

Submitted : 2026-May-27
Received : 2026-June-16
Accepted : 2026-July-19
Available : 2026-Agustus-30



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DOI: http://dx.doi.org/_/safij.vxix.xxxxx

Scientia Accounting and Finance Journal

Published by: Faculty of Economics, Universitas
Semarang

P-ISSN: XXXX-XXXX

E-ISSN: XXXX-XXXX

Available online at: <https://journals.usm.ac.id/index.php/safij/en/index>



IMPLEMENTATION OF ACCOUNTING RECORDING IN MSME BUSINESSES (CASE STUDY OF THE NEW ELECTRICAL SHOP)

Dela Silvia Rachmi¹, Naini Rizka Amalia^{2*}, Nisa Novia Avien Christy³

^{1,2,3} Accounting Department, Faculty of Economic, Universitas Semarang, Semarang, Indonesia

Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in the Indonesian economy, particularly in contributing to gross domestic product (GDP) and generating employment opportunities. However, many MSMEs continue to encounter challenges in financial management, particularly in maintaining simple accounting records that are not yet in accordance with applicable accounting standards. This study aims to analyze the implementation of accounting records at Toko Listrik Baru Elektrik, located in Kembangarum Village, Mranggen District, Demak Regency, as well as to identify the obstacles encountered, appropriate accounting practices, and the benefits of implementing proper accounting records. This study employs a case study design with a descriptive qualitative approach. Data were collected through interviews, direct observation, and documentation. The findings indicate that Toko Listrik Baru Elektrik has not fully implemented systematic accounting records in accordance with the Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM). The main obstacles identified include limited accounting knowledge, inadequate human resources, and insufficient access to accounting training and education. The implementation of proper and systematic accounting records can enhance financial transparency, support more effective business decision-making, and strengthen the credibility of MSMEs in the eyes of financial institutions. This study is expected to contribute to efforts to improve the accounting capacity of MSMEs and serve as a reference for future research concerning the implementation of accounting practices in small and medium-sized enterprises.

Keywords

Accounting Recording, MSMEs, SAK EMKM, Implementation.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in supporting Indonesia's economic growth and development. MSMEs not only contribute significantly to the Gross Domestic Product (GDP) but also play an important role in creating employment opportunities and serving as a source of income for a large proportion of the population. Their significant contribution to the national economy demonstrates the importance of supporting the sustainability and development of MSMEs through effective business management, particularly in financial management and accounting record-keeping.

Despite their important role, MSMEs continue to face various challenges. One of the major issues is the inadequate management of financial information and the limited implementation of proper accounting practices. Many MSME owners still maintain their financial records using simple and traditional methods, while some businesses do not keep financial records regularly. This condition may cause business owners to experience difficulties in understanding their financial position, measuring business performance, determining profitability, and making appropriate business decisions. Furthermore, limited financial information may also hinder MSMEs from obtaining access to financing from financial institutions.

Accounting record-keeping is a fundamental aspect of business management because it provides financial information needed for planning, controlling, evaluating, and decision-making processes. Through proper and systematic accounting records, MSME owners can monitor cash inflows and outflows, financial positions, inventory, accounts receivable, revenues, expenses, and business profits or losses. Such information is essential for supporting business sustainability and improving transparency in financial management.

One MSME facing challenges in implementing proper accounting record-keeping is Baru Elektrik Electrical Store, located in Mranggen District, Demak Regency. The business operates in the trading sector and provides various electrical equipment, electronic products, household electrical installation supplies, and electronic spare parts. Baru Elektrik Electrical Store has relatively high sales activity and serves customers from the surrounding community as well as from other areas. Nevertheless, the financial management and accounting practices of the business have not yet been fully implemented in a systematic manner. Records of cash inflows, expenses, accounts receivable, and inventory have not been managed optimally, making it difficult for the owner to accurately assess the financial condition of the business and determine its net profit.

These issues are consistent with findings from previous studies, which indicate that many MSMEs have not yet implemented accounting record-keeping practices effectively. Limited accounting knowledge, insufficient training, constraints in human resources, and the absence of structured recording systems are among the factors contributing to this condition. Therefore, further investigation into accounting practices

among MSMEs is necessary to understand their actual conditions, identify the challenges they face, and determine possible efforts to improve the quality of financial management.

Based on the issues described above, this study aims to analyze the implementation of accounting record-keeping at Baru Elektrik Electrical Store, identify the challenges encountered in its implementation, and examine the benefits of accounting record-keeping for business management and development. This study is expected to provide practical contributions to MSME owners in improving the quality of their financial management and to serve as a reference for future studies concerning the implementation of accounting record-keeping practices among MSMEs.

LITERATURE REVIEW

Definition of Micro, Small, and Medium Enterprises (MSMEs)

MSMEs are an abbreviation for Micro, Small, and Medium Enterprises. In general, MSMEs refer to businesses or economic activities operated by individuals, groups, small business entities, or households. Micro, Small, and Medium Enterprises (MSMEs) constitute an essential component of the Indonesian economy. As a developing country, Indonesia considers MSMEs to be one of the main foundations of the people's economic sector, as they promote economic independence and support community development, particularly in the economic field.

According to the Law Number 20 of 2008, MSMEs are defined as business entities that meet specific criteria based on their assets and annual turnover. MSMEs play an important role in creating employment opportunities, increasing community income, and promoting economic growth (Ministry of Cooperatives and SMEs, 2020). The development of MSMEs in Indonesia has continued to improve in terms of both quantity and quality, supported by strong government initiatives aimed at developing and empowering MSME entrepreneurs. Such support is essential for anticipating future economic challenges, maintaining economic stability, and strengthening the national economy.

Furthermore, the emergence of the Fourth Industrial Revolution has brought significant changes to the development of MSMEs. Digital transformation has changed consumer purchasing behavior, resulting in a gradual shift from traditional offline shopping to online transactions. Therefore, MSME owners are increasingly required to adapt to technological developments and changing consumer behavior to maintain their competitiveness and ensure business sustainability.

Accounting Record-Keeping

Accounting record-keeping is a systematic process of recording, classifying, and reporting financial transactions. Proper accounting records enable business owners to understand the financial condition and

performance of their businesses. According to Mardiasmo (2018), appropriate accounting record-keeping is essential for MSMEs because it supports better decision-making and effective financial planning.

For MSMEs, accounting record-keeping often presents a challenge due to limited resources and insufficient accounting knowledge. Therefore, implementing a simple yet effective accounting system is essential. Financial transparency enables business owners to monitor cash flows and financial positions, facilitates decision-making, and increases the confidence of banks and investors (Sari & Wahyudi, 2021).

MSMEs in Indonesia are encouraged to follow the Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM). SAK EMKM was designed to assist MSME owners in preparing simple financial statements while remaining compliant with applicable accounting principles (Indonesian Institute of Accountants, 2018). SAK EMKM is an accounting standard specifically developed for entities without significant public accountability. Its primary objective is to provide financial information for external users, such as creditors and investors.

The standard requires financial statements consisting of a statement of financial position, an income statement, and notes to the financial statements. Its preparation emphasizes simplicity, relevance, and efficiency, enabling MSME owners to understand and apply accounting practices without requiring complex accounting knowledge.

Previous Research Findings

Rahim et al., (2024), in their study entitled *“Analysis of Accounting Implementation in Micro, Small, and Medium Enterprises in Gorontalo Regency,”* found that the transaction recording practices implemented by MSMEs were still far from complying with SAK EMKM. Consequently, the information generated from the accounting records had not been fully capable of supporting comprehensive business decision-making.

Similarly, Amelia & Fransisca (2025), in their study entitled *“Socialization of Simple Accounting Record-Keeping for Songket Craft MSMEs in Tanjung Laut Village, Ogan Ilir Regency,”* found that many MSME owners lacked basic knowledge of accounting and did not have sufficient time to maintain financial records. This was mainly because the craft businesses were individually managed and had not yet been able to employ additional workers. Limited knowledge and understanding of the importance of accounting can negatively affect the financial performance of MSMEs. Without proper accounting records, MSME owners may experience difficulties in making appropriate business decisions, identifying financial problems, and measuring business performance.

Faidah & Mahmudah (2022), in their study entitled *“Implementation of Financial Record-Keeping in Small and Medium Enterprises: A Case Study of HITAM JAYA Salted Egg Business in Brebes Regency,”* found that accounting practices among small and medium enterprises were still relatively simple and had

not yet fully complied with applicable accounting standards. The study indicated that business owners had limited ability to provide complete and accurate financial information. In addition, the financial information generated had not been fully utilized as a basis for decision-making, particularly in production and sales activities.

Nurdiansyah et al., (2024), in their study entitled *“Implementation of Accounting Information Systems in Financial Management among Micro, Small, and Medium Enterprises (MSMEs): A Case Study of MSME Owners in Surade District, Sukabumi Regency,”* identified several challenges related to financial management practices among MSMEs. Their findings indicated that some MSMEs had not yet optimally implemented accounting information systems in managing their financial activities. Therefore, further investigation was necessary to obtain a more comprehensive understanding of the actual conditions and challenges faced by MSMEs in the field.

In addition, Tibyana et al., (2024), in their study entitled *“Implementation of Accounting Record-Keeping in Micro, Small, and Medium Enterprises: A Case Study of a Home-Based Peanut Cracker Business in Laden Village, Pamekasan,”* concluded that many MSME owners still had limited knowledge of accounting and financial reporting. As a result, financial statements were not regularly used as part of their business management practices. These findings demonstrate an urgent need to provide support, education, and specialized training in accounting and financial reporting for small and medium business owners.

Research Framework

The research framework of this study focuses on the implementation of accounting record-keeping in an MSME, with Baru Elektrik Electrical Store serving as the research object. The business is located in Kembangarum Village, RT 05/RW 04, Mranggen District, Demak Regency, Central Java.

This study examines the accounting record-keeping practices currently implemented by Baru Elektrik Electrical Store. The researcher will collect and analyze data related to the accounting recording practices applied by the business and identify the challenges encountered in their implementation. The collected data will subsequently be analyzed, presented, and interpreted to provide a comprehensive understanding of the existing accounting practices.

Based on the results of the analysis, conclusions will be drawn regarding the implementation of accounting record-keeping at Baru Elektrik Electrical Store. Furthermore, recommendations will be provided to improve accounting record-keeping practices and financial management within the business. The research process is expected to provide a clear understanding of the existing accounting practices, the obstacles faced by the business owner, and potential improvements that can be implemented to support more effective and systematic financial management.

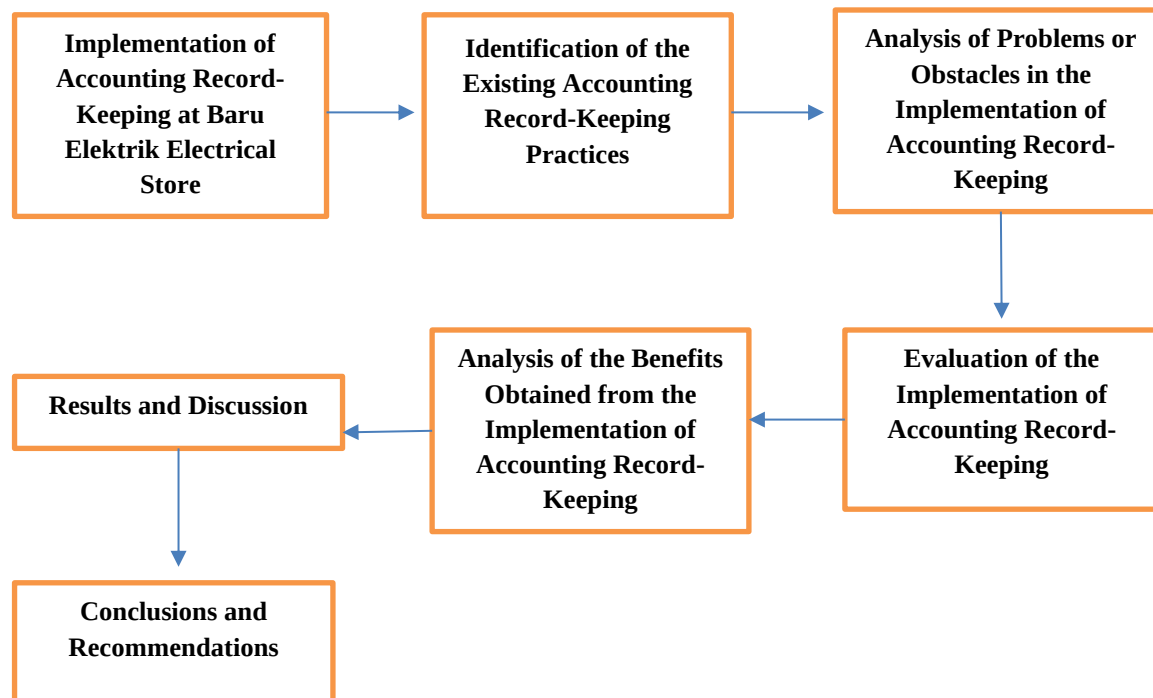


Figure 1. Flow of Thought

METHODS

This study employs a qualitative approach using a case study method with an exploratory research design. The qualitative approach was selected because this study aims to gain an in-depth understanding of the phenomenon of accounting record-keeping implementation in a real business context. According to (Sugiyono, 2019), qualitative research is used to understand social phenomena comprehensively by positioning the researcher as the primary instrument in the process of data collection and analysis. Meanwhile, the case study method is used to explore a phenomenon in depth within its real-life context (Nejjari et al., 2024). Therefore, this study focuses on accounting record-keeping practices, the challenges encountered, and the benefits of accounting records for operational activities and decision-making at Toko Listrik Baru Elektrik.

The study was conducted at Toko Listrik Baru Elektrik, located in Kembangarum Village, RT.05/RW.04, Mranggen District, Demak Regency, Central Java, Indonesia. The research was conducted over approximately three months, from February to April 2025. The participants in this study consisted of three individuals: the store owner, the cashier, and an employee. The participants were selected based on their involvement in and knowledge of the store's operational activities and financial record-keeping practices. In qualitative research, participants are commonly selected purposively based on their ability to provide relevant and in-depth information related to the focus of the study (Creswell & Creswell, 2023).

Data were collected using three techniques: in-depth interviews, direct observation, and documentation. Semi-structured interviews were conducted to obtain information regarding the participants' understanding of accounting record-keeping, the procedures used, the challenges encountered, and the perceived benefits of financial record-keeping. Direct observation was conducted to examine transaction activities and accounting record-keeping practices during daily business operations. In addition, documentation was used to collect supporting evidence, including transaction receipts, cash records, purchase invoices, and other relevant financial documents. The use of multiple data collection techniques enables the researcher to obtain more comprehensive and in-depth information regarding the phenomenon under investigation (Sugiyono, 2025).

To ensure the credibility and trustworthiness of the data, this study employed source triangulation and methodological triangulation. Source triangulation was conducted by comparing information obtained from the store owner, cashier, and employee. Meanwhile, methodological triangulation was conducted by comparing and cross-checking data obtained through interviews, observations, and documentation. Through this process, the researcher was able to identify similarities and differences in the information provided by the participants and enhance the credibility of the research findings. Triangulation is an important strategy in qualitative research for examining data credibility through the use of multiple sources and data collection methods (Creswell & Creswell, 2023; Sugiyono, 2025).

The data obtained were subsequently analyzed using thematic analysis. According to Braun and (Beaver et al., 1979), thematic analysis is a method used to identify, analyze, and report patterns or themes within qualitative data. The analysis process involved transcribing interview data, organizing information obtained from observations and documentation, coding the data, grouping information based on similarities and differences, identifying emerging themes, and drawing conclusions. The resulting themes were expected to provide an in-depth understanding of accounting record-keeping practices, the challenges encountered, and the benefits of accounting record-keeping for Toko Listrik Baru Elektrik. Therefore, the findings of the analysis were used to address the research questions comprehensively and provide a deeper understanding of the implementation of accounting record-keeping practices within the business.

RESULTS AND DISCUSSION

Research Object Profile

Toko Listrik Baru Elektrik is a Micro, Small, and Medium Enterprise (MSME) engaged in the sale of electrical and electronic equipment. The business is located in Kembangarum Village, Mranggen District, Demak Regency, Central Java, Indonesia. Established in 1999 by Mr. Mukharom, the store is currently managed by the owner together with his family and permanent employees. Toko Listrik Baru Elektrik offers a variety of electrical products, including lamps, cables, switches, electrical outlets, terminal

blocks, plugs, lamp holders, and other electrical equipment. In addition, the store sells household electronic products, such as electric fans, rice cookers, stoves, exhaust fans, irons, and various spare parts. The store serves both retail and wholesale customers, including local residents, electrical technicians, and contractors. All sales activities are conducted directly through an offline system, while financial transactions and inventory management are still largely handled manually.

Implementation of Accounting Records

This study involved three main informants, namely the store owner, cashier, and employee. Data were collected through in-depth interviews, direct observation, and documentation. The findings obtained from the three data collection techniques were compared through triangulation to obtain a more comprehensive understanding of accounting recording practices at Toko Listrik Baru Elektrik. The interview findings indicate that the store has maintained basic financial records, particularly records of daily revenue and merchandise purchases. These records are maintained primarily to determine the monthly profit or loss of the business. However, limited knowledge and understanding of accounting and the Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM) have resulted in an accounting recording system that has not yet been implemented comprehensively or systematically. According to the Indonesian Institute of Accountants (Indonesia, 2018), SAK EMKM provides simplified guidelines for preparing financial statements that are appropriate to the characteristics and conditions of micro, small, and medium entities.

The observation findings show that sales and purchase transactions are still recorded manually using notebooks and, occasionally, Microsoft Excel. Transaction recording has not been conducted systematically because there is no clear separation between cash and credit transactions. This condition may make it difficult for the owner to monitor accounts receivable. In addition, supporting transaction documents, such as purchase invoices and sales receipts, are not systematically archived, potentially increasing the risk of data loss and discrepancies between purchase records and inventory balances.

In terms of cash management, the store maintains basic records of cash inflows and outflows. These records are used to monitor revenue, expenses, and business liabilities, as well as to support operational activities, such as purchasing merchandise and paying employee salaries. However, there is no clear separation between the owner's personal finances and the business finances. This condition may affect the accuracy and reliability of the financial information generated by the business.

The documentation findings further support the results of the interviews and observations, indicating that Toko Listrik Baru Elektrik maintains simple records of income, expenses, and business liabilities. However, these recording practices do not yet fully comply with the principles and requirements for

financial statement preparation under SAK EMKM ((Indonesia, 2018)). Therefore, improving accounting knowledge and implementing a more systematic and structured accounting recording system are necessary. Overall, the findings indicate that the implementation of accounting records at Toko Listrik Baru Elektrik remains at a basic level. Although the existing recording practices assist the owner in monitoring daily financial activities, they have not yet been sufficient to produce comprehensive financial information to optimally support business decision-making. These findings highlight the importance of implementing accounting records in accordance with SAK EMKM so that MSMEs can produce financial information that is more relevant, reliable, and useful for effective business management. The following table presents the simple financial records maintained by Toko Listrik Baru Elektrik during April 2025.

Table 1. Financial Transactions of Toko Listrik Baru Elektrik – April 2025

Date	Description	Debit (IDR)	Credit (IDR)	Balance (IDR)
01/04/2025	Opening capital balance	10,000,000	–	10,000,000
02/04/2025	Purchase of lamps	3,000,000	–	7,000,000
03/04/2025	Sales of switches and cables	–	2,500,000	9,500,000
04/04/2025	Payment of water and electricity bills	500,000	–	9,000,000
05/04/2025	Sales of electrical outlets and MCBs	–	1,800,000	10,800,000
06/04/2025	Purchase of cables	2,000,000	–	8,800,000
07/04/2025	Employee salaries	2,500,000	–	6,300,000
08/04/2025	Sales of electric fans	–	3,200,000	9,500,000
09/04/2025	Sales of LED strips	–	2,500,000	12,000,000
10/04/2025	Purchase of lamps	6,000,000	–	6,000,000
11/04/2025	Sales of switches and cables	–	18,000,000	24,000,000
12/04/2025	Sales of rice cookers	–	2,000,000	26,000,000
13/04/2025	Sales of SNI-standard cables	–	3,500,000	29,500,000
14/04/2025	Sales of switches	–	3,200,000	32,700,000
15/04/2025	Sales of spare parts	–	2,500,000	35,200,000
16/04/2025	Purchase of switches	5,000,000	–	30,200,000
17/04/2025	Sales of lamp holders	–	6,000,000	36,200,000
18/04/2025	Sales of water dispensers	–	5,000,000	41,200,000
19/04/2025	Sales of lamps	–	1,200,000	42,400,000
20/04/2025	Sales of cables	–	5,300,000	47,700,000
21/04/2025	Purchase of cables	10,000,000	–	37,700,000
22/04/2025	Sales of switches and cables	–	7,000,000	44,700,000
23/04/2025	Sales of lamps and switches	–	2,000,000	46,700,000
24/04/2025	Sales of cable rolls	–	4,200,000	50,900,000
25/04/2025	Sales of LED strips	–	2,500,000	53,400,000
25/04/2025	Purchase of electronic goods	12,000,000	–	41,400,000

27/04/2025	Sales of switches and cables	–	10,000,000	51,400,000
28/04/2025	Sales of electric fans	–	12,000,000	63,400,000
29/04/2025	Purchase of lamps	7,000,000	–	56,400,000
30/04/2025	Sales of switches and cables	–	10,000,000	66,400,000

Source: Financial records of Toko Listrik Baru Elektrik, April 2025.

The table shows that the financial recording system at Toko Listrik Baru Elektrik is still relatively simple. The records primarily focus on daily cash inflows and outflows arising from sales, purchases, operating expenses, and employee salaries. Although these records provide a basic overview of the business's financial activities, they have not yet been systematically prepared in accordance with applicable accounting standards.

A proper financial reporting system should refer to relevant accounting standards to ensure that financial information is accurately measured, systematically presented, and understandable to users. For MSMEs, the Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM) provide simplified accounting guidelines that are appropriate to the characteristics and conditions of small businesses. Therefore, adopting SAK EMKM would help Toko Listrik Baru Elektrik improve the quality and reliability of its financial information and provide more useful information for both internal management and external stakeholders.

Data Credibility Testing

Data credibility testing was conducted to ensure that the information obtained from the research was reliable and accurately represented the actual conditions at Toko Listrik Baru Elektrik. The credibility of the data was assessed by comparing information obtained through in-depth interviews, direct observations, and documentation. Two forms of triangulation were applied: source triangulation and data collection technique triangulation.

Source Triangulation

Source triangulation was conducted by comparing information obtained from three participants, namely the store owner (Mr. Mukharom), the cashier (Mrs. Zumroh), and the store employee (Mr. Zaidun). The comparison focused on transaction recording practices, inventory management, separation of personal and business finances, the usefulness of financial records for decision-making, financial management constraints, and the importance of inventory records for business operations.

Table 2. Source Triangulation Process at Toko Listrik Baru Elektrik

No.	Question	Participant I – Store Owner (Mr. Mukharom)	Participant II – Cashier (Mrs. Zumroh)	Participant III – Employee (Mr. Zaidun)
1	Are business transactions recorded regularly?	Not all transactions are recorded regularly because the store's workload is high. Records are mainly made to determine the profit generated.	Not all transactions are recorded. Some transactions are recorded using sales receipts.	Transactions are generally recorded when goods leave the store by using sales receipts.
2	How are incoming and outgoing goods recorded?	Goods are monitored based on sales receipts and the quantity of goods available.	Inventory is monitored by checking the stock available in the warehouse.	Stock is monitored by comparing goods sold with the remaining inventory in the warehouse.
3	Is there a separation between personal and business funds?	No. Funds from several businesses are sometimes combined and used interchangeably.	No clear separation exists; store funds may occasionally be used for personal or other business needs.	Sales proceeds may sometimes be used by the owner for personal and family needs.
4	Do financial records help in decision-making?	Yes. Financial records help the owner understand the condition and development of the business.	Yes. Financial records make it easier to determine profit or loss and monitor the store's financial condition.	Yes. Financial records help monitor daily sales and turnover.
5	What difficulties are commonly encountered in managing store finances?	Cash inflows and recorded income may differ because some product returns and transactions are not recorded.	Some transactions are occasionally mixed or omitted because of limited recording.	Product returns and goods leaving the store are sometimes difficult to track accurately.
6	How important is inventory recording for smooth store operations?	Very important because inventory information helps determine reorder requirements and monitor stock levels.	Important because inventory records help determine which goods need to be reordered and prevent stock shortages.	Very important because inventory records help monitor available stock and prevent shortages.

Source: Interview data processed by the researchers, 2025.

The results of the source triangulation show that the three participants provided generally consistent information regarding the accounting recording practices at Toko Listrik Baru Elektrik. Although the store has implemented basic financial and inventory recording, the recording process has not been conducted consistently or systematically. The absence of a clear separation between personal and business funds was also confirmed by all participants.

The participants agreed that financial records are important for monitoring business performance, determining profit or loss, and supporting managerial decision-making. However, the main challenges include incomplete transaction records, unrecorded product returns, and difficulties in reconciling sales transactions with inventory levels. The participants also emphasized the importance of inventory recording in determining reorder requirements and preventing stock shortages.

Table 3. Results of Source Triangulation

No.	Research Question	Triangulation Conclusion
1	Are business transactions recorded regularly?	The three participants confirmed that business transactions are not yet recorded completely and consistently.
2	How are incoming and outgoing goods recorded?	Inventory is monitored primarily by comparing goods sold with the estimated quantity of goods remaining in the warehouse.
3	Is there a separation between personal and business funds?	There is no clear separation between the owner's personal funds and business funds.
4	Do financial records help in decision-making?	The three participants agreed that financial records are useful for monitoring business performance, determining profit or loss, and supporting decision-making.
5	What difficulties are commonly encountered in managing store finances?	The main difficulties include incomplete transaction records, unrecorded product returns, and discrepancies between recorded transactions and actual goods movement.
6	How important is inventory recording for smooth store operations?	The participants agreed that inventory recording is essential for monitoring stock, determining reorder requirements, and preventing stock shortages.

Source: Results of source triangulation, processed by the researchers, 2025.

Based on Tables 2 and 3, the source triangulation results indicate that the accounting recording system at Toko Listrik Baru Elektrik remains relatively simple. The information obtained from the owner, cashier, and employee shows consistency regarding the limitations of transaction recording, the absence of separation between personal and business funds, and the importance of financial and inventory records. These findings strengthen the credibility of the research data because the information obtained from different participants shows similar patterns.

Overall, the findings indicate that Toko Listrik Baru Elektrik already recognizes the importance of accounting and inventory records; however, their implementation needs to be improved through a more systematic recording process. Such improvements are expected to produce more accurate and reliable financial information and support more effective business management and decision-making.

Data Collection Method Triangulation

Data collection method triangulation was employed to strengthen the validity and reliability of the findings regarding accounting recording practices at Toko Listrik Baru Elektrik. The triangulation process combined three data collection methods: in-depth interviews, direct observation, and documentation. These methods were compared and cross-checked to obtain a comprehensive understanding of the accounting practices implemented by the business (Sugiyono, 2019). This approach also helped identify differences between actual practices and the accounting requirements applicable to MSMEs (Patton, 1999)

The results of the data collection method triangulation are presented in Table 4

Table 4. Data Collection Method Triangulation Process

No.	Question	In-Depth Interview	Direct Observation	Documentation
1	Are business transactions recorded regularly?	The accounting records are very simple and are not yet fully in accordance with MSME accounting standards.	Transactions are mainly recorded using receipts and simple Microsoft Excel records.	Simple Microsoft Excel records and transaction receipts were found.
2	How are incoming and outgoing goods recorded?	Inventory is monitored by checking the stock available in the warehouse.	Incoming goods are compared with delivery notes, while outgoing goods are checked against sales receipts.	Delivery notes and sales receipts were available.
3	Is there a separation between personal and business funds?	There is no clear separation between personal and business funds.	The use of business funds for personal and family needs was identified.	No supporting documentation indicating a separate business account was found.
4	Do financial records support decision-making?	Financial records help the owner monitor business development and make decisions.	The records indicate that the business generally generates a profit.	No additional supporting documentation was available.
5	What difficulties are encountered in managing store finances?	Difficulties arise in reconciling sales transactions, goods returned by customers, and goods leaving the store.	Several product returns were observed, making transaction and inventory records less accurate.	No systematic documentation of product returns was available.
6	How important is inventory recording for store operations?	Inventory recording is considered important for business operations.	Some customers experienced stock shortages when purchasing goods.	No systematic inventory recording documentation was available.

Source: Interview, observation, and documentation data processed by the researchers, 2025.

Based on Table 4 the three data collection methods produced generally consistent findings. The store has implemented basic transaction and inventory recording; however, the process remains simple and is not yet systematic. The absence of separation between personal and business funds, incomplete recording of product returns, and limited inventory documentation were also identified. These findings indicate that improvements in accounting and inventory recording are necessary to support more accurate financial information and effective business management. The overall results of the triangulation are summarized in Table 5

Table 4.5. Results of Data Collection Method Triangulation

No.	Research Question	Triangulation Conclusion
1	Are business transactions recorded regularly?	Transactions are not yet recorded completely and systematically.
2	How are incoming and outgoing goods recorded?	Inventory recording is still conducted manually and the business does not yet use an integrated accounting information system.
3	Is there a separation between personal and business funds?	Personal and business funds are not clearly separated.
4	Do financial records support decision-making?	Financial records are considered useful for monitoring business development and supporting decision-making.

5	What difficulties are encountered in managing store finances?	The main difficulties involve recording sales transactions, product returns, and inventory movements.
6	How important is inventory recording for store operations?	Inventory recording is important to prevent excess stock and stock shortages and to support smooth operations.

Source: Results of data collection method triangulation, processed by the researchers, 2025.

Overall, the triangulation results confirm that Toko Listrik Baru Elektrik has implemented basic accounting and inventory recording practices, but these practices remain limited and largely manual. The consistency of findings across interviews, observations, and documentation strengthens the credibility of the research data. Therefore, a more systematic accounting recording system and improved inventory management are needed to enhance the accuracy and usefulness of financial information for business decision-making.

Discussion

Challenges in Accounting Record-Keeping

Toko Listrik Baru Elektrik faces several challenges in implementing accounting records. The main challenges identified from interviews, observations, and documentation are limited accounting knowledge among the owner and employees and the absence of professional accounting staff. Transactions are recorded mainly through simple receipts without following the requirements of SAK EMKM. In addition, the lack of separation between personal and business funds reduces the accuracy of financial information. Other challenges include difficulties in recording product returns and inventory, the absence of systematic documentation, and limited time due to the owner's focus on daily operational activities. These conditions result in accounting records that are incomplete and inconsistent.

Implementation of Accounting Records

The findings indicate that accounting record-keeping at Toko Listrik Baru Elektrik remains simple and has not been fully implemented in accordance with SAK EMKM. The store primarily records daily cash inflows and outflows, including initial capital, merchandise purchases, employee salaries, and sales revenue. However, the records do not include systematic account classification, formal income statements, statements of financial position, or notes to the financial statements.

Inventory is also monitored manually based on physical observations and estimates rather than through systematic stock cards or inventory movement records. Furthermore, personal and business funds are not clearly separated, which may affect the reliability of financial information.

Compared with SAK EMKM, the current practice differs in several fundamental aspects. SAK EMKM requires the preparation of a statement of financial position, income statement, and notes to the financial statements, supported by clear account classification and accrual-based accounting. Therefore, the

accounting practices at Toko Listrik Baru Elektrik can be categorized as basic bookkeeping rather than a comprehensive accounting system. Improvements in transaction recording, inventory management, financial reporting, and separation of personal and business funds are needed to support compliance with SAK EMKM.

Benefits of Accounting Record-Keeping

Proper accounting records provide important benefits for MSMEs, particularly in financial management, decision-making, cash flow monitoring, profit and loss measurement, and business planning. Systematic records also help business owners distinguish personal and business finances and may facilitate access to financing from financial institutions or government programs.

However, these benefits have not been fully realized by Toko Listrik Baru Elektrik because its accounting practices remain limited to daily receipts and simple manual cash records. The absence of systematic inventory records, account classification, and formal financial statements limits the usefulness of the available financial information. Therefore, implementing a more systematic accounting recording system in accordance with SAK EMKM is important to improve the accuracy of financial information and support more effective business management and decision-making.

CONCLUSION

Based on the findings and discussion, the accounting record-keeping practices at Toko Listrik Baru Elektrik remain simple and largely unstructured. Daily financial transactions are primarily recorded manually using sales and purchase receipts, with some reliance on the owner's memory. Personal and business finances are not clearly separated, making it difficult to accurately track business transactions. The store has also not yet prepared basic financial statements, such as an income statement and statement of financial position. Consequently, the owner faces difficulties in accurately assessing profitability, monitoring cash flows, and making business decisions based on reliable financial information. These findings indicate the need for a more systematic accounting recording system in accordance with SAK EMKM.

Based on the findings, several recommendations are proposed for Toko Listrik Baru Elektrik. First, the owner should maintain consistent and disciplined daily recording of all business transactions to ensure that financial information is complete and reliable. Second, the owner should improve accounting and financial management knowledge through training, seminars, relevant literature, or MSME communities. Third, the store is encouraged to consider adopting simple accounting applications or software suitable for MSMEs as transaction volumes increase. The use of accounting technology can improve recording efficiency, reduce human error, and facilitate financial statement preparation. Finally, the owner should

conduct regular financial evaluations, preferably on a monthly basis, to monitor financial performance, identify positive or negative trends, and take appropriate corrective actions.

This study has several limitations. First, it is a single-case study focusing only on Toko Listrik Baru Elektrik; therefore, the findings may have limited generalizability to other electrical retail MSMEs with different characteristics, business scales, or operating environments. Second, the observation and implementation period was relatively short, limiting the ability to assess the long-term impact of improved accounting practices on financial performance and business sustainability. Third, this study focuses primarily on the implementation of accounting records and the ability of the MSME to generate basic financial information and does not quantitatively examine changes in operational efficiency or profitability.

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