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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ARTICLE INFO	ABSTRACT

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 consists of 105 respondents, selected based on predetermined criteria, namely UMKM coffee shop entrepreneurs.

Findings: Sharia Financial Literacy has a significant influence because it helps MSME actors manage their finances more wisely and in accordance with sharia principles, thereby increasing efficiency and consumer trust. Payment Gateway also has a significant influence as it facilitates fast and secure digital transactions, which are essential in today's cashless society. Social Media is likewise significant because it serves as a low-cost promotional tool with a broad reach, enabling MSMEs to build social relationships and a strong brand image. E-commerce does not have a significant 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. Practically, the findings can be implemented by promoting Sharia-based financial education, encouraging the use of 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

In Indonesia, the Ministry of Cooperatives and UKM (UMKM) is responsible for UMKM affairs. 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% is medium businesses. Based on BPS data, the contribution of UMKM to Gross Domestic Product or 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 very large, namely 97% of the total workforce. This shows that UMKM are the backbone of the Indonesian economy and play an important role in creating jobs.[1] Micro, Small and Medium Enterprises (UMKM) are companies that have the potential to grow and offer significant opportunities for the community to increase their income.[2] Currently, the number of small, medium and micro businesses in North Sumatra is 1.16 million businesses, able to absorb 80% of the workforce. Among them, small and micro businesses contribute 98.9%, and large and medium businesses 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, this shows that science and technology continue to develop and innovate. Technology that continues to develop makes it easier to work in various aspects of life and access various

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[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 (Umkm) 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.

types of information.[4] Currently, UMKM have experienced very rapid development, which is inseparable from problems in financial management because financial management means a certain process, including planning, implementation, reporting, and financial supervision, which can be carried out by individuals, companies, and the government so that they can achieve the planned goals.[5] One of the factors that affect the performance of UMKM is Islamic financial literacy, in terms of financial management skills being important to improve UMKM performance. The problem that often occurs is that UMKM actors are still very weak in financial management.[6]

Another variable that can affect the performance of UMKM is e-commerce. The current problem is that UMKM are still not fully able to utilize the online marketing system properly.[7] In addition to improving the performance of UMKM, payment gateways also have an important role in supporting UMKM performance. Another factor that affects UMKM performance is Media Social. In today's technological era, Media Social is very important for product marketing.[8] The use of Media Social as a marketing tool has seen significant development in today's digital era. In an era where the majority of the population is connected online, Media Social has become a powerful communication channel and allows businesses to reach a wider and more diverse audience.[9]

In fact, improving the quality and quantity of UMKM still needs to be continuously pursued. Better financial literacy and the use of fintech can make a

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[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, "Pemanfa'atan E-Comerce 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)," *Jounal of Comunication Reserch* 1, no. 2 (2019): 40–42.

major contribution in helping UMKM manage risks and make more informed decisions. This study is an update of previous research by looking at the influence of Media Social 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] whereas Anggriani et al. (2023) reported no significant effect of financial literacy and e-commerce, respectively.[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 a sector and locale that have been underexplored. 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

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[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 Gateaway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikrokecildan 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.

Gateway, and Use of Media Social on the Performance of UMKM (Coffee Shops) in Medan City".

LITERATURE REVIEW

Sharia Financial Literacy

Sharia financial literacy is also considered a religious obligation for every Muslim, as it contributes to the achievement of Al-Falah (true success) both in this world and the hereafter. With Sharia financial literacy, individual attitudes and behaviors in financial management can improve in a more positive direction.[16] The principles of Sharia finance include belief in divine law, being free from *riba* (usury), avoiding haram investments, and refraining from transactions involving *gharar* (uncertainty) and *maysir* (gambling). Financial literacy is basically a person's understanding or knowledge related to the ability to manage finances personally.[17]

E-Commerce

The rapidly growing e-commerce sector today 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 focuses on providing online payment facilities, enabling transactions via e-wallets. Payment gateway is a fintech platform offering financial services in the form of payment methods or transfers between users. It offers a variety of services that facilitate online

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[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.uii.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).

transactions and payments.[20] In addition to being easy to use, payment gateways require no complicated changes. Common examples include OVO, GOPAY, DANA, ShopeePay, and LinkAja. Indicators of using a payment gateway include ease of operation, flexibility, and providing quality service.[21]

Social Media

Social media is one of the most extensively used technologies today. It is used by MSMEs as a tool to market their products, not only within the business world but also to reach other regions through online media that connect MSMEs with consumers.[22] The use of social media in organizations or companies has changed the way 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 produce 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 serve as a guideline for assessing the financial health and stability of their businesses.[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 of the 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,

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[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.

[21] Susanti, "Pengaruh Payment Gateway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikrokecildan 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, Alika 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.

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 in relation to modern fintech tools like payment gateways.

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 true in areas where digital adoption is still uneven. Therefore, there remains a significant gap 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 aimed at measuring the influence of several independent variables Sharia financial literacy, e-commerce, payment gateway, and social media on the performance of MSME (coffee shops) in Medan City. The study is explanatory in nature, seeking to test 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, using a Likert scale to assess responses.

Data Filtering

To ensure data quality and relevance, filtering was applied by validating that respondents met the inclusion criteria before accepting their responses.

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[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.

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. In this study, 15 indicators were used, resulting in 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 main 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**

   H_0: Sharia financial literacy does not affect MSME performance.

   H_1: Sharia financial literacy influences MSME performance.

2. **The Influence of E-Commerce**

   H_0: E-commerce has no effect on MSME performance.

   H_2: E-commerce influences MSME performance.

3. **The Influence of Payment Gateway**

   H_0: Payment gateway does not affect MSME performance.

   H_3: Payment gateway affects MSME performance.

4. **The Influence of Social Media**

   H_0: Social media has no effect on MSME performance.

   H_4: Social media influences MSME performance.

RESULT AND DISCUSSION

This study examines the performance of Coffee shop UMKM in Medan City, 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 Coffee shop

UMKM actors in Medan City. In this study, the classification of respondents consists of 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 there are 105 Coffeeshop UMKMs studied. Then for the age of the respondents, it is dominated by the age of 15-20 years as many as 5 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%,3 and the next position is aged 35-40 years 5 people 4.8% And the last is> 40 years as many as 0 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 go through scientifically recognized stages. In the academic realm, one important step is to test research instruments that use primary data. This testing involves validity testing and reliability testing as the main 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 (*E-Commerce*)	1	0.847	0,195	Valid
	2	0.753	0,195	Valid
	3	0.820	0,195	Valid
X3 (*Payment Gateway*)	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)

Based on the table above, it shows the results of the variable validity test, the results of which are valid because the results of the calculated r> r table (0.195), meaning that the questions in the questionnaire 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 (*E-Commerce*)	0.733	Reliable
X3 (*Payment Gateway*)	0.836	Reliable
X4 (Media Social)	0.655	Reliable
Y (UMKM Performance)	0.808	Reliable

Source: Data processed by the author (2024)

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

Classical Assumption Test

The classical assumption test is a prerequisite step that is carried out before data analysis to build a regression model. In this study, the classical assumption tests carried out include the Normality Test, Multicollinearity Test, 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 results of the normality test output show that the Asymp.Sig.2 value is 0.391 >0.05, which means the data is normally distributed.

2 Multicollinearity Test

Table 6.
Multicollinearity Test

Variable	Tolerance	VIF	Information
X1 (Sharia Financial Literacy)	0,928	1,077	No Multicollinearity Occurs
X2 (E-Commerce)	0,428	2,337	No Multicollinearity Occurs
X3 (Payment Gateway)	0,355	2,817	No Multicollinearity Occurs
X4 (Media Social)	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, 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 can be used in research.

Heteroscedasticity Test

Figure 1.
Heteroscedasticity Test
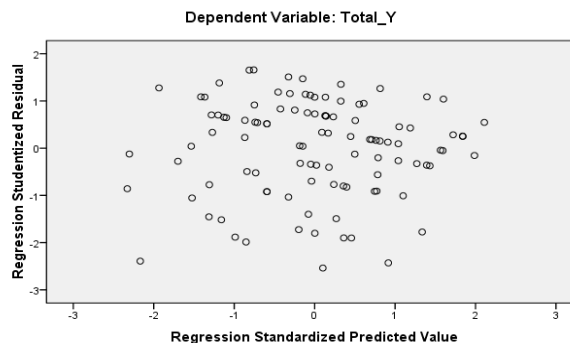
The results of the heteroscedasticity test conducted by the author show that the points on the graph are spread randomly and certainly do not form a certain pattern. So it can be concluded that there is no heteroscedasticity in this study.

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine 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
Constant	13.236	0.000
Sharia Financial Literacy	0.204	0.19
E-Commerce	-0.144	0.294
Payment Gateway	0.693	0.000
Media Social	-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 -0.144 + 0.693 -0.938 + e

So the equation above can be interpreted as follows:

a. 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, then the UMKM performance variable will be worth 13.236.

b. 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.

c. The regression coefficient for variable X2 (E-Commerce) of 0.204 indicates that if the E-Commerce variable increases by one unit, then UMKM Performance will decrease by 0.204 units, assuming that other variables remain constant.

d. 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.

e. 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%. It has a meaning wherever the ability of the Islamic financial literacy variable, E-commerce, Payment Gateway, and Media Social has an influence on the performance of UMKM coffee shops by 53.5%, while the remaining 46.5% is influenced by other factors that cannot be explained in this study. 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

Tabel 9.
t-test

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

Source: SPSS 26 processed by researchers (2024)

An independent variable is said to have a significant effect on the dependent variable if the significance value is not more 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

Tabel 10.

F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
ANOVA[a]					
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, Literasi, Ecommerce, Payment Gateway					

Source: SPSS 26 processed by researchers (2024)

The F test is a test 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 being tested has a significant and simultaneous influence on Y.

Discussion

Based on the results of the hypothesis that have been processed using SPSS, it can be seen that there is an influence of Islamic Financial Literacy on the performance decisions of UMKM Coffee shop in Medan City. This can be proven by the results of the t-test 2.388> 1.660 with a significance level (0.019<0.05). This shows that the Islamic Financial Literacy variable (X1) has a positive effect on the Performance of UMKM Coffee shop in Medan City by. This is in line with the results of the study Wulandari et.al[26] states that financial literacy of someone who has a good understanding of finance, they 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 business, which will make the business more confident in making financial decisions.

The influence of e-commerce (X2) on the performance decisions of UMKM coffee shops in Medan City resulted in no significant influence on UMKM performance (Y). The results of the t-test were -1.054 <1.660 with significance (294>0.05). This provides an illustration that the willingness of e-commerce does not influence respondents on UMKM performance because many customers buy directly. This research is in line with Sofiyanti et.al[27] 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 results of the t-test stated 8,693 > 1,660 with a significant level of 0.000 < 0.05. This is supported by Susanti[28] research, which states that along with the development of payment gateways, UMKM are expanding their businesses and creating jobs, which increases sales revenue.

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[26] Dwi Novia Ayu Wulandari and R.A Sista Paramita, "Pengaruh Literasi Keuangan, Inklusi Keuangan, Dan E-Commerce Terhadap Kinerja Keuangan UMKM (Coffee Shop) Di Kabupaten Kabupaten Jember," *Jurnal Ilmiah Wahana Pendidikan* 9, no. September (2023): 199–210.

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

[28] Susanti, "Pengaruh Payment Gateaway , Literasi Keuangan, Motivasi Dan Locus Of Control Terhadap Kinerjausaha Mikrokecildan Menengah Dikota Sidoarjo."

Meanwhile, Media Social (X4) on the performance of coffee shop UMKM in Medan City has a significant effect. The results of the t-test stated -8.271> -1.660 with a significant level of 0.000 <0.05. These results provide an illustration that the existence of Media Social can improve the performance of UMKM. This is in line with the research of Sapthiarsyah et.al[29] stated that the use of Media Social by UMKM has been proven to increase efficiency in marketing and strengthen relationships with customers. In addition, the use of 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 Performance (Y). This indicates that the variable of Sharia financial literacy of UMKM has a significant influence on the performance of UMKM because the high financial literacy of UMKM will have an impact on the financial statements of the business and the cash flow in and out of their business. In addition, the variables of E-commerce, Payment Gateway and Media Social have a significant and simultaneous influence on the performance of UMKM. This can be seen from 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, Media Social also plays an important role, in this case, the existence of Media Social makes the existence of an UMKM better known. This will certainly increase the performance of UMKM.

For policymakers and MSME stakeholders, this study highlights the importance of promoting Sharia-compliant financial education, 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 of 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 that have been presented, it can be concluded that (1) the variables of Islamic Financial Literacy, E-commerce, Payment Gateway and Media Social have a significant influence

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[29] 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.

simultaneously on the performance of UMKM Coffee shop in Medan City. While (2) partially the variables of Islamic Financial Literacy, Payment Gateway and Media Social get significant results while the E-commerce variable gets results that do not have a significant effect on the performance of 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 and with a wide sample.■

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