
Improving Financial Administration and Customer Database at Rinawatiwati Homedecor MSME

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Abstract

The important role of MSMEs as the backbone of the Indonesian economy requires support through improved business governance, enabling them to achieve optimal business performance. The purpose of this community service activity is to improve partners' knowledge and skills in financial administration, including recording daily financial transactions in cash books and preparing profit and loss reports and balance sheets. Another objective is to improve knowledge and skills in marketing administration, particularly customer database management. The activity implemented using a counseling method consisting of education and training with hands-on practice. The results of the activity indicate that partners understand how to record business finances using both manual and digital methods. Furthermore, partners can create customer data, one of which is intended for promotional purposes. To maintain consistency in financial and marketing administration, continuous monitoring and mentoring are still necessary so that the program can run effectively and have an impact on improving business performance

Keywords: *Financial Administration, Customer Database, Msmes, Counseling, Training*

INTRODUCTION

MSMEs are a business sector that plays a crucial role in national economic growth, demonstrated by their ability to absorb labor, contribute to Gross Domestic Product (GDP), and improve the welfare of local communities. One of the rapidly growing MSMEs sectors in the Special Region of Yogyakarta is handicrafts. Handicrafts are a sub-sector of the creative industry that contributes significantly to GDP, after the culinary and fashion sectors. The handicraft industry is growing rapidly in the Special Region of Yogyakarta, resulting in increasingly fierce business competition. To maintain their business continuity, MSMEs are required to manage their businesses effectively.

Rinawatiwati Homedecor is a handicrafts MSME that produces various home decor products with natural fiber as its main material. This MSME was founded in 2020 and is located in Gamplong Village, Sumberrahayu, Moyudan, Sleman Regency, Yogyakarta. The products produced include wall hangings, decorative lamps, mats, flower vases, baskets, and various other accessories. The selected materials used are banana stems, pandan leaves, water hyacinth, agel, and thread. Each product has a design that provides a warm and unique feel, making it suitable for various interior styles ranging from modern to traditional. The following are some examples of products produced by Rinawatiwati Homedecor.



Figure 1. *Product Samples from MSME Rinawatiwati Homedecor*

Innovation in design and improved product quality have enabled this business to successfully penetrate not only local but also national markets. With the support of a local workforce and the use of environmentally friendly raw materials, Rinawatiwati Homedecor is able to compete in the home decor market. Green products produced by MSMEs are increasingly in demand by consumers along with increasing consumer awareness of environmental sustainability (Sinaga et al., 2024).

Rinawati Homedecor marketing activities rely on a personal and direct approach to consumers through strategies such as direct selling, custom orders, and agent-based marketing, aimed at expanding market reach. Despite adopting digital marketing strategies such as social media, its implementation remains suboptimal due to limited human resources. In general, the obstacles faced by MSMEs in adopting digital marketing are limited funds, lack of digital skills/literacy, weak internet infrastructure, resistance to change, and poor strategic planning, which hinder the effective adoption of digital marketing (Wiweko & Anggara, 2025). However, on the other hand, for MSMEs that are able to adopt digital marketing effectively, it will bring positive benefits such as expanding market reach, strengthening competitive advantages and encouraging increased business performance (Nuvriasari et al., 2024).

Even though the business being run is running quite well, a number of problems are still encountered, especially in business management in the areas of financial administration and marketing database, such as recording customer and business partner data and checking the quality of the products produced. Financial record keeping is crucial for MSMEs because it helps them control cash flow, understand their profit and loss status, make better business decisions, access capital, meet tax obligations, and build business credibility for long-term growth. Without proper record keeping, MSMEs risk struggling to grow their businesses (Sari & Nuvriasari, 2024). The main obstacles faced by MSMEs in financial administration include mixing personal and business funds, manual and unsystematic recording and bookkeeping, and minimal financial literacy (Ningtyas & Nuvriasari, 2023). Obstacles in financial administration also occurred at the Rinawati Homedecor, where the main cause was a lack of literacy or understanding in financial recording and bookkeeping. Rinawati Homedecor's MSME doesn't yet have a systematic financial management system because its financial transactions haven't been recorded and accounted for routinely. This makes it difficult for the owner of Rinawati Homedecor to understand the true financial condition of the business.

Apart from financial administration problems, another limitation is in the field of marketing administration. Rinawati Homedecor doesn't yet have a database containing information about its business partners. This makes business communications less effective,

increases the risk of losing important contacts, and makes it difficult to establish long-term relationships or build strategic collaborations. MSMEs use database marketing to build individualized relationships with customers. Customer databases provide information about customer backgrounds that can be used in marketing communications to build and maintain customer relationships (Ližbetinová, et al., 2020). Entrepreneurs in MSMEs generally perceive that customer data does not need to be documented because their orientation is to provide services to anyone who needs products or services produced by MSMEs. They do not realize that by collecting customer and business partners data, it can be used to offer or promote new products produced by MSMEs, apart from that, it can also be used to maintain good relationships with customers (Bria & Nuvriasari, 2024).

To address a number of issues faced by Rinawati Homedecor in managing its business, mentoring activities are needed so that MSMEs can improve their business management. These activities are aimed at improving partners' knowledge and skills in managing financial administration and marketing databases, thereby improving administrative management in the business and hopefully increasing business performance in MSMEs. The activities carried out include education and training accompanied by practical training on compiling financial data and customer and business partner data, both manually and using simple software.

RESEARCH METHODS

This community service activity was conducted for two months at the Rinawati Homedecor MSME through three stages: preparation, implementation, and evaluation. Each stage used methods tailored to the type of activity, as described below.

Pre-Implementation Stage

The preparation phase began with observations at the Rinawati Homedecor workshop to observe business activities in order to obtain a good picture of the MSME situation, particularly in terms of business management. Interviews were also conducted with MSME owners and leaders to gather information related to the problems encountered in running the business and its development.

Once the problems were identified, the next step was to hold discussions with MSME leaders to formulate program solutions that would be implemented to address these issues. Therefore, in this preparation phase, the methods used were observation and interviews.

Implementation Stage

This stage begins with program outreach activities for community service partners, based on the issues to be addressed. The program includes education and training in financial record keeping, both manual and software-based. Partners prepare financial transaction data, which is then used for practical financial record keeping. Another program implementation includes education and training in customer database creation, both manually and using simple software. Therefore, the methods used in implementing the activities are education, counseling, and training.

Evaluation Phase

The evaluation phase is conducted after the counseling and training activities conclude. This activity aims to assess the partners' progress in implementing the financial recording and customer database program and to identify any shortcomings or obstacles encountered by the

partners. This allows the community service team to provide guidance to ensure the partners' successful program implementation.

RESULTS AND DISCUSSION

The results of the implementation of community service activities at the Nana Homedecor UMKM can be described as follows:

1. Financial Management Education and Training

The financial management issue at Rinawati Homedecor's MSME is limited financial administration knowledge, resulting in partners not yet systematically recording and bookkeeping. To address this situation, the community service team provides financial management education and training, demonstrated live through practical financial record keeping, both manually and using Microsoft Excel.

The community service team educates partners by explaining the importance of financial management for MSMEs and the procedures for financial record keeping. The team then creates a manual financial record format using a cash book or simple printed forms. They also create a digital template using Microsoft Excel equipped with simple formulas to facilitate automated calculations. Education and mentoring are also provided to ensure Rinawatiwati Craft's MSME owners consistently record income and expenses. A simulation of daily transaction financial record keeping uses business data from November. The following is an example of educational material on financial management provided to partners.



Figure 2. Educational Materials on Financial Management

During the financial recording training phase, the community service team provided partners with examples of how to record transactions, including data on income or revenue from their daily transactions. To make it easier for partners to understand financial recording, in the initial stage, financial transactions are recorded manually using a book. In manual financial record-keeping, Rinawati Homedecor MSME owners are trained to use a physical cash book with columns for recording income and expenses. They undergo hands-on practice on how to record transactions, group them by category, and summarize them in simple reports. Despite initial challenges such as calculation errors or messy recording, after receiving guidance, partners are able to prepare reports accurately. Although financial recording using manual methods is easy to do, there are a number of weaknesses such as being susceptible to human error because recording requires precision, being less efficient in terms of time because

it is often recorded after the transaction, and often difficult to integrate into more in-depth data analysis (Syahputra, 2024).

Another financial recording training taught is financial recording using Excel software which is easy to learn and implement. The results of the manual recording that was done previously were then transferred into MS Excel. These records were entered into a cash book so partners could track their daily and monthly business balances. After partners understood how to record finances in a cash book, they were then given training on recording financial statements using a balance sheet to identify assets, liabilities, and equity. The final part of the training involved creating a profit and loss report to provide information on business profitability. The following shows documentation of the training activities for practical financial reporting recording.



Figure 3. Financial Management Training

BUKU KAS UMKM RINA HOMEDECOR - NOVEMBER 2025					
Tanggal	Keterangan	Kas Masuk (Rp)	Kas Keluar (Rp)	Saldo (Rp)	
2/11/2025	Penjualan Tikar Anyam ke agen (10 unit @ 235.000)	2350000	0	2350000	
5/11/2025	Pembelian Bahan Baku enceng gondok 25 m	0	500000	1830000	
10/11/2025	Penjualan Tas Anyaman ke Agen (50 unit @ 75000)	3750000	0	5600000	
13/11/2025	Penjualan Keranjang ke Toko Makmur (100 unit @ 15000)	1500000	0	7100000	
14/11/2025	Penjualan Vas Bunga ke Toko Hamzah (25 unit @ 50000)	1250000	0	8350000	
19/11/2025	Penjualan Karpet Anyam ke Agen (5 unit @ 500000)	2500000	0	10850000	
21/11/2025	Pembelian Bahan Baku enceng gondok 25 m	0	500000	10350000	
21/11/2025	Pembelian Bahan Baku Rafia 25 m	0	250000	10100000	
25/11/2025	Penjualan dompet anyam ke wisatawan (10 unit @ 35000)	350000	0	10450000	
27/11/2025	Pembayaran upah pengrajin 4 orang @ 100000	0	400000	10050000	
30/11/2025	Penjualan Tas Anyaman kecil ke Agen (20 unit @ 45000)	900000	0	10950000	

Figure 4. Creating Financial Records Based on MS Excel

From the results of the training activities, partners realized the importance of financial recording for the business and partners must be disciplined in recording every transaction without delay so that real-time financial data can be obtained. Quality financial reports will help MSMEs to obtain capital loans from the banking sector. In addition, financial reports can be one of the key benchmarks for business success because they can show the level of health of a business (Pakpahan, 2021)

2. Customer Database Education and Training

This customer database management education and training is aimed at improving partners' knowledge and skills in compiling customer databases so they can be used to support business activities in MSMEs. Basically, the majority of MSMEs have not recorded and managed customer databases properly. This is because they did not realize that customer data is an important asset for MSMEs because they felt that documenting customer data required time and effort, and they also did not understand how to use customer data for business purposes (Nuvriasari et al., 2023).

The activity involved providing education about customer databases and their benefits for business development. The next activity included training on creating customer databases, both manually and digitally, using MS Excel software. In the initial phase, this activity involved collecting data on all partners, including suppliers, distributors, regular customers, and supporting parties. Information collected included partner names, contact details, partnership type, addresses, and other information. For manual mapping, this data was organized into a matrix-like table grouped by partner category.

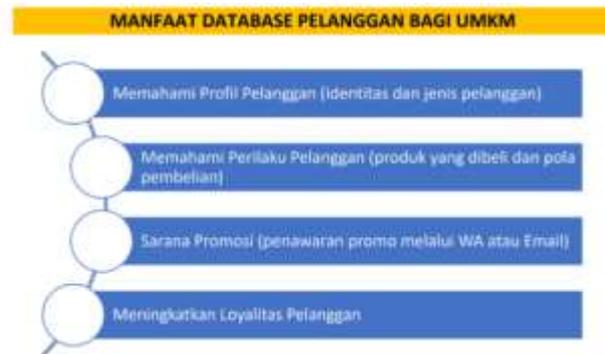


Figure 5. *Customer Database Management Education and Training*

Implementing digital mapping using Excel resulted in a dynamic and easy-to-manage partner database for Rinawati Homedecor MSME. This digital system allows for comprehensive recording of partner details, including partner name, partnership type, contact information, and more, with real-time update capabilities. Featured features such as data filtering, automatic charts, and contract reminders through conditional formatting significantly improve administrative efficiency. However, the biggest challenge lies in the need for initial training for Rinawati Homedecor MSME owners and their lack of familiarity with digital technologies such as MS Excel. To facilitate the training process, the community service team provides an example of creating a customer database based on MS Excel as shown in the following figure:



The image shows a screenshot of an Excel spreadsheet with the following data:

CONTOH CUSTOMER DATABASE "UMKM RINA HOMEDECOR" - BULAN OKTOBER 2025								
No	Nama Pelanggan	No. Telepon	Email	Alamat	Kota/Kab./Provinsi	Jenis Pelanggan	Jenis Produk	Total Transaksi
5	Agung Susilo	08123456789	agus@gmail.com	J. Sadewa 58 Bali	Denpasar Bali	Agen	Homedecor	15000000
6	Siti Anisah	08291689333	anisa@gmail.com	J. Bantul Imogiri	Bantul - Yogyakarta	Reseler	Tas Anyam	5000000
7	Rani Handayani	08122765432	rani@gmail.com	J. Melati 5 Solo	Solo - Jawa Tengah	Reseler	Homedecor	17000000
8	Bayu Seliawan	08122691053	bayu@gmail.com	J. Meranti II Garut	Jawa Barat	Reseler	Keranjang Anyam	5000000
9	Savitri	08122745321	savitri@gmail.com	J. Jalak 52	Kota Yogyakarta	Pembeli langsung	Tas Anyam	250000

Figure 6. Example of a Customer Database Based on MS Excel

Rinawati Homedecor has a diverse partner network, with 60% being local suppliers and 40% being regional distributors. The digital mapping allows for real-time data updates and visualization, while the manual mapping serves as a backup and a physical document for administrative purposes. Both formats support each other in improving the management of these MSME business relationships

CONCLUSION

Based on the results of the work program implementation at the Rinawati Homedecor MSME, it can be concluded that the intervention carried out with a collaborative and systematic approach, both in the form of education and training, has succeeded in making a real contribution to improving the knowledge and skills of partners and is expected to have an impact on the effectiveness of business management. The previously unstructured financial recording program is now supported by manual and digital systems that make it easier for business actors to monitor cash flow and evaluate business performance. In addition, a customer mapping system in the form of a customer database compiled manually and digitally makes it easier for partners to see customer purchasing patterns and this data can be used as a means to promote partner product offerings. All of these programs demonstrate that a simple approach based on appropriate technology can significantly improve the quality of partners' knowledge and skills in financial administration and marketing management. The conclusion should be the answer to the research question, and expressed not in statistical sentences.

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