International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of The Impact Of The Use Of Digital Financial Information Systems In The Finance & Accounting Division At Pt Finnet Indonesia

Adira Ferdiansyah Chaniago.[1] Katiya Nahda, S.E., M.Sc.[2]

[1,2]Faculty of Business and Economics, Universitas Islam Indonesia

Corresponding Author: ferdiansyahadira11@gmail.com

Abstract

This study aims to analyze the impact of utilizing the Finpay digital financial information system on the performance of the Finance & Accounting Division at PT Finnet Indonesia. Employing a descriptive qualitative approach with a case study method, this research collected primary data through observations during an internship from February to June 2023 and semi-structured interviews with six respondents in August 2025, as well as secondary data from internal company documents and academic literature. The Technology Acceptance Model (TAM) framework was used to analyze perceived usefulness and perceived ease of use. The findings indicate that the Finpay system enhances operational efficiency, data recording accuracy, and transparency through the automation of transaction and financial reporting processes in real-time. This study provides practical insights for PT Finnet Indonesia to optimize digital transformation in the financial sector.

Keywords: Digital Financial Information System, Finpay, Technology Acceptance Model, Operational Efficiency, Accuracy, Transparency, Digital Transformation, PT Finnet Indonesia

INTRODUCTION

PT Finnet Indonesia or commonly called Finnet is a subsidiary of PT Telkom Indonesia through Telkom Metra in collaboration with its subsidiary Bank Indonesia Employee Welfare Foundation through Mekar Prana Indah. PT Finnet Indonesia was

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

established on October 31, 2005 and started running its company on January 26, 2006. The company's ownership is held by PT Telekomunikasi Indonesia, Tbk. (Cq. PT Multimedia Nusantara) by 60% and the Bank Indonesia Employee Welfare Foundation (Cq. PT Mekar Prana Indah) by 40%. PT Finnet Indonesia is located in the Telkom Landmark Tower (TLT) Building. Previously, PT Finnet Indonesia was located in Menara Bidakara and has now moved with other Telkom subsidiaries to the Telkom Landmark Tower Building (Finnet Indonesia, 2023).

One of the main services developed is FinPay, which is an online payment solution through *payment gateway*, which is integrated with various channels such as e-commerce, marketplaces, and financial institutions. Service *Finpay Invoice* It also allows companies to send digital bills that can be paid directly by customers through various methods, ranging from ATMs, internet banking, to retail outlets. In addition, the service *Biller Aggregator* enables various service providers such as PLN, PDAM, and Telkom to manage and receive payments from all over Indonesia through one centralized platform. With technology support *host-to-host*, Finnet also collaborates with various banks and strategic partners to provide efficiency and speed in every transaction process (Finnet Indonesia, 2023).

According to Snoop Doggy (2020) PT Finnet Indonesia's vision is to become the digital financial services company of choice (Digital FinServ Company) that plays a role in accelerating financial inclusion in Indonesia. To achieve this vision, PT Finnet Indonesia has several main missions. First, strengthening digital financial products and solutions by orchestrating products and integrating licenses supported by *value proposition* and a business model that is accepted by the market. Second, developing a sustainable platform to orchestrate the digital payment ecosystem, thereby facilitating integration and access to services for the entire community. Third, improve customer relationships through digital presence *touch points* which provides the best experience and impression for partners and customers.

LITERATURE REVIEW

Description of descriptive qualitative research data with case studies in the Finance & Accounting Division of PT Finnet Indonesia. Primary data were collected through direct observation during the internship (February–June 2023) and virtual semi-structured interviews in August 2025 with 6 respondents (accounting supervisor, financial manager, and staff). Secondary data comes from internal documents (Finpay 2024 SOPs, financial statements, audit records) and academic literature. The observation examined

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the use of the Finpay system (Billing module, Payment Gateway, Money) for bill management, payment transactions, and cash flow monitoring, which is integrated with the company's ERP. The interview explores the system's uses, conveniences, benefits, and constraints. The Finpay system (adopted since 2020) reduces manual data input through automation and real-time dashboards, integrated with >100 bank and e-commerce partners.

Compliance :The automatic trail audit feature supports OJK regulations.
Constraints :Early adaptation is a challenge for some users.

Respondent Demographics: Age 25–45 years, S1 Accounting/Management graduate, average experience of 5 years, Finpay trained 2 times/year.

The Finpay system improves the efficiency and operational compliance of the division, but technical and HR optimization is still needed to overcome adaptation constraints.

Data analysis was carried out using the model of Miles and Huberman (2019), which consisted of three main stages: data reduction, data presentation, and conclusion drawing and verification. In the reduction stage, the data obtained from observations, interviews, and documentation are filtered based on the main themes relevant to the problem formulation, namely benefits (operational efficiency, accuracy, transparency) and constraints (technical, human resources, security). Thematic codes are provided to facilitate analysis, e.g. *"PU-EF"* for *Perceived Usefulness-Efficiency*, *"PEOU-KD"* for *Perceived Ease of Use-HR* Constraints, and *"SEC-RIS"* for *Security-Risk*, according to the *Technology Acceptance Model (TAM)* framework. Irrelevant data, such as general records related to internship activities outside the focus of the study, are excluded to maintain the consistency of the analysis.

The presentation of data is arranged in the form of narratives and thematic matrices to make it easier to identify patterns and relationships between themes. The following is a summary matrix of the results of the interviews and observations:

Theme	Benefit	Constraints	Data Source
Operational Efficiency (PU)	Automation of reporting from day to hour (Respondents A, B); significant time savings (Respondents C, E)	Network disruption/downtime during peak hours (Respondents A, B, C, E); month-end	Interview; Daily observation

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

		transaction overload (Respondent A)	
Accuracy and Transparency (PEOU)	Accuracy increased via automatic validation (Respondents A, B, C); transparency supported audit trail (Respondents A, D)	Advanced feature input errors (Respondents A, B); limited access (Respondent E)	Interview; SOP Finpay
Decision Making	Real-time data supports forecasting (Respondents A, B, C); quick analysis for meetings (Respondent F)	Resistance of senior staff (Respondents A, B, D); slow junior adaptation (Respondent F)	Interview; Meeting observation
Security and Integration	ISO 27001 encryption (Responders A, D); integration with multiple banks (Respondent C)	Risk of phishing/cyber attack (Respondents A, B, C, E, F); bug update (Respondents D, F)	Interview; Audit documents

From the matrix, it can be seen that the dominant benefits lie in operational efficiency and accuracy, while the obstacles are more prominent in human resource adaptation and technical stability. Verification is carried out through triangulation of data sources, where the efficiency claims of the interviews are confirmed by observational data regarding the processing time and supporting documents such as financial statements. This process ensures the credibility of the analysis with high consistency between data sources.

Preliminary conclusions based on TAM show that *Perceived Usefulness (PU)* has a strong perception among respondents, driven by tangible benefits such as automation and *real-time data*, which underpins the intention to use the system. However, *Perceived Ease of Use (PEOU)* is still an area that needs attention, especially due to adaptation constraints and the need for more intensive training. Overall, the benefits gained from these systems outweigh existing constraints, but optimal implementation requires ongoing support from management and the provision of more reliable infrastructure.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis results demonstrated that the use of Finpay's digital financial information system in the Finance & Accounting Division of PT Finnet Indonesia has a major positive impact on operational efficiency, accuracy, and transparency, which is in line with the framework *Technology Acceptance Model (TAM)* developed by Davis (1980). *Perceived Usefulness (PU)* proven to be high, where this system improves the performance of the division by automating the transaction and reporting process, which previously took up to three days can now be completed in a single day. Observations during the internship confirmed that Finpay's integration with the payment gateway allows for regular cash flow monitoring. *real-time*, which supports strategic decision-making such as budget allocation and risk mitigation. This is consistent with the findings Surachman (2024) which emphasizes that digitalization facilitates adaptive responses to business dynamics in the modern era.

Improved accuracy through automated validation and digital trail audits is also in line with research Hadiana and Hamdani (2022), which found digital finance applications can significantly improve transaction accuracy in companies. Observations show a decrease in the error rate in data recording, which increases management's confidence in financial statements. Better transparency through controlled access to transaction data also supports the findings Andreani and Syafina (2022), which highlights the role of information technology in ensuring accountability and transparency in the organizational environment.

On the other hand, the obstacles faced are mainly in the *Perceived Ease of Use (PEOU)*, including resistance from senior staff and technical glitches that hinder the full acceptance of the system. Interviews revealed that some senior staff had difficulty adapting due to a lack of regular training. This is in line with Anriva (2024) which identifies low digital literacy as the main obstacle to technology adoption in Indonesia. Technical glitches, such as *downtime* moment *peak hour* and bugs in system updates, are also a concern, as discussed by Gunawan and Nengzih (2023) related data vulnerabilities in similar systems such as SAP. Security risks, such as the potential for phishing and cyberattacks, while minimal, require increased awareness, supported by the findings Sari et al., (2024) about the importance of organizational openness to minimize disruption.

Compared to the digital financial system transformation literature, Finpay has successfully transformed the division's operations to be more inclusive and efficient, especially through integration with strategic partners such as banks and *e-commerce (*Ratna et al., 2024). However, infrastructure challenges, such as dependence on stable internet connections at the Telkom Landmark Tower (TLT) location, indicate that there is

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

an external dependency that needs to be overcome. These findings are also consistent with Tohirin (2018) who mentioned that technological limitations can be an obstacle in accounting transformation.

Overall, the benefits obtained from the Finpay system, such as efficiency and transparency, dominate over existing constraints. However, interventions such as ongoing training, infrastructure upgrades, and increased security awareness are key to maximizing impact, in line with TAM's recommendations to increase *actual use*. This result makes a practical contribution to PT Finnet Indonesia in optimizing the performance of its financial division, as well as enriching the theory of technology adoption in the Indonesian fintech sector based on internship experience.

DISCUSSION

Based on the results of the analysis and discussion that has been carried out during the internship period at the Finance & Accounting Division of PT Finnet Indonesia from February to June 2023, it can be concluded that the use of Finpay's digital financial information system has a significant positive impact on the division's operations. The system has improved operational efficiency through the automation of transaction and reporting processes, which previously took days and can now be completed in a single day. In addition, accuracy in data logging is improved thanks to automated validation, while financial management transparency is strengthened through the audit trail feature that allows for thorough tracking of transactions. Real-time integration with more than 100 bank partners and *e-commerce* platforms also supports strategic decision-making, such as cash flow prediction and risk mitigation.

However, there are several obstacles that need to be considered. Technical disruptions, such as *system downtime* and transaction *overload*, especially in intensive periods such as the end of the month, are the main obstacles that affect the smooth running of operations. Resistance from senior staff and difficulty adapting junior staff, partly due to the limitations of routine training, suggest that *Perceived Ease of Use (PEOU)* is still an area that needs improvement. Security risks, such as potential cyberattacks and phishing, while addressed with encryption and two-factor authentication, still require increased awareness among users. Strong management support through budget allocation, training, and feedback sessions is an important foundation, but further optimization is needed to maximize the benefits of the system.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Obstacles

Several suggestions can be submitted to improve the utilization of Finpay's digital financial information system in the future. First, companies are advised to increase investment in technology infrastructure, such as increased server capacity and network stability, to reduce disruptions such as *downtime* and system *overload*. Second, it is recommended to conduct ongoing training that is more interactive and *hands-on*, especially for senior and junior staff, to accelerate adaptation and improve understanding of advanced features such as *host-to-host integration*.

Third, the development of artificial intelligence (AI)-based modules for predictive analytics and integration with big data analytics can be considered to strengthen the division's capabilities in strategic decision-making. Fourth, increasing security awareness through threat simulations such as phishing and regular education can help reduce cyber risks. Fifth, the development of a mobile application version of the Finpay system can facilitate more flexible access, especially for staff who work remotely.

REFERENCES

Aisyah, S., Rohma, N. A., & Mawarni, K. E. (2025). Digital Transformation in Financial Management: Its Impact on Investment Decision-Making. Proceedings of the National Seminar, 4(1), 1164–1168.

Alhamidi. (2020). Design of Boutique Financial Information System. Journal of Business Information Technology and Systems, 2(1), 33–45.

Andarwati, M., Zuhroh, D., & Amrullah, F. (2020). Determinants of Perceived Usefulness and End-User Accounting Information System in SMEs. International Journal of Advanced Science and Technology, 29(8 Special Issue), 46–61.

Andreani, Y., & Syafina, L. (2022). Accountability and Transparency of Information Technology-Based Financial Statements at the National Amil Zakat Agency of Deli Serdang Regency. AKUA: Journal of Accounting and Finance, 1(2), 203–209. https://doi.org/10.54259/akua.v1i2.771

Anriva, D. H. (2024). Challenges and Solutions for the Implementation of Accounting Information Systems in Indonesia: A Thematic Analysis. Journal of Accounting, 13(2), 97–109. https://doi.org/10.46806/ja.v13i2.1182

Arianto, F., Susarno, L. H., Dewi, U., & Safitri, A. F. (2020). Model of Acceptance and Utilization of Technology: E-Learning in Higher Education. Journal of Educational Technology, 8(1), 110. https://doi.org/10.31800/jtp.kw.v8n1.p110--121

Artha, B., Sari, U. T., Sari, N. P., Khairi, A., Bahri, & Suhartini, T. (2023). Digital Finance:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

A Literature Review. Entrepreneurship Business Management Accounting (E-BISMA), 4(1), 84–91. https://doi.org/10.37631/ebisma.v4i1.626

Asri, A., Ainun, N., Siregar, N., Liza, S., & Hidayatullah, R. (2024). Development of a technology-based school financial system to support the transformation of society 5.0. COURTESY: Journal of Islamic Education, 2, 216–224.

Beirne, J., & Fernandez, D. G. (2023). Digital Finance and Sustainability: Impacts, Challenges, and Policy Priorities. Sustainability, 15(20), 14830. https://www.mdpi.com/2071-1050/15/20/14830

Budiman, N. F. S., Manossoh, H., & Wokas, H. R. N. (2024). Analysis of the Utilization of the FMIS (Financial Management Information System) Application in Fulfilling the Accountability of the Financial Statements of the Sangihe Islands Regional Population Control and Family Planning Office. EMBA Journal, 12(3), 902–911.

Fadli, M. R. (2021). Understand the design of qualitative research methods. Humanika, 21(1), 33–54. https://doi.org/10.21831/hum.v21i1.38075

Fajriyani, D., Fauzi, A., Kurniawati, M. D., Dewo, A. Y. P., Baihaqi, A. F., & Nasution, Z. (2024). Challenges of Human Resources Competencies in Facing the Digital Era. Journal of Information Systems Management Economics, 1(02), 53–59. https://doi.org/10.70508/2egxeq43

Finnet Indonesia. (2023). Company Profile of PT Finnet Indonesia. https://fintech.id/id/member/detail/223

Finpay. (2020). About PT Finnet Indonesia. https://www.finpay.id/tentangkami

Flick, U. (2022). An Introduction to Qualitative Research.

Gunawan, S., & Nengzih, N. (2023). The Influence of Accounting Information System Quality, Accounting Information Quality and Accounting Information System Security on End User Satisfaction of S4/Hana System Application Product (SAP) with Perceived Usefulness as a Moderating Variable at PT. Saudi Journal of Economics and Finance, 7(1), 22–32. https://doi.org/10.36348/sjef.2023.v07i01.003

Hadiana, A., & Hamdani, N. A. (2022). Analysis of Receipt of the Financial Information Recording Application System (SIAPIK) Using the Technology Acceptance Model in Garutan Batik SMEs. Business Innovation and Entrepreneurship Journal. https://doi.org/10.35899/biej.v4i3.425

Hariyanti, I. (2022). The Relationship between the Effectiveness of Internal Control and Enterprise Resource Planning (ERP) at Camille's Consulting Office, Semarang. JAKA (Journal of Accounting, Finance, and Auditing), 3(1), 9–14.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

https://doi.org/10.56696/jaka.v3i1.6641
Huberman, A. (2019). Qualitative Data Analysis a Methods Sourcebook.
Korstjens, I., & Moser, A. (2018). Series: Practical Guidance to Qualitative Research. European Journal of General Practice, 24(1), 120–124. https://doi.org/10.1080/13814788.2017.1375092
L, Caulfield. J, H. (2025). Criminological Skills and Research for Beginners: A Student's Guide.
Mezmir, E. A. (2020). Qualitative Data Analysis: An Overview of Data Reduction, Data Display and Interpretation. Research on Humanities and Social Sciences, 10(21), 15–27. https://doi.org/10.7176/rhss/10-21-02
Pukuh, N., & Widyasthika, H. F. (2022). Bank-Fintech Collaboration: Accelerating Digital Banking Services. In Banking Policy Research Bulletin (Vol. 3, Issue 2).
Putri, A. M. M. (2011). Analysis of User Acceptance of the Implementation of E-Procurement Based on the Technology Acceptance Model (TAM) Concept.
Ramadhani, A. (2024). The Role of Information Systems in Improving Efficiency and Accountability in the Era of Digital Transformation. ResearchGate, October.
Ratna, S., Saide, S., Putri, A. M., Soleha, A., & Andini, P. R. (2024). Financial Systems Transformation in the Digital Age: A Systematic Review and Future Research Directions. Procedia Computer Science, 234, 1538–1545. https://doi.org/10.1016/j.procs.2024.03.155
Riyadli, H., Arliyana, & Fariez Eka, S. (2020). Design and build a web-based financial information system. Journal of Computer Science and Information Technology, 3(2), 98–103.
Sari, N., Mutmainna, Wahida, A., & Rusli, A. (2024). Optimizing the Role of Village Accounting Information Systems in Improving Financial Accountability (South Larompong District). Economics and Digital Business Review, 5(1), 245–252.
Sekaran, U. (2016). Research Methods for Business: A Skill Building Approach.
Sholikudin, M. (2024). The Role of Accounting Information Systems in the Use of Technology for Digital Bookkeeping in MSMEs in Kampung Kue. Journal of Economics, Management, Accounting and Business, 2(2), 61–72. https://doi.org/10.59246/muqaddimah.v2i2.703
Silverman, D. (2021). Doing Qualitative Research.
Surachman, A. E. (2024). Financial Management in the Digital Era.
Tohirin, T. (2018). The Challenge of the Central Government in Changing the Accounting and Financial Reporting System from Half Accrual Accounting to Full Accrual

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Accounting. Talent Conference Series: Local Wisdom, Social, and Arts (LWSA), 1(1), 044–048. https://doi.org/10.32734/lwsa.v1i1.138

Tracy, S. (2024). Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact

Yuan Mambu, J., Jonathan, G., Rumawouw, G. M., & Liem, A. T. (2018). Usefulness and Ease-of-Use Analysis of Unklab Information System (SIU) Using Technology Acceptance Model (TAM). Citec Journal, 5(2460–4259), 95–104.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.