PKM team to develop a record-keeping tool tailored to the partner's circumstances.

The third phase involved developing a simple bookkeeping format. The PKM team developed several recording formats for partners to use, including cash receipts, cash disbursements, merchandise purchases, sales records, accounts receivable/payable records (if applicable), and a simple profit and

can clearly see the revenue, expenses, and the business’s profit or loss. This information can be used as a basis for evaluating selling prices, controlling costs, and planning business development.

SIMPLE PROFIT/LOSS REPORT FORMAT			
No	Description	Formula/Source	Amount (Rp)
3	Gross Profit	Revenue - COGS	-Rp 165,000
6	Total Expenses	Operating Expenses + Other Expenses	Rp 150,000
7	Net Profit/Loss	Gross Profit - Total Expenses	-Rp 315,000

Figure 4. Example of a simple income statement

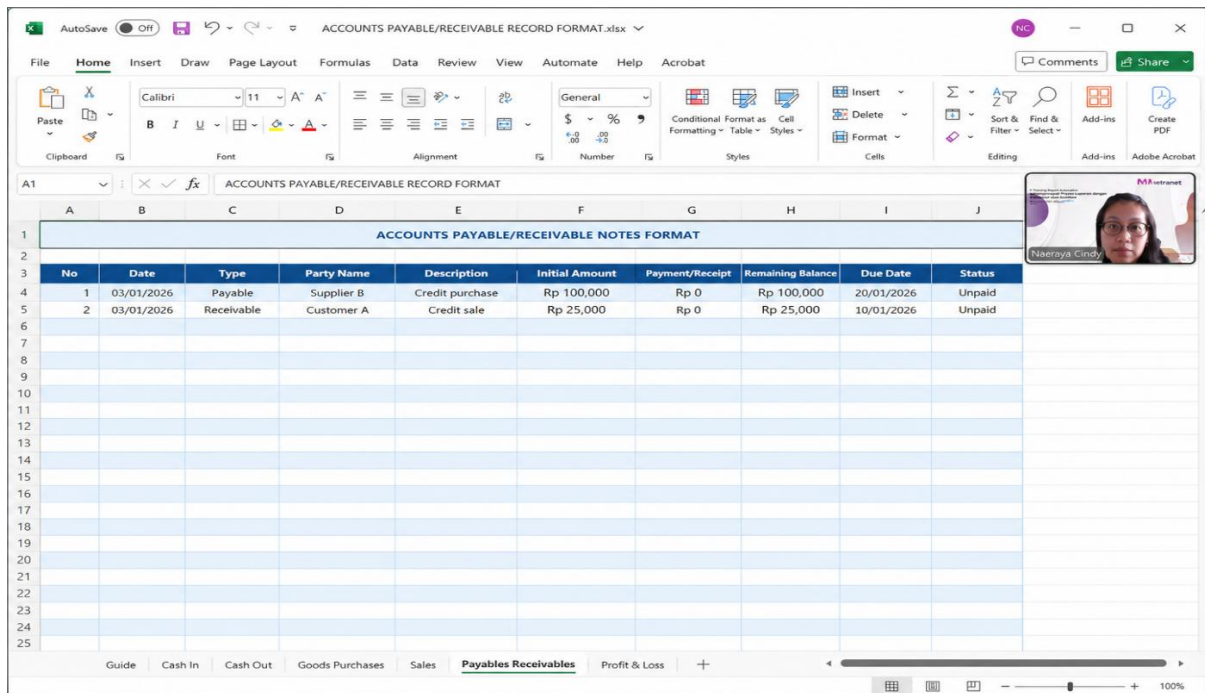


Figure 5. Training session

Figure 5 illustrates the training and mentoring process conducted by the PKM team. The documentation shows the partners’ active engagement in receiving the material and practicing transaction recording using the developed bookkeeping format. The partners’ active participation in the activities indicated the success of the knowledge and skill transfer process.

The seventh stage is the evaluation of the activity’s outcomes. The evaluation was conducted descriptively and qualitatively through observations of the partners’ ability to use the recording format, post-activity interviews, and an assessment of the recorded results. The evaluation results indicate an increase in the partners’ understanding and a shift in their attitude toward the importance of financial

record-keeping. Before the activity, the partners were not consistently keeping records and had not prepared profit-and-loss statements. After the activity, the partners had a simple record-keeping format, could distinguish between cash inflows and outflows, and began to understand how to prepare a simple profit-and-loss statement.

The final stage involved recommendations for improvements and the sustainability of financial record-keeping. The PKM team advised the partners to record transactions daily, keep personal and business funds separate, and prepare profit and loss statements regularly, such as at the end of each month. Additionally, the partners were advised to retain transaction receipts, such as purchase receipts and sales records, to ensure financial data is more complete and easier to review later.

4.1.3 Results of Activities and Outcomes Achieved

Across the entire series of activities, the PKM program successfully produced several key outcomes demonstrating positive changes in the partner. The first outcome was the availability of a simple bookkeeping format that the owner of Toko Asia Baru could use independently to record daily transactions. The second outcome was the partner’s increased understanding of the importance of financial record-keeping, the separation of personal and business finances, and the preparation of a simple profit-and-loss statement. The third outcome is the partners’ improved ability to record cash inflows and outflows more systematically. The fourth outcome is the preparation of a simple profit and loss statement that can serve as a basis for evaluating the business’s financial performance.

In addition to producing recording tools and simple financial reports, this activity encouraged changes in the partners’ financial management practices. Before the activity was implemented, financial record-keeping was not part of the business routine. However, after the activity, the partners demonstrated a commitment to recording transactions more consistently and recognized the importance of financial information in supporting business sustainability. These changes indicate that interventions through basic accounting training and mentoring not only provide additional knowledge but also help establish new habits that better support microenterprises' financial management.

Table 1. Pre- and Post-Activity Evaluation of the PKM

No	Indicator	Before the Event	After the Event
1	Understanding the importance of financial record-keeping	Low	Increasing
2	The ability to distinguish between personal and business finances	Not yet done	Now in effect
3	The ability to record cash inflows and outflows	Not yet consistent	More organized and regular
4	Availability of a simple bookkeeping format	Not available	Available and in use
5	The ability to prepare a simple income statement	Not yet able to	Begin to understand and organize
6	Partner participation during the event	Actively participating in all stages	Active until the evaluation stage
7	Commitment to the continuity of financial reporting	Not yet	Willing to continue on their own

This PKM activity demonstrates that basic accounting training and mentoring can be an effective strategy for enhancing MSME operators' capacity to manage their business finances. Through a simple, participatory approach tailored to the partners' needs, this program not only produced outputs in the form of bookkeeping formats and simple profit and loss statements but also had an impact on increasing the partners' knowledge, skills, and awareness of the importance of proper financial management as the foundation for business sustainability.

4.2 Discussion

The results of the PKM activities show that interventions, in the form of basic accounting training and mentoring, improved the partners' understanding and skills in managing business finances. Before the activities were carried out, Toko Asia Baru had not consistently recorded transactions, had not separated personal and business finances, and had never prepared a simple profit-and-loss statement. These conditions resulted in insufficient business financial information being available to support decision-making. After participating in the full series of activities, the partner was able to use a simple bookkeeping format, record daily transactions more systematically, and prepare a simple profit and loss statement. These findings indicate that the primary challenge faced by the partner was not a lack of ability to learn, but rather the absence of guidance and recording tools suited to the characteristics of a microbusiness. Thus, the intervention successfully addressed the partners' real needs through a simple, practical, and easy-to-implement approach.

These results align with the concept of accounting literacy, which emphasizes that the ability to understand and apply financial information is a crucial foundation for business management. Accounting literacy is not only related to technical skills in record-keeping but also encompasses the ability to use financial information to support business planning, control, and evaluation. The partners' improved understanding following the implementation of the activities indicates that training combined with hands-on practice can accelerate knowledge internalization and the formation of new behaviors in business financial management. These findings support the research results of Nurani *et al.*, (2025), which show that accounting literacy helps SME operators understand their business's financial condition, thereby improving the effectiveness of resource management and financial performance. The results of this activity also reinforce the view of Ismail and Sulastri (2025), who state that financial literacy is a vital asset in enhancing planning and financial control capabilities within SMEs.

The program's success can also be attributed to the application of adult learning principles, which prioritize experience and participant needs. In this initiative, training materials were presented using transaction examples drawn from the operational activities of Toko Asia Baru. This approach made it easier for participants to grasp the content, as the information directly addressed the challenges they face daily. Additionally, the mentoring process allows for immediate feedback when partners encounter difficulties in recording transactions or categorizing revenue and expenses. This demonstrates that a participatory and contextual approach is more effective than merely presenting theoretical material. Thus, the program's success is determined not only by the content of the material provided but also by the alignment of the intervention methods with the characteristics of the target audience.

From an accounting perspective, preparing a simple income statement is one of the key outcomes of this activity. Before the program was implemented, partners had never evaluated business results based on documented financial data. Business decisions were largely based on the amount of available cash without considering the magnitude of expenses already incurred. Once the partners were



able to prepare a simple income statement, the decision-making process became more rational because it was based on clearer, more measurable financial information. This finding supports the research results of Aboagye-Otchere *et al.*, (2023), who stated that basic accounting practices play a significant role in improving the quality of small business management. Additionally, Bongomin *et al.*, (2024) found that SMEs' ability to prepare adequate financial statements can enhance business credibility and create opportunities to access formal financing.

Although the program yielded positive results, its implementation also faced several challenges. One of the main challenges was the partners' prior lack of habit in routinely recording transactions. In the early stages of mentoring, business owners often forget to record transactions during busy periods. Furthermore, the limited time available to business owners also posed a challenge in the learning process. These conditions indicate that behavioral changes in financial management cannot occur instantly but require a gradual adaptation process. Therefore, continuous mentoring is critical to ensuring that the recording practices introduced can be sustained after the program concludes.

On the other hand, several supporting factors also contribute to the program's success. First, the partners' willingness and openness to embrace changes in business financial management. Second, a simplified bookkeeping format designed for easy understanding and use by business owners. Third, a personalized mentoring approach that adapts to the partners' actual conditions. These three factors increase partners' active participation during activity implementation and strengthen the success of the knowledge and skills transfer process. Thus, this program demonstrates that simple interventions designed based on the partners' specific needs can yield meaningful changes for enhancing the financial management capacity of MSMEs.

4.2.1 Implementation Evaluation

The implementation of the PKM activities proceeded smoothly and in accordance with the planned stages. The entire series of activities—from observation and interviews to the development of bookkeeping formats, training, and mentoring, and to evaluation—was carried out with the active participation of the partners. Based on the evaluation results, there was an increase in partners' understanding of the importance of financial record-keeping in supporting business sustainability. Partners also demonstrated a change in attitude, marked by the emergence of awareness of the need to begin separating personal and business finances and to record transactions in a more organized manner.

The partners' response to the activities carried out was generally positive. Partners stated that the simple bookkeeping format provided was easier to understand compared to the recording methods they had previously encountered. Additionally, using transaction examples tailored to Toko Asia Baru's operational activities helped partners grasp the training material. These findings indicate that the program's success is determined not only by the substance of the material provided but also by the PKM team's ability to adapt delivery methods to the participants' characteristics.

Nevertheless, several challenges were encountered during the implementation of the activities. The owners' busyness serving customers meant the recording process was not always completed immediately after a transaction. Furthermore, the long-standing habit of relying on memory to manage finances presented a unique challenge in the process of behavioral change. These challenges indicate that efforts to build the capacity of MSME operators will require sufficient time to establish new, more disciplined financial management habits.

4.2.2 Program Sustainability Plan

The sustainability of the program is crucial to ensure that the benefits of PKM activities do not cease once all project phases are completed. Therefore, the PKM team recommends that partners continue to use the simple bookkeeping format developed during the project in their daily operations. Transactions are recommended to be recorded daily to minimize the risk of losing critical financial information. Additionally, a simple profit and loss statement should be prepared periodically, such as at the end of each month, to serve as a basis for evaluating business progress.

As a follow-up, the PKM team is also open to providing further assistance if partners require support in developing a more robust record-keeping system aligned with their business growth. Similar programs can also be replicated by other SMEs facing similar financial management challenges. Program replication can be adapted to the specific characteristics of each partner's business, ensuring that the interventions remain relevant and effective.

This PKM initiative demonstrates that basic accounting training and mentoring can effectively enhance SMEs' financial management capabilities. The program's success is reflected not only in the availability of simple bookkeeping formats and profit-and-loss statements but also in the growing awareness among partners of the importance of financial information in supporting business decision-making. Therefore, sustained mentoring efforts must continue to be encouraged so that the behavioral changes that have taken root can evolve into a financial management culture that is more orderly, transparent, and oriented toward business sustainability.

5. Concluding Remarks and Recommendation

The PKM activity conducted at Toko Asia Baru has achieved its intended objectives, namely to improve the partners' understanding and skills in managing business finances through the application of basic accounting. Based on the results of the activities, partners who previously did not consistently record transactions, did not separate personal and business finances, and had never prepared a simple profit and loss statement, have begun to be able to use a simple bookkeeping format to record daily transactions and understand the preparation of profit and loss statements as a tool for evaluating business performance. This indicates that the community empowerment targets for knowledge, skills, and attitude change have been successfully achieved.

The training, mentoring, and evaluation approaches used in this activity proved well-suited to the partners' challenges and needs. Training provided an understanding of the importance of financial record-keeping, while mentoring helped partners practice recording transactions in line with their daily business operations. The combination of these two approaches made the intervention easier for micro-business owners—who have a limited understanding of formal accounting—to accept and implement.

This PKM activity provided benefits in the form of a simple, sustainable bookkeeping format, increased partner awareness of the importance of orderly financial management, and the availability of financial information that can serve as a basis for business decision-making. To ensure the program's sustainability, partners are advised to record transactions regularly, separate personal and business finances, and prepare periodic profit-and-loss statements. Additionally, follow-up mentoring activities with a broader scope of material should be considered to enable business financial management to develop more effectively and sustainably.

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Corresponding author

Nastasya Cindy Hidajat can be contacted at: natasyah@fe.untar.ac.id

