



The Influence of Sharia Financial Literacy, E-Commerce, Payment Gateway, and Media Social on The Performance Of UMKM (Coffee Shops) In Medan City

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ABSTRACT

Purpose: This research aims to examine the influence of Sharia financial literacy, e-commerce, payment gateways, and Media Social on the performance of UMKM (coffee shops) in Medan City.

Design/Method/Approach: The research method uses a quantitative approach with multiple linear regression analysis techniques and is processed using SPSS. The research sample comprises 105 respondents, selected based on predetermined criteria: UMKM coffee shop entrepreneurs.

Findings: Sharia Financial Literacy has a significant influence because it helps MSME actors manage their finances more wisely and use Sharia principles, thereby increasing efficiency and consumer trust. Payment Gateway also has a considerable impact as it facilitates fast and secure digital transactions, which are essential in today's cashless society. Social media is likewise substantial because it is a low-cost promotional tool with a broad reach, enabling MSMEs to build social relationships and a strong brand image. E-commerce does not significantly influence, possibly because not all MSME coffee shops in Medan have fully optimized e-commerce platforms due to limitations in technology, knowledge, or consumer preferences that still lean toward offline transactions.

Originality/Values: The originality of this study lies in its integrated analysis of Sharia financial literacy, e-commerce, payment gateways, and social media in the specific context of coffee shop MSMEs in Medan City, offering a holistic view rarely explored in previous research. The findings can be implemented by promoting Sharia-based financial education, encouraging digital payment systems, and providing social media marketing training. Given the low impact of e-commerce, targeted digital transformation programs are needed to overcome local technological and knowledge barriers. These steps can help stakeholders support the sustainable growth of MSMEs in urban Muslim communities.



INTRODUCTION

The Ministry of Cooperatives and UKM (UMKM) is responsible for UMKM affairs in Indonesia. Based on data from the Ministry of Cooperatives and UKM, in 2023, the number of UMKM has reached 65.5 million business units, an increase of 1.7% compared to the previous year. Of this number, 97% are micro businesses, 2% are small businesses, and 1% are medium businesses. Based on BPS data, the contribution of UMKM to Gross Domestic Product (GDP) reached 61% or 9,580 trillion. This figure increased by 2.3% compared to the previous year. The contribution of UMKM to the absorption of the national workforce is also substantial, namely 97% of the total workforce. This shows that UMKM are the backbone of the Indonesian economy and play an essential role in creating jobs.¹ Micro, Small, and Medium Enterprises (UMKM) are companies with the potential to grow and offer significant opportunities for the community to increase its income.² There are 1.16 million small, medium, and micro businesses in North Sumatra, which can absorb 80% of the workforce. Small and micro enterprises contribute 98.9%, and large and medium enterprises only contribute 1.1%.³

Tabel 1.
Number of UMKM in Medan City 2018-2022

No	Year	Total
1	2018	1664
2	2019	1072
3	2020	1320
4	2021	1546
5	2022	1787

Source: Medan City Cooperatives and UMKM Service 2023

In today's era, technology continues to develop, which shows that science and technology continue to create and innovate. Technology that continues to grow makes it easier to work in various aspects of life and access

¹ Lukman Hakim Piliang, "UMKM Penggerak Roda Perekonomian Nasional," *Public Administration Journal* 8, no. 1 (2024): 1–8.

² Siti Nurhalita and Imsar, "Peran Pemerintah Daerah Dalam Pemberdayaan Usaha Mikro Kecil Menengah (Ukm) Di Kabupaten Langkat," *Maro: Jurnal Ekonomi Syariah Dan Bisnis* 5, no. 1 (2022): 84–90, <https://doi.org/10.31949/maro.v5i1.2282>.

³ Prokopim Pemko Medan, "Dorong Pertumbuhan Ekonomi Sumut, Pj Gubernur Agus Fatoni Ajak Masyarakat Gunakan Produk Lokal," Dinas Kesehatan Provinsi Sumatera Utara, 2024.

different types of information.⁴ Currently, UMKM has experienced very rapid development, which is inseparable from problems in financial management because financial management means a particular process, including planning, implementation, reporting, and financial supervision, which individuals, companies, and the government can carry out, and the government can achieve the planned goals.⁵ One of the factors that affects the performance of UMKM is Islamic financial literacy, which is essential to improve UMKM performance in terms of financial management skills. The problem that often occurs is that UMKM actors are still very weak in financial management.⁶

Another variable that can affect UMKM's performance is e-commerce. The current problem is that UMKM still needs to utilize the online marketing system properly.⁷ Payment gateways play an essential role in improving and supporting UMKM performance. Another factor that affects UMKM performance is social media, which is critical for product marketing in today's technological era.⁸ The use of social media as a marketing tool has seen significant development in today's digital era. In an era where most of the population is connected online, Media Social has become a powerful communication channel. It allows businesses to reach a broader and more diverse audience.⁹

Improving the quality and quantity of UMKM still needs to be continuously pursued. Better financial literacy and fintech use can significantly contribute to helping UMKM manage risks and make more informed decisions.

⁴ Nurbaiti Nurbaiti et al., "JPPI (Jurnal Penelitian Pendidikan Indonesia) Behavior Analysis of UMKM in Indonesia Using Fintech Lending Comparative Study between Sharia Fintech Lending and Conventional Fintech Lending-NC-SA License (<https://creativecommons.org/licenses/by-nc-sa/4.0/>)," *JPPI (Jurnal Penelitian Pendidikan Indonesia)* 9, no. 4 (2023): 92–99.

⁵ I Made Santiara and Ni Kadek Sinarwati, "Pengaruh Literasi Keuangan Terhadap Pengelolaan Keuangan Umkm Di Kecamatan Tejakula," *CAPITAL: Jurnal Ekonomi Dan Manajemen* 6, no. 2 (2023): 349, <https://doi.org/10.25273/capital.v6i2.14514>.

⁶ Ezra Syamir Suhargo, Yusriyati Nur Farida, and Taufik Hidayat, "Pengaruh Digitalisasi UMKM Dan Penggunaan Sistem Informasi Akuntansi Terhadap Kinerja UMKM Pada Masa Pandemi Covid-19," *Jurnal Riset Akuntansi Soedirman (JRAS)* 1, no. 2 (2022): 132–42.

⁷ Sudarsono Sudarsono and Adhi Surya Harahap, "Efektivitas Penerapan E-Commerce Dalam Perkembangan Usaha Mikro Kecil Dan Menengah Di Kota Medan," *Pajak Dan Manajemen Keuangan* 1, no. 3 (2024): 151–64, <https://doi.org/10.61132/pajamkeu.v1i3.339>.

⁸ Bambang Permadi and Muhammad Ikhsan Harahap, "Pemanfaatan E-Commerce Tik - Tok Live Sebagai Sarana Dalam Pemasaran Produk Pada PT. PLM," *Jurnal Anestesi* 2, no. 1 (2023): 26–40, <https://doi.org/10.59680/anestesi.v2i1.728>.

⁹ Nur Fadhila Amri, "Persepsi Pengguna Dan Dampak Media Sosial Dalam Meningkatkan Efektivitas Kampanye Pemasaran Dan Kinerja Keuangan (Studi Kasus Pada Toko Online Difastore Makassar)," *Journal of Communication Reserch* 1, no. 2 (2019): 40–42.

This study updates previous research by examining Media Social's influence on UMKM performance.

Although previous studies have examined the influence of Sharia financial literacy, e-commerce, payment gateways, and social media on MSME performance, the findings have shown mixed results. For instance, research by Febriati et al. (2023) found that both financial literacy and e-commerce positively impact MSME performance,¹⁰ Meanwhile, Anggriani et al. (2023) reported no significant effect on financial literacy and e-commerce.¹¹ Likewise, Susanti (2021) emphasized the importance of payment gateways in enhancing MSME operations,¹² But Suhargo et al. (2022) argued otherwise.¹³ Moreover, while Rusdi et al. (2022) stated that social media had no significant impact,¹⁴ More recent insights from Sapthiarsyah et al. (2024)¹⁵ Show otherwise, especially with the rise of social commerce. These contradictions indicate that the effectiveness of these variables may vary based on context, location, and business characteristics.

This research, therefore, contributes new empirical evidence by focusing specifically on coffee shop MSMEs in Medan City, an underexplored sector and locale. Furthermore, by integrating recent digital trends, such as the dominance of social media over e-commerce platforms for marketing, this study aims to provide an updated and contextual analysis of how these digital and financial factors influence MSME performance today.

Based on the explanation of the above phenomenon, this study will examine the “Influence of Sharia Financial Literacy, E-Commerce, Payment Gateway, and Use of Media Social on the Performance of UMKM (Coffee Shops) in Medan City”.

¹⁰ Febriati et al., “Kinerja Umkm: Pengaruh Literasi Keuangan Dan E-Commerce” 6 (2023): 174–79.

¹¹ M. Wahyullah Iin Anggriani, Armiani, “Pengaruh Inklusi Keuangan, Literasi Keuangan, Dan Pengelolaan Keuangan Terhadap Kinerja UMKM Di Kabupaten Dompu,” *Jurnal Ilmiah Ekonomi Dan Bisnis* 2, no. 3 (2023): 119–21.

¹² Umi Habibah Susanti, “Pengaruh Payment Gateway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikroecildan Menengah Dikota Sidoarjo,” 2021, 6.

¹³ Suhargo, Farida, and Hidayat, “Pengaruh Digitalisasi UMKM Dan Penggunaan Sistem Informasi Akuntansi Terhadap Kinerja UMKM Pada Masa Pandemi Covid-19.”

¹⁴ Rusdi Rusdi, Amiani Amiani, and I Made Murjana, “Pengaruh Media Sosial, Ecommerce Dan Website Terhadap Kinerja UMKM Pada UMKM Tenun Di Lombok Tengah,” *Jurnal Econetica: Jurnal Ilmu Sosial, Ekonomi, Dan Bisnis* 4, no. 2 (2022): 81–92, <https://doi.org/10.69503/econetica.v4i2.312>.

¹⁵ Lenny Septiani, “56% UMKM Jualan Lewat Instagram, Facebook, TikTok,” Katadata.Co.Id, 2024.

LITERATURE REVIEW

Sharia Financial Literacy

Sharia financial literacy is also considered a religious obligation for every Muslim, as it contributes to achieving Al-Falah (true success) in this world and the hereafter. With Sharia financial literacy, individual attitudes and behaviors in financial management can improve more positively.¹⁶ The principles of Sharia finance include belief in divine law, freedom from *riba* (usury), avoidance of haram investments, and refraining from transactions involving *gharar* (uncertainty) and *maysir* (gambling). Financial literacy is a person's understanding or knowledge of managing finances personally.¹⁷

E-Commerce

Today's rapidly growing e-commerce sector is not merely about selling a product or service, but a combination of goods and services.¹⁸ However, the definitions of e-commerce vary depending on one's perspective and how they utilize the technology. Shelly Cashman defines e-commerce, or electronic commerce, as business transactions conducted via electronic networks such as the Internet.¹⁹

Payment Gateway

A payment gateway is a fintech service that provides online payment facilities and enables transactions via e-wallets. It is also a fintech platform offering financial services through payment methods or user transfers. A payment gateway provides various services that facilitate online transactions and payments.²⁰ In addition to being easy to use, payment gateways require no

¹⁶ Rahmayati et al., "Preferences and Perceptions of MSME Entrepreneurs Towards Islamic Banking QRIS Products and Services in the City of Medan Post COVID 19 Era," *International Journal of Professional Business Review* 8, no. 5 (2023): e01099, <https://doi.org/10.26668/businessreview/2023.v8i5.1099>.

¹⁷ Raja Sakti Putra Harahap, Asmuni Asmuni, and Andri Soemitra, "Islamic Smart City: Study of Literacy and Inclusion in Financial Behavior and Empowerment of Micro, Small and Medium Enterprises (MSMEs)," *Edukasi Islami: Jurnal Pendidikan Islam* 11, no. 03 (2023), <https://doi.org/10.30868/ei.v11i03.3301>.

¹⁸ Larasati Dhinarti and Firda Amalia, "E-Commerce Dalam Perspektif Fiqh Muamalat," *Proceeding of Conference on Islamic Management, Accounting, and Economics (CIMAE)* 2 (2019): 162–69, <https://journal.uin.ac.id/CIMAE/article/view/12859/9454>.

¹⁹ M E Purnama Ramadani Silalahi and M E Chairina, *Ekonomi Digital: Perkembangan Bisnis Digital, Pemasaran Digital, Ecommerce, Fintech Berbasis Syariah Dan Homoislamicus Dalam Perilaku Konsumen* (Merdeka Kreasi Group, 2023).

²⁰ Muhammad Irwan Padli Nasution et al., "Face Recognition Login Authentication for Digital Payment Solution at COVID-19 Pandemic," *International Conference on Computer and Informatics Engineering, IC2IE*, 2020, 48–51, <https://doi.org/10.1109/IC2IE50715.2020.9274654>.

complicated changes. Common examples include OVO, GOPAY, DANA, ShopeePay, and LinkAja. Indicators of using a payment gateway include ease of operation, flexibility, and quality service.²¹

Social Media

Social media is one of the most extensively used technologies today. MSMEs use it to market their products within the business world and reach other regions through online media that connects MSMEs with consumers.²² The use of social media in organizations or companies has changed how they communicate and engage with customers. Social media enables more open communication between companies and customers, allowing businesses to understand customer needs and motivations and respond efficiently.

MSME Performance

According to the Indonesian Dictionary (KBBI), performance is an achievement or accomplishment that is attained and produced. Performance is the tangible result of trust, values, and strong moral principles that serve as motivation to deliver quality outcomes. MSME performance is the measurement of organizational value or standards related to MSME activities, which reflects the work results of individuals both within the organization and within a specific timeframe.²³ Measuring MSME performance can be a guideline for assessing their businesses' financial health and stability.²⁴

Although prior studies have widely explored the roles of Sharia financial literacy, e-commerce, payment gateways, and social media in enhancing MSME performance, most existing literature treats these variables in isolation or within broader economic contexts. Few studies integrate all four variables simultaneously within a specific industry segment, such as coffee shop MSMEs, which possess unique operational and consumer dynamics. Moreover, the influence of Sharia financial literacy, while theologically emphasized, has not been extensively validated in empirical business performance outcomes, especially regarding modern fintech tools like payment gateways.

²¹ Susanti, "Pengaruh Payment Gateway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikrokecil dan Menengah Dikota Sidoarjo."

²² Rusdi, Amiani, and Murjana, "Pengaruh Media Sosial, Ecommerce Dan Website Terhadap Kinerja UMKM Pada UMKM Tenun Di Lombok Tengah."

²³ Pandu Prakasa Ritonga Nurul Aulia Dewi, Alike Hariani, "Analisis Manfaat Media Sosial Sebagai Pengembangan Umkm Di Kabupaten Deli Serdang," *Kabillah (Journal of Social Community)* 8, no. 14 (2023): 129–43.

²⁴ Nia Karniawati et al., "UMKM in Improving The Economy of Rural Communities," *Proceeding of International Conference on Business, Economics, Social Sciences, and Humanities* 6 (2023): 724–28, <https://doi.org/10.34010/icobest.v4i.440>.

Similarly, while e-commerce and social media are often assumed to have positive effects, their effectiveness can differ significantly depending on technological readiness, user behaviour, and market characteristics. In particular, the assumption that e-commerce always supports MSME growth may not hold in areas where digital adoption is still uneven. Therefore, a significant gap remains in understanding how these variables interact within a localized and religiously-informed entrepreneurial context such as Medan City's coffee shop MSMEs. This study aims to address this gap by examining these interrelated factors simultaneously in a specific regional and industry-based context.

RESEARCH METHOD

Research Design

This research employs a quantitative approach to measure the influence of several independent variables, such as Sharia financial literacy, e-commerce, payment gateway, and social media, on the performance of MSMEs (coffee shops) in Medan City. The explanatory study tests causal relationships among the variables through statistical analysis.²⁵

Data and Data Collection Procedures

The population in this study includes all MSME actors operating coffee shops in Medan City. The sampling technique used is purposive sampling, which selects respondents based on predetermined criteria, namely: (1) active operation as a coffee shop MSME, and (2) familiarity with the use of digital tools such as social media, e-commerce, or fintech platforms.

Data were collected through structured questionnaires distributed directly to respondents. The instrument included questions based on validated indicators from previous studies, and responses were assessed using a Likert scale.

Data Filtering

To ensure data quality and relevance, filtering was applied by validating that respondents met the inclusion criteria before accepting their responses. Incomplete or inconsistent responses were excluded from the final dataset. The total sample obtained was 105 valid respondents, based on the Hair et al. (2010) recommendation that the minimum sample size should be 5–10 times the number of observed indicators. This study, 15 indicators were used, resulting in

²⁵ Elda Marina Nasution and Finta Aramita, "Pengaruh Lokasi Dan Kelengkapan Produk Terhadap Keputusan Pembelian Konsumen Di Toko Sehati Jaya," *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBI)* 5, no. 1 (2024): 1–10, <https://doi.org/10.31289/jimbi.v5i1.4331>.

a required minimum sample size of 75; hence, 105 responses were considered adequate.

Analytical Approach

The data were processed and analyzed using SPSS version 26. The primary analytical technique used is multiple linear regression analysis, preceded by classical assumption tests including normality, multicollinearity, and heteroscedasticity. These tests ensure that the data meet the requirements for regression analysis and that the model results are reliable.

Research Hypotheses

To examine the effects of each independent variable on MSME performance, the following hypotheses were formulated:

1. The Influence of Sharia Financial Literacy

H₀: Sharia financial literacy does not affect MSME performance.

H₁: Sharia financial literacy influences MSME performance.

2. The Influence of E-Commerce

H₀: E-commerce does not affect MSME performance.

H₂: E-commerce influences MSME performance.

3. The Influence of Payment Gateway

H₀: Payment gateway does not affect MSME performance.

H₃: Payment gateway affects MSME performance.

4. The Influence of Social Media

H₀: Social media does not affect MSME performance.

H₄: Social media influences MSME performance.

RESULT AND DISCUSSION

This study examines the performance of Coffee shop UMKM in Medan City, where the variables tested are Sharia Financial Literacy, E-commerce, Payment Gateway, Media Social, and UMKM performance. Researchers have distributed research instruments to the Coffee shop UMKM actors in Medan City. In this study, the classification of respondents consists of a type of business, age, and place of business, which are described as follows:

Table 2.

Respondents' Information

Information	Amount	Percentage
Age		
1. 15 – 20 Year	5	4,8%
2. 21 – 25 Year	58	55,2%
3. 25 – 30 Year	22	21%
4. 31 – 35 Year	15	14,3%
5. 35 – 40 Year	5	4,8%
6. > 40 Year	0	0%
Place of Business		
1. Medan Amplas	5	4.76%
2. Medan Area	5	4.76%
3. Medan Barat	5	4.76%
4. Medan Baru	5	4.76%
5. Medan Belawan	5	4.76%
6. Medan Deli	5	4.76%
7. Medan Denai	5	4.76%
8. Medan Helvetia	5	4.76%
9. Medan Johor	5	4.76%
10. Medan Kota	5	4.76%
11. Medan Labuhan	5	4.76%
12. Medan Maimun	5	4.76%
13. Medan Marelan	5	4.76%
14. Medan Perjuangan	5	4.76%
15. Medan Petisah	5	4.76%
16. Medan Polonia	5	4.76%
17. Medan Selayang	5	4.76%
18. Medan Sunggal	5	4.76%
19. Medan Tembung	5	4.76%
20. Medan Timur	5	4.76%
21. Medan Tuntungan		

Source: Data processed by the author (2024)

Based on the table above, it can be concluded that 105 Coffeeshop UMKMs were studied. Then for the age of the respondents, it is dominated by the age of 15-20 years as many as five people 4.8%, the age of 21-25 years as many as 58 people 55.2%, followed by the generation aged 25-30 years 22 people 21%, the next position is aged 31-35 years 15 people 14%, three and the next position is aged 35-40 years 5 people 4.8%. The last is > 40 years, as many

as zero people, 0%. “As for the grouping of respondents based on domicile, the author chose 105 respondents from 21 sub-districts in Medan City.”

RESEARCH INSTRUMENT TEST

Quality research must undergo scientifically recognized stages. In the academic realm, one crucial step is to test research instruments that use primary data. This testing involves validity and reliability testing as the leading indicators.

Validity Test

Table 3.
Validity Test Results

Variable	Question item	R count	R table	Description
X1 (Sharia Financial Literacy)	1	0.878	0,195	Valid
	2	0.854	0,195	Valid
	3	0.784	0,195	Valid
X2 (<i>E-Commerce</i>)	1	0.847	0,195	Valid
	2	0.753	0,195	Valid
	3	0.820	0,195	Valid
X3 (<i>Payment Gateway</i>)	1	0.848	0,195	Valid
	2	0.853	0,195	Valid
	3	0.909	0,195	Valid
X4 (Media Social)	1	0.790	0,195	Valid
	2	0.797	0,195	Valid
	3	0.723	0,195	Valid
Y (UMKM Performance)	1	0.905	0,195	Valid
	2	0.800	0,195	Valid
	3	0.842	0,195	Valid

Source: Data processed by the author (2024)

The table above shows the results of the variable validity test, which are valid because the calculated $r > r$ table (0.195) means that the questionnaire questions are ready to be carried out for actual research.

Reliability Test

Table 4.
Reliability Test

Variable	Cronbach Alpha Value	Information
X1 (Sharia Financial Literacy)	0.789	Reliable
X2 (<i>E-Commerce</i>)	0.733	Reliable

X3 (<i>Payment Gateway</i>)	0.836	Reliable
X4 (<i>Media Social</i>)	0.655	Reliable
Y (<i>UMKM Performance</i>)	0.808	Reliable

Source: Data processed by the author (2024)

The reliability test results above show that all variable data involved in this article, contained in the questionnaire questions, are worthy of being continued in the actual research because the Cronbach's Alpha results are more than 0.06, so the results can be accounted for.

Classical Assumption Test

The classical assumption test is a prerequisite step before data analysis to build a regression model. This study's classical assumption tests include the Normality, Multicollinearity, and Heteroscedasticity Test.

1 Normality Test

Table 5.
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.77880883
Most Extreme Differences	Absolute	.088
	Positive	.055
	Negative	-.088
Kolmogorov-Smirnov Z		.901
Asymp. Sig. (2-tailed)		.391
a. Test distribution is Normal.		

Source: SPSS 26 processed by researchers (2024)

Based on the above, the normality test results show that the Asymp.Sig . 2 value is 0.391 >0.05, which means the data is usually distributed.

2 Multicollinearity Test

Table 6.
Multicollinearity Test

Variable	<i>Tolerance</i>	VIF	Information
X1 (<i>Sharia Financial Literacy</i>)	0,928	1,077	No Multicollinearity Occurs

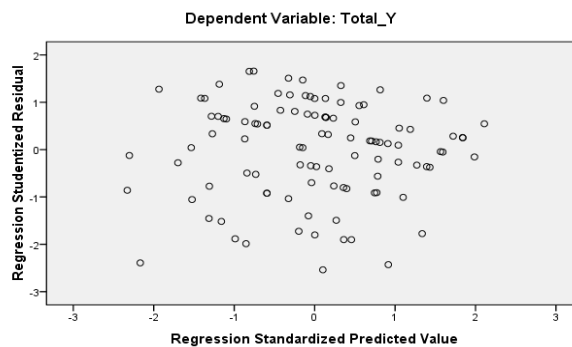
X2 (<i>E-Commerce</i>)	0,428	2,337	No Multicollinearity Occurs
X3 (<i>Payment Gateway</i>)	0,355	2,817	No Multicollinearity Occurs
X4 (<i>Media Social</i>)	0,414	2,414	No Multicollinearity Occurs

Source: SPSS 26 processed by researchers (2024)

Based on the results obtained from the Variance Inflation Factor (VIF) test, the coefficient table for each independent variable has a VIF with a score of <10, namely the Islamic Financial Literacy variable of 1.077, the variable of 1.164, and the E-Commerce variable of 2.337. The Payment Gateway variable is 2.817. And the Media Social variable is 2.414, so it can be observed that there is no multicollinearity. Meanwhile, the Tolerance score is > 0.10. So it is stated that no multicollinearity was found from this multiple linear regression design between the dependent variable and other independent variables, and it can be used in research.

Heteroscedasticity Test

Figure 1.
Heteroscedasticity Test



The author's heteroscedasticity test results show that the graph's points are spread randomly and do not form a specific pattern. Thus, it can be concluded that there is no heteroscedasticity in this study.

Multiple Linear Regression Analysis

Multiple regression analysis determines whether an independent variable has a positive, negative, or no effect on the dependent variable. The following are the results of data processing using SPSS for this study.

Table 7.
Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients B	Sig
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<i>Constant</i>	13.236	0.000
<i>Sharia Financial Literacy</i>	0.204	0.19
<i>E-Commerce</i>	-0.144	0.294
<i>Payment Gateway</i>	0.693	0.000
<i>Media Social</i>	-0.938	0.000

Source: SPSS 26 processed by researchers (2024)

Based on the test results in Table 7 above, a multiple linear regression equation can be used with the following formula:

$$Y = 13.236 + 0.204 X_1 - 0.144 X_2 + 0.693 X_3 - 0.938 X_4 + e$$

So the equation above can be interpreted as follows:

- The constant of 13.236 indicates the value of the dependent variable, namely UMKM performance. This value indicates that if the independent variables are zero or constant, the UMKM performance variable will be worth 13.236.
- The regression coefficient for variable X1 (Sharia Financial Literacy) of 0.204 indicates that a one-unit increase in the Sharia Financial Literacy variable will increase the value of the Usage Decision by 0.204 units, assuming that other variables remain constant.
- The regression coefficient for variable X2 (E-Commerce) of -0.144 indicates that if the E-Commerce variable increases by one unit, then UMKM Performance will decrease by 0.144 units, assuming that other variables remain constant.
- The regression coefficient for variable X3 (Payment Gateway) of 0.693 indicates that a one-unit increase in the Payment Gateway variable will increase the value of the Usage Decision by 0.693 units, assuming that other variables remain constant.
- The coefficient for the regression variable X4 (Media Social) of -0.938 shows that if there is a one unit increase in the Media Social variable, it will increase the value of the Usage Decision by -0.938 units, assuming the variable

Model Test

The results of the determination coefficient test are presented. Based on the determination coefficient test in the table, the Adjusted R Square score is 0.535 or 53.5%. This means that the ability of the Islamic financial literacy variable, e-commerce, payment gateway, and social media influences the performance of UMKM coffee shops by 53.5%. In comparison, the remaining

46.5% is influenced by other factors that this study cannot explain. Of course, this is a challenge for further researchers.

Table 8.
Results of the Determination Coefficient Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744	.553	.535	1.95758

Source: SPSS 26 processed by researchers (2024)

Hypothesis Test

Hypothesis testing method is a decision-making method based on data analysis. Hypothesis tests conducted are: t-test and F-test

1 a. t-test

Table 9.
t-test

Variable	<i>T</i>	Sig
<i>Constant</i>	13.125	0.000
Sharia Financial Literacy	2.388	0.019
<i>E-Commerce</i>	-1.054	.294
<i>Payment Gateway</i>	8.693	0.000
Media Social	-8.271	0.000

Source: SPSS 26 processed by researchers (2024)

An independent variable significantly affects the dependent variable if the significance value is less than 0.05. And the calculated t value > t Table (1.660)

- a. The Effect of T-Test of Variable X1 (Sharia Financial Literacy) on Variable Y (UMKM Performance) From the test results above, it can be seen that the Significance value of X1 is less than 0.05, which is 0.019 and the t count of X1 is greater than the t table, which is 2.388 > 1.660, therefore it can be said that variable X1 (Sharia Financial Literacy) has a significant effect on variable Y (UMKM Performance)
- b. The Effect of T-Test of Variable X2 (E-Commerce) on Variable Y (UMKM Performance) From the test results above, it can be seen that the Significance value of X2 is greater than 0.05, which is .294 and the t count of X2 is less than the t table, which is -1.054 < 1.660, therefore it can be said that variable X2 (E-Commerce) does not have a significant effect on variable Y (UMKM Performance)

- c. The Effect of T-Test of Variable X3 (Payment Gateway) on Variable Y (UMKM Performance) From the test results above, it can be seen that the Significance value of X3 is smaller than 0.05, namely 0.000 and the t Calculation of X3 is greater than the t Table, namely $8.693 > 1.660$, therefore it can be said that the variable X3 (Payment Gateway) has a significant effect on the variable Y (UMKM Performance)
- d. Effect of T Test of Variable X4 (Media Social) on Variable Y (UMKM Performance) From the test results above, it can be seen that the Significance value of X4 is smaller than 0.05, namely 0.000 and the t Calculation of X1 is smaller than the t Table, namely $-8.271 > -1.660$, therefore it can be said that the variable X4 (Media Social) does not have a significant effect on the variable Y ((UMKM Performance

2 F-Test

Table 10.
F-Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	473.777	4	118.444	30.908	<.000 ^b
Residual	383.213	100	3.832		
Total	856.990	104			

a. Dependent Variable: UMKM Performance

b. Predictors: (Constant), Media Social, Literacy, Ecommerce, Payment Gateway

Source: SPSS 26 processed by researchers (2024)

The F test is used to see how much influence the independent variable has on the variable y simultaneously. From the data test, it was found that the calculated F value was 30.908. The variable X itself is said to have a significant and simultaneous influence on the variable Y if the significance value is <0.05 . From the results of the data test, it can be seen that the significance value is 0.000, which is smaller than 0.05. So it can be said that the variable X is being tested significantly and simultaneously influences Y.

Discussion

Based on the results of the hypothesis that have been processed using SPSS, it can be seen that Islamic Financial Literacy influences the performance decisions of the UMKM Coffee shop in Medan City. This can be proven by the t-test results $2.388 > 1.660$ with a significance level ($0.019 < 0.05$). This shows that the Islamic Financial Literacy variable (X1) positively affects the

Performance of the UMKM Coffee shop in Medan City. This is in line with the results of the study by Wulandari et al., which state that someone with a good understanding of finance will find it easier to record finances to find out the performance of their business. Thus, financial literacy about UMKM performance provides good financial knowledge to a company, which will make the industry more confident in making economic decisions.

The influence of e-commerce (X2) on the performance decisions of UMKM coffee shops in Medan City resulted in no significant impact on UMKM performance (Y). The t-test results were $-1.054 < 1.660$ with significance ($294 > 0.05$). This illustrates that the willingness of e-commerce does not influence respondents' opinions on UMKM performance because many customers buy directly. This research is in line with Sofiyanti et.al.²⁶ Statement that many offline customers are loyal, but often have not followed the development of digitalization of business actors.

The influence of payment gateway (X3) on the performance of UMKM coffee shops in Medan City resulted in findings that there was a significant influence on the performance of UMKM coffee shops in Medan City. The t-test results stated $8,693 > 1,660$ with a substantial level of $0.000 < 0.05$. Susanti supports this²⁷ Research states that along with the development of payment gateways, UMKM is expanding its businesses, creating jobs, and increasing sales revenue.

Meanwhile, Media Social (X4) significantly affects the performance of the coffee shop UMKM in Medan City. The t-test results stated $-8.271 > -1.660$ with a substantial level of $0.000 < 0.05$. These results illustrate that the existence of Media Social can improve the performance of UMKM. This is in line with the research of Sapthiarsyah et.al.²⁸ Stated that the use of Media Social by UMKM has been proven to increase efficiency in marketing and strengthen relationships with customers. In addition, using Media Social reduces operational costs, which will further improve the performance of UMKM.

From the research conducted, it was found that the variables of Sharia Financial Literacy (X1), E-commerce (X2), Payment Gateway (X3), and Media Social (X4) have an influence of 30.908% on the variable of UMKM

²⁶ Rinda Sofiyanti, M Wimbo Wiyono, and Muhaimin Dimiyati, "Pengaruh Sistem Informasi Akuntansi Dan E-Commerce Terhadap Kinerja Keuangan Perusahaan (Profit Margin)," *Progress Conference* 4, no. 1 (2021): 268–74.

²⁷ Susanti, "Pengaruh Payment Gateway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikroecildan Menengah Dikota Sidoarjo."

²⁸ M Faizal Sapthiarsyah and Dewi Junita, "PEngaruh Penggunaan Media Sosial Dan Pemasaran Digital Terhadap Kinerja UMKM," *Jurnal Ilmiah Pena* 21, no. 02 (2024): 330–70.

Performance (Y). This indicates that the variable of Sharia financial literacy of UMKM significantly influences its performance because high financial literacy will impact the business's financial statements and cash flow in and out. In addition, E-commerce, Payment Gateway, and Media Social variables significantly and simultaneously influence the performance of UMKM. This can be seen from the fact that the easier the payment system, the performance of UMKM increases, and the higher the level of security of the payment system, the performance of UMKM also increases, because consumers tend to spend their money with a secure payment system. In addition, social media also plays an important role; in this case, social media makes the existence of a UMKM better known. This will undoubtedly increase UMKM's performance.

This study highlights the importance of promoting Sharia-compliant financial education for policymakers and MSME stakeholders, especially in regions with predominantly Muslim populations. Government and private institutions can collaborate to deliver targeted training programs that enhance MSMEs' understanding of financial management principles rooted in Islamic values. In addition, efforts should be made to improve MSME access to and understanding digital payment platforms and social media marketing tools, as these have been empirically shown to enhance business performance.

CONCLUSION

Based on the research results and discussions presented, it can be concluded that (1) the variables of Islamic Financial Literacy, E-commerce, Payment Gateway, and Media Social have a significant influence simultaneously on the performance of the UMKM Coffee shop in Medan City. While (2) partially, Islamic Financial Literacy, Payment Gateway, and Media Social variables get significant results, the E-commerce variable gets results that do not significantly affect the performance of the UMKM Coffee shop in Medan City. The limitation in this study is the lack of data available on UMKM Medan City. The suggestion for further research is to conduct more accurate data analysis with a wider sample.■

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