Journal of Accounting Inaba
E-ISSN 2829-5404, P-ISSN 2829-7040
VOLUME 5 NO. 1, June 2026

THE INFLUENCE OF DIGITAL FINANCIAL LITERACY, QRIS UTILIZATION, AND MERCHANT DISCOUNT RATE (MDR) ON FINANCIAL MANAGEMENT AT MIXUE OUTLETS

Seha Ranika[1], Devyanthi Syarif[2]
[1,2]Universitas Indonesia Membangun, Bandung, Indonesia
[1]seharanika@student.inaba.ac.id, [2]devyanthi.syarif@inaba.ac.id

ABSTRACT

The advancement of digital technology has significantly transformed business operations, particularly in payment systems and financial management. Effective financial management is crucial for maintaining business sustainability, improving cash flow control, and supporting strategic decision-making. This study aims to examine the influence of Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate (MDR) on Financial Management at Mixue Ice Cream & Tea outlets in Greater Bandung. This research employed a quantitative approach using primary data collected through questionnaires distributed to 30 outlet managers. The data were analyzed using multiple linear regression analysis. The results indicate that Digital Financial Literacy has a positive and significant effect on Financial Management ($t = 2.306$; $p = 0.029$), while QRIS Utilization has no significant effect ($t = 0.525$; $p = 0.604$). In contrast, Merchant Discount Rate (MDR) has a positive and significant effect on Financial Management ($t = 8.942$; $p < 0.001$). Furthermore, Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate simultaneously have a significant effect on Financial Management ($F = 73.963$; $p < 0.001$), with an Adjusted R^2 of 0.883, indicating that 88.3% of the variation in Financial Management is explained by the three independent variables. These findings highlight the importance of strengthening digital financial literacy and effectively managing merchant discount rates to improve financial management practices in franchise-based food and beverage businesses.

Keywords: digital financial literacy; qris; merchant discount rate; financial management.

INTRODUCTION

The rapid growth of digital technology has reshaped the way businesses conduct financial transactions and manage their financial resources. To remain competitive in today's business environment, entrepreneurs are expected to adapt to technological developments that improve operational efficiency and support better financial decision-making.

One of the most widely adopted digital payment innovations in Indonesia is the Quick Response Code Indonesian Standard (QRIS), introduced by Bank Indonesia to standardize QR-based payment transactions. Through a single QR code, customers can complete transactions using different electronic payment applications. The implementation of QRIS simplifies payment processes, enhances transaction efficiency, and provides more accurate financial records, all of which support effective financial management (Bank Indonesia, 2020).

In addition to adopting digital payment systems, business managers must also possess sufficient Digital Financial Literacy. This concept refers to the knowledge, competencies, and confidence required to understand, evaluate, and utilize digital financial services responsibly. Managers with stronger digital financial literacy are generally better equipped to manage cash flow, analyze financial information, and make sound financial decisions that contribute to business performance (Organization for Economic Co-operation and Development, 2020; Mitchell et al., 2015).

Furthermore, the implementation of QRIS involves Merchant Discount Rate (MDR), which represents transaction fees charged to merchants by payment service providers. Although MDR supports the sustainability of digital payment infrastructure, it may influence business profitability and financial planning

Mixue Ice Cream & Tea has experienced rapid growth in Indonesia, including in the Greater Bandung area. The high volume of daily transactions and the extensive use of digital payment methods make financial management a critical aspect of outlet operations. Consequently, investigating the influence of Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate on Financial Management is relevant for understanding factors that support effective financial practices within franchise-based businesses (Organization for Economic Co-operation and Development, 2020; Bank Indonesia, 2020).

Several previous studies have examined the relationship between digital financial literacy and financial management among business owners. These findings indicate that financial knowledge plays an important role in improving business sustainability and financial performance.

Previous studies have also reported that QRIS implementation contributes to transaction efficiency and facilitates more accurate financial recordkeeping. (Susanti and Hidayat, 2024) demonstrated that QRIS utilization improves operational efficiency among MSMEs by simplifying payment transactions and supporting financial monitoring. Furthermore, (Indonesia, 2024) explained that Merchant Discount Rate (MDR) is an essential component of the QRIS ecosystem because it represents transaction costs that may influence merchants' financial planning and profitability. Therefore, both QRIS utilization and MDR are important factors in evaluating financial management practices.

Although previous studies have investigated digital financial literacy, QRIS utilization, and financial management separately, limited research has examined the combined influence of Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate (MDR) on financial management within franchise-based food and beverage businesses, particularly Mixue Ice Cream & Tea outlets in the Greater Bandung area. This study addresses that gap by integrating these three variables into a single research model to provide a more comprehensive understanding of the factors influencing financial management in franchise outlets.

Based on these considerations, this study aims to examine the influence of Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate (MDR) on Financial Management at Mixue Ice Cream & Tea outlets in Greater Bandung.

RESEARCH METHOD

This study adopted a quantitative approach to investigate the relationship between Digital Financial Literacy, QRIS Utilization, Merchant Discount Rate (MDR), and Financial Management. The research population consisted of 30 managers of Mixue Ice Cream & Tea outlets operating in the Greater Bandung area. Because the population was relatively small, a saturated sampling technique (census) was employed, allowing all 30 managers to participate as research respondents. Therefore, the sample size was equal to the population, comprising 30 respondents. Primary data were collected through structured questionnaires distributed directly to all respondents.

The study involved managers of Mixue Ice Cream & Tea outlets operating throughout the Greater Bandung area as the research population. Since the population size was relatively limited, a saturated sampling technique was applied, allowing every member of the population to participate as a respondent. Primary data were obtained using structured questionnaires distributed directly to outlet managers.

The questionnaire measured four research variables, namely Digital

Financial Literacy (X1), QRIS Utilization (X2), Merchant Discount Rate (X3), and Financial Management (Y). Each statement was assessed using a five-point Likert scale ranging from strong disagreement to strongly agree.

The collected data were processed using the Statistical Package for the Social Sciences (SPSS). The analytical procedures consisted of descriptive statistics, validity and reliability testing, classical assumption tests including normality, multicollinearity, and heteroscedasticity, followed by multiple linear regression analysis to evaluate the proposed hypotheses.

RESULT AND DISCUSSION

The preliminary survey results indicate that the level of financial management understanding among Mixue outlet managers is generally moderate. Several respondents demonstrated adequate knowledge regarding financial concepts such as Cost of Goods Sold (COGS), Break-Even Point (BEP), cash flow management, and Merchant Discount Rate calculations.

The findings also reveal that Digital Financial Literacy plays an important role in supporting financial management practices. Managers who possess better knowledge of digital financial services tend to understand financial planning, transaction recording, and digital payment management more effectively.

The regression analysis indicates that Digital Financial Literacy has a positive and significant effect on Financial Management ($t = 2.306$; $p = 0.029$). This finding supports Financial Behavior Theory, which explains that individuals with higher financial knowledge tend to make better financial decisions and manage financial resources more effectively. Managers who understand digital financial services are more capable of planning budgets, monitoring cash flow, and utilizing digital payment systems efficiently. This finding is consistent with (Rahman et al., 2023), who reported that digital financial literacy significantly improves financial management behavior among small business owners. Similarly, Morgan et al. (2023) concluded that digital financial literacy enhances financial inclusion and encourages more effective financial decision-making in developing economies.

QRIS Utilization does not have a significant effect on Financial Management ($t = 0.525$; $p = 0.604$). This result suggests that although QRIS facilitates payment transactions, its implementation alone does not necessarily improve financial management practices. Effective financial management depends not only on payment technology but also on managerial capabilities in budgeting, financial planning, and decision-making. This finding differs from (Susanti and Hidayat, 2024), who found that QRIS significantly improves transaction efficiency among MSMEs. The difference may be explained by the characteristics of Mixue outlets, where standardized operational procedures and centralized financial systems reduce the direct impact of QRIS utilization on financial management.

However, the survey results indicate that many respondents still have a limited understanding of Merchant Discount Rate (MDR). A considerable number of managers reported difficulties in understanding MDR calculation mechanisms and the components included in transaction fees. This condition may affect their ability to evaluate transaction costs and optimize financial decisions. According to Financial Behavior Theory, financial decisions are influenced by an individual's financial knowledge and ability to process financial information. Managers with limited understanding of MDR may face difficulties in assessing transaction costs, which can reduce the effectiveness of budgeting, pricing strategies, and overall financial planning. Therefore, improving knowledge of MDR is expected to support better financial decision-making and strengthen financial management practices.

The statistical analysis confirms that every questionnaire item satisfies the validity criteria because all correlation coefficients exceed the required r-table value. Likewise, the reliability analysis shows Cronbach's Alpha values above 0.70 for every research variable, indicating that the research instrument provides consistent and dependable measurements.

Furthermore, the classical assumption tests demonstrate that the regression model meets the required statistical assumptions. The normality test produces an Asymp. Sig. value greater than 0.05, indicating normally distributed residuals. The multicollinearity test also shows acceptable tolerance values and VIF values below the recommended threshold, confirming the absence of multicollinearity. Similarly, the heteroscedasticity test indicates that the regression model does not suffer from heteroscedasticity.

Overall, Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate are considered important factors affecting financial management. Digital financial knowledge enhances managerial capabilities, QRIS contributes to transaction efficiency and record accuracy, while understanding MDR enables managers to control transaction costs more effectively.

To clarify, we describe it as follow:

Table 1. Validity Test Results

Digital Financial Literacy (X1)	QRIS	MDR	Financial Management	r-table	Desc.
.713	.900	.838	.563		
.802	.761	.852	.808		
.802	.910	.724	.559	0.361	Valid
.702	.901	.858	.618		
.829	.808	.723	.691		
.761	.845	.951	.892		

Based on the validity test results, all questionnaire items have correlation coefficients higher than the critical value (r-table = 0.361). Therefore, all indicators of Digital Financial Literacy (X1), QRIS Utilization (X2), Merchant Discount Rate (X3), and Financial Management (Y) are considered valid and suitable for data collection.

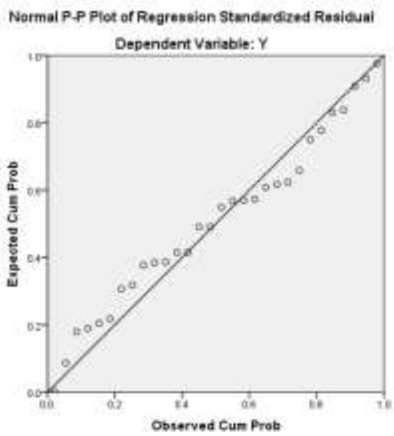
Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Digital Financial Literacy (X1)	0.954	Reliable
QRIS Utilization (X2)	0.936	Reliable
Merchant Discount Rate (X3)	0.895	Reliable
Financial Management (Y)	0.773	Reliable

The reliability test results show that all variables have Cronbach's Alpha values above 0.70, indicating that the research instrument is reliable and can be used consistently in data collection.

Normality Test

Figure 1. Histogram of Regression Residuals



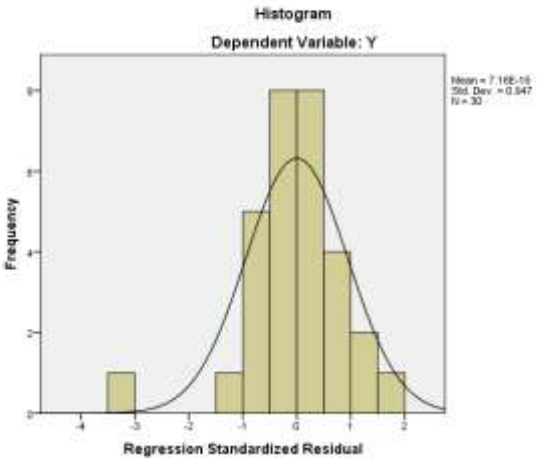


Figure 2. Normal P-P Plot

Table 3. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.81754430
Most Extreme Differences	Absolute	.104
	Positive	.103
	Negative	-.104
Test Statistic		.104
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The normality test produced an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, the residual data are normally distributed and satisfy the normality assumption.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
X1	0.281	3.562
X2	0.225	4.440
X3	0.613	1.632

The tolerance values for all independent variables are greater than 0.10, while the VIF values are below 10.00. These results indicate that no multicollinearity problem exists in the regression model. Digital Financial Literacy has a positive and significant effect on Financial Management (B = ..., t = 2.306, p = 0.029). This finding supports Financial Behavior Theory, which states that individuals with better financial knowledge tend to make more rational financial decisions. The result is consistent with Rahman et al. (2023) and Morgan et al. (2023), who found that higher financial literacy improves financial management behavior. In the context of Mixue outlets, managers with better digital financial literacy are more capable of managing cash flow, monitoring QRIS transactions, and utilizing digital financial services effectively.

Heteroscedasticity Test

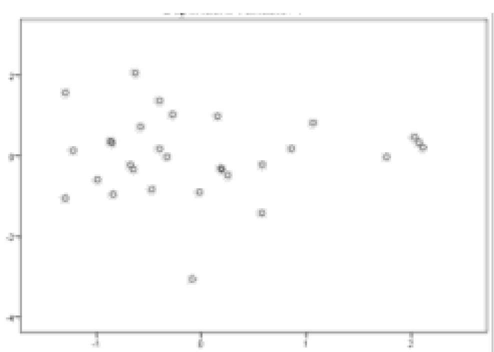


Figure 3. Scatterplot of Heteroscedasticity Test

The scatterplot shows a random distribution of points above and below the zero line without forming a specific pattern. Therefore, the regression model does not exhibit heteroscedasticity and meets the classical assumption requirements.

CONCLUSION

This research analyzed the influence of Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate (MDR) on Financial Management at Mixue Ice Cream & Tea outlets in the Greater Bandung area. Meanwhile, Merchant Discount Rate represents an important cost component that should be understood properly by outlet managers to optimize financial decision-making.

The study also confirms that the research instrument satisfies both validity and reliability requirements, while the data satisfy classical assumption requirements. Therefore, Digital Financial Literacy, QRIS Utilization, and Merchant Discount Rate are important considerations in improving financial management practices within franchise-based food and beverage businesses. Future studies are encouraged to involve larger samples and broader business sectors to provide more comprehensive findings.

This study also provides practical implications for Mixue outlet managers. Strengthening digital financial literacy through regular training can improve managers' ability to prepare budgets, monitor cash flow, and make informed financial decisions. In addition, managers should optimize the use of QRIS transaction records to support more accurate financial reporting and daily cash flow monitoring. Furthermore, a better understanding of the Merchant Discount Rate (MDR) can help managers evaluate transaction costs, develop appropriate pricing strategies, and improve overall financial efficiency. These practical measures may contribute to more effective financial management and support the long-term sustainability of Mixue outlets.

REFERENCES

Bank Indonesia. (2024). Merchant Discount Rate (MDR) policy for QRIS transactions. https://www.bi.go.id

Bank Indonesia. (2024). Quick Response Code Indonesian Standard (QRIS): Supporting Indonesia’s digital payment ecosystem. https://www.bi.go.id

Fitrianti, H., & Syarif, D. (2025). Pengaruh Sikap Keuangan, Literasi Keuangan, dan Gaya

Hidup Hedonisme Terhadap Manajemen Keuangan (Studi Kasus UMKM di Kecamatan Banjaran Kabupaten Bandung). *IKRAITH-EKONOMIKA*, 8(3), 1580-1597. Retrieved from https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/5984

Haq, A. I., & Ridwan, R. (2025). Pengaruh Literasi Keuangan, Inklusi Keuangan, dan Sikap Keuangan terhadap Pengelolaan Keuangan Pada UMKM di Kabupaten Bandung. *Economics and Digital Business Review*, 6(2), 1252–1265. Retrieved from https://ojs.stieamkop.ac.id/index.php/ecotal/article/view/2901

Mitchell, O. S., Lusardi, A., Mitchell, O. S., & Lusardi, A. (2015). Financial Literacy and Economic Outcomes: Evidence and Policy Implications. *The Journal of Retirement*, 3(1), 107–114. https://doi.org/10.3905/JOR.2015.3.1.107

OECD. (2022). OECD/INFE Toolkit for Measuring Financial Literacy and Financial Inclusion 2022. *OECD/INFE Toolkit for Measuring Financial Literacy and Financial Inclusion 2022*. https://doi.org/10.1787/CBC4114F-EN

Otoritas Jasa Keuangan. (2024). Indonesia National Strategy for Financial Literacy and Inclusion. https://www.ojk.go.id

Pertiwi, B. R. P., Syarif, D. ., & Sajekti, T. . (2024). Pengaruh Literasi Keuangan, Gaya Hidup Hedonisme, Efikasi Diri Keuangan, Dan Pembayaran Fintech Terhadap Manajemen Keuangan Pribadi. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (Jebma)*, *4*(2), 1116–1126. https://doi.org/10.47709/jebma.v4i2.4081

Ray, S., Morgan, P., & Thakur, V. (2022). *Digital Financial Inclusion and Literacy from a G20 Perspective*. https://doi.org/10.56506/UXOQ1249