

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

Based on the analysis and discussion, the following conclusions can be drawn.

1. The payment gateway positively and significantly impacts the financial performance of MSEs in Purwokerto. This means that MSEs feel the direct benefits of using this technology, such as increasing transaction efficiency, expanding markets, and improving payment systems.
2. Firm size is able to moderate the effect of payment gateway on the financial performance of MSEs in Purwokerto. Businesses with larger resources are considered more able to adopt and utilize fintech payment gateways than smaller businesses.

B. Implications

The results of this study have several important implications, including:

1. Theoretically, the results of this study will add literature references for Jederal Soedirman University regarding empirical testing of the effect of payment gateways on financial performance through firm size as a moderating variable.

2. Practically

- a. The results of this study can be an important input related to MSE decision-making regarding using payment gateways to run their businesses without considering company size because company size does not play an important role in influencing the ability of MSEs to use FinTech payment gateways effectively.
- b. To improve business performance, business actors must take advantage of technological advances, such as using payment gateways in their business sales transactions.

C. Research Limitations

This study has several research limitations, including:

1. Micro entrepreneurs dominate this study's 91% sample composition, so it can not represent MSE entrepreneurs as a whole.
2. This research can be further developed for future research. To enhance the use of fintech, future research may need to add or change other variables, such as digital financial literacy and digital social capital.
3. This study only uses a sample of MSEs in the culinary business type, namely online merchants (Shopee, Gojek, and Grab). Therefore, the number of MSEs still needs to represent the total population of MSEs in Purwokerto. Therefore, the author suggests using other types of MSEs.