Evaluation of MSME Financial Performance Based on ASIARA Daily Revenue Data

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Abstract. *Micro, Small, and Medium Enterprises (MSMEs) have an important role in encouraging economic growth and creating jobs, especially in the culinary sector which has relatively stable market demand. This study aims to evaluate the financial performance of ASIARA MSMEs based on the analysis of daily income data. The research uses a quantitative approach with a descriptive method. The data used is secondary data in the form of daily sales recapitulation obtained through observation and documentation techniques. Data analysis was carried out using descriptive statistics to determine total income, average income, and income fluctuation patterns during the study period. The results showed that the income of ASIARA MSMEs fluctuated during the observation period, but in general it was still at a relatively stable level. The total income during the 18 days of observation reached IDR 3,430,000 with an average daily income of IDR 190,555. The highest income was recorded at IDR 300,000, while the lowest income was IDR 80,000. The variation in income was influenced by changes in the number of customers and market conditions on a given day. The results of the study also show that systematic recording and recapitulation of sales can help business actors in monitoring revenue developments and evaluating business financial performance. Therefore, daily sales data analysis can be one of the simple but effective approaches in improving financial management and business decision-making in MSMEs.*

Key words: *SMEs, Financial Performance, Revenue, Culinary Endeavors, Sales Analysis.*

Introduction

Micro, Small, and Medium Enterprises (MSMEs) is one of the economic sectors that has an important role in encouraging economic growth, both at the regional and national levels. The existence of MSMEs not only functions as a provider of employment for the community, but also as a driver of local economic activities that are able to improve people's welfare. In many developing countries, including Indonesia, MSMEs contribute greatly to job creation, increasing people's income, and equitable distribution of economic development. This shows that MSMEs have a strategic position in the national and regional economic structure (Valdiansyah & Augustine, 2021).

In addition to playing a role in creating job opportunities, MSMEs are also able to increase economic competitiveness through product innovation and higher business flexibility than large companies. MSMEs are often more adaptive to market changes because they have a relatively simple organizational structure that makes it easier to adjust business strategies to consumer needs. Therefore, the development of the MSME sector is an important indicator in assessing the economic dynamics of a region (Aramita, 2023).

In recent years, the culinary business sector including restaurants, cafes, and restaurants has experienced quite rapid development in various regions in Indonesia. The culinary business is one of the sectors that is in great demand by MSME actors because food and beverage products are basic needs of the community which has relatively stable demand. Research shows that the food and beverage sector is one of the business fields that has high profit potential and considerable growth opportunities for small and medium business actors (Marsiwi et al., 2020). This condition encourages more and more people to be interested in opening a business in the culinary sector.

Purwakarta Regency is one of the areas in West Java Province that shows a significant development of culinary businesses. This growth can be seen from the increasing number of restaurants, cafes, and restaurants spread across various sub-districts. The development of the culinary business not only shows the increase in local economic activity, but also reflects the considerable market potential in the food and beverage sector. Based on data from the Purwakarta Regency Regional Revenue Agency in 2020, there are various culinary businesses operating in several sub-districts with different numbers.

Table 1. Number of Restaurants and Cafes per District in Purwakarta Regency in 2020

No	Districts	Restaurant	Cafe/Resto	Total
1	Jatiluhur	1	3	4
2	Sukasari	0	0	0
3	Maniis	0	2	2
4	Tegal waru	0	0	0
5	Plered	1	2	3
6	Sukatani	3	4	7
7	Darangdan	4	11	15
8	Bojong	0	0	0
9	Wanayasa	3	2	5
10	Kiarapedes	1	0	1
11	Pasawahan	0	3	3
12	Pondok Salam	0	1	1
13	Purwakarta	14	46	60
14	Babakancikao	5	21	26
15	Campaka	3	0	3
16	Cibatu	0	1	1
17	Bungursari	5	13	18

Source: https://data.purwakartakab.go.id/ (2026)

The data shows that Purwakarta District has the highest number of restaurants and cafes compared to other sub-districts, which is as many as 60 business units consisting of 14 restaurants and 46 cafes or restaurants. In addition, Babakancikao District also has a fairly high number of culinary businesses, namely 26 business units, while Bungursari District has 18 business units. Meanwhile, several sub-districts such as Sukasari, Tegalwaru, and Bojong have a relatively small number of culinary businesses and do not even have restaurants or cafes. The difference in the number of culinary businesses shows that there is a variation in the level of economic development and business potential in each region.

The increasing number of culinary businesses in an area indirectly indicates the high level of business competition in the sector. High competition requires business actors to have the right business strategy in order to be able to maintain business continuity and improve their business performance. In increasingly fierce competition conditions, good business management is one of the main factors that determine the success of a business. One of the important aspects of business management is effective and structured financial management.

Good financial management can help business actors in understanding the financial condition of the business that is being run. Through systematic financial records, business actors can find out the amount of income obtained, the amount of operational costs incurred, and the level of profit generated in a certain period. This financial information is very important in the business decision-making process, such as determining marketing strategies, cost control, and business development planning in the future (Somathilake & Pathirawasam, 2020).

However, in practice, there are still many MSME actors who have not implemented a financial recording system regularly and systematically. Most small business actors still manage their finances simply and often even mix personal finance with business finance. This condition causes business actors to have difficulty in knowing exactly the actual financial condition of the business so that the evaluation process of business performance becomes less than optimal (Marsiwi et al., 2020). Lack of understanding of the importance of financial recording is also one of the factors that cause the low quality of financial management in MSMEs.

Other research also shows that good accounting and financial recording practices have a positive relationship with the financial performance of MSMEs. The implementation of proper accounting practices can help businesses control costs, improve operational efficiency, and improve business decision-making processes (Abdinur & Karcıoğlu, 2024). With accurate and systematic financial information, business actors can assess whether the business they are running is developing, stagnating, or even experiencing a decline in performance.

One of the indicators that can be used to assess the financial performance of MSMEs is through the analysis of business income. Revenue is an important component of financial statements that reflects the ability of the business to generate profits. Revenue analysis can provide an overview of the level of success of the business in carrying out its operational activities. In addition, revenue analysis can also be used to evaluate business stability in the face of changing market conditions (Gumede & Takawira, 2025).

In the culinary business, business income is often volatile because it is influenced by various factors such as the number of customers, business location, economic conditions of the community, marketing strategies, and the level of business competition in the surrounding environment. Changes in the number of customers from day to day can lead to a significant difference in revenue levels. Therefore, analysis of daily income is one of the approaches that can be used to understand the dynamics of business performance in more detail.

Daily revenue analysis allows business actors to see business development in more detail compared to monthly or annual revenue analysis. Through daily revenue data, business actors can identify sales patterns, know the days with high and low sales rates, and evaluate the effectiveness of marketing strategies that have been implemented. This information can be used as a basis for developing more effective business strategies to improve business performance (Reddy et al., 2025).

ASIARA MSMEs are one of the culinary businesses engaged in the food and beverage sector. As a business that is in the midst of quite fierce competition in the culinary business, ASIARA MSMEs need to evaluate their financial performance periodically. This evaluation is important to find out whether the business being run has generated stable income or has experienced significant fluctuations.

In this study, the evaluation of the financial performance of ASIARA MSMEs was carried out using daily income data obtained during a certain period. The data is expected to provide a more detailed picture of the company's financial condition and help identify revenue change patterns that occurred during the research period.

In addition, analysis of daily income data can also help business actors in identifying factors that affect changes in business income. These factors can be in the form of the number of customers, the influence of holidays, promotional activities, and the economic condition of the community around the business location. By knowing these factors, business actors can develop more effective strategies in increasing revenue and maintaining business sustainability.

Based on this description, it can be concluded that the management and evaluation of financial performance is a very important aspect for business sustainability, especially for MSME actors in the culinary sector which have a fairly high level of competition. Analysis of daily income data can be one of the simple but effective methods in understanding the financial condition of the business in more depth.

Therefore, this study was conducted with the aim of evaluating the financial performance of ASIARA MSMEs based on daily income data. The results of this study are expected to provide an overview of the condition of business income and become an evaluation material for business actors in improving financial management and business performance in the future.

Reseach Methods

This study uses a quantitative approach with a descriptive method that aims to analyze business financial performance based on the recapitulation of ASIARA MSME sales data. The quantitative approach was chosen because this study uses numerical data in the form of revenue or sales results that are recorded periodically, so that it can be analyzed systematically to describe the financial condition of the business. The descriptive method is used to provide an overview of the development of business revenue based on sales data that has been recapped during the research period.

Theoretically, this research is based on financial management theory, which states that financial information is one of the main bases in assessing the performance of a business. Financial management functions to manage and evaluate the company's financial activities in order to determine the level of efficiency and profitability of the business. In the context of micro, small, and medium enterprises (MSMEs), recording and recapitulation sales are an important part of the accounting information system that functions to provide financial information for business owners in evaluating business performance. Research shows that the use of good accounting information and financial recording can help improve the financial performance of MSMEs because it provides a more accurate basis for business decision-making (Hamzah et al., 2024; Lopung & Rulindo, 2023).

The object of this study is ASIARA MSMEs engaged in the culinary business. The data used in this study is secondary data, namely data obtained from documents or records that have been available. The data is in the form of a daily or monthly sales recapitulation that records the amount of revenue from product sales activities during a certain period.

The data collection technique in this study was carried out through observation and documentation. Observation is carried out by observing business activities and the sales recording system used. Meanwhile, documentation is carried out by collecting sales recap data owned by the business as the main source in the research.

Data analysis was carried out using descriptive statistical analysis, namely by processing sales recap data to find out the total number of sales, average revenue, and revenue change patterns during the research period. The results of the analysis are then presented in the form of tables and graphs to facilitate data interpretation and provide an overview of the financial performance condition of ASIARA MSMEs based on their sales data.

Results and Discussion

Results

The results of the study showed that the income of ASIARA MSMEs experienced a pattern of fluctuations during the observation period. Income fluctuations are a common phenomenon in culinary businesses because the level of consumer demand for food and beverage products is greatly influenced by various external factors, such as community activities, economic conditions, and the dynamics of consumer behavior in making purchases (Siagian et al., 2023; Gultom & Rusiadi, 2024). Previous research has also shown that the revenue performance of culinary businesses is influenced by various production and market factors, including prices, raw materials, and marketing strategies used by business actors (Siagian et al., 2023); (Gultom & Rusiadi, 2024).

The average income of ASIARA MSMEs of IDR 190,555 per day shows that the business has the ability to generate relatively stable income. The median value of IDR 200,000 also indicates that most of the daily income is in that range. This condition shows that there is a fairly stable customer base so that businesses can maintain consistent sales levels. Income stability in culinary MSMEs is generally related to customer loyalty and the

continuity of business operations that have been running for a certain period of time (Siagian et al., 2023).

However, the lowest revenue value of IDR 80,000 indicates that on certain days there is a significant decrease in the number of sales. The decline can be caused by a decrease in the number of customers or other external factors such as weather conditions, relatively quiet working days, or changes in community activities around the business location. External environmental factors are often one of the important determinants in determining the income level of MSMEs in the culinary sector (Fatma et al., 2023).

On the other hand, the highest income of IDR 300,000 indicates that the business has the potential to increase sales at certain times. This condition usually occurs when there is an increase in community activity or in periods with higher levels of demand, such as weekends or when there are certain activities around the business location. Variations in consumer demand for culinary products are often influenced by consumer preferences and social situations that develop in society (Septiani & Fachri, 2024).

The variation in income reflected in the standard deviation value shows that business income is not completely stable, but is still within reasonable limits for MSME-scale culinary businesses. This condition shows that businesses still have opportunities to improve revenue performance through various business development strategies, such as improving product quality, menu innovation, and utilizing more effective marketing strategies. Various studies show that product innovation and the right marketing strategy can increase competitiveness and sales performance in culinary MSMEs (Astro, 2022).

In addition, the recording and recapitulation of sales data carried out by ASIARA MSMEs provides important benefits for business owners in evaluating business performance. With systematically documented sales data, business actors can monitor revenue developments and identify sales patterns that occur over time. Good financial data management also plays an important role in improving business performance and assisting MSME actors in making more appropriate business decisions (Mubarok & Purnamasari, 2025).

Therefore, the use of sales recapitulation data as the basis for evaluating business performance is the right step in improving financial management and the sustainability of MSME businesses. Sales data analysis can help business actors formulate more effective business development strategies to increase revenue and business competitiveness in the culinary sector.

Disscusions

The results of the study show that ASIARA MSME income has a pattern of fluctuations that is quite visible during the observation period. This income fluctuation is a common phenomenon in culinary businesses, because consumer demand for food and beverage products is often influenced by various external factors such as time, community activities, and economic conditions in the surrounding environment.

An average income of IDR 190,555 per day shows that the business has the ability to generate fairly stable income. The median value of IDR 200,000 also reinforces the finding that most of the daily income is around that range. This shows that the business already has a relatively fixed customer base so that it is able to generate revenue consistently.

However, the existence of the lowest income of IDR 80,000 indicates that on a given day there is a significant decrease in the number of sales. This condition may be caused by the low number of customers on that day or other external factors such as weather, community activities, or a quieter weekday than other days.

On the other hand, the highest income of IDR 300,000 indicates that the business has the potential to increase revenue on certain days. This can happen when the number of customers increases, for example on weekends or when there are more crowded community activities around the business location.

The variation in income reflected in the standard deviation value shows that business income is not completely stable, but is still within reasonable limits for MSME-scale culinary businesses. This condition shows that businesses still have opportunities to increase revenue through business development strategies such as improving product quality, promotions, or menu innovation.

In addition, the recording and recapitulation of sales data carried out by ASIARA MSMEs provides quite important benefits for business owners in evaluating business performance. With well-documented sales data, business actors can monitor revenue developments and identify sales patterns that occur from time to time.

Therefore, the use of sales recapitulation data as the basis for evaluating business performance is the right step in improving the financial management of MSMEs.

Conclusions and Recommendations

Conclusions

Based on the results of the research that has been conducted on the sales recapitulation data of ASIARA MSMEs, it can be concluded that the business is able to generate revenue consistently during the observation period even though there are fluctuations on certain days.

The total income obtained during the 18 days of observation reached IDR 3,430,000, with an average daily income of IDR 190,555. The highest income was recorded at IDR 300,000, while the lowest income was IDR 80,000. These results show that the business has the ability to generate quite good income but is still influenced by variations in consumer demand.

In general, most daily income is in the range of IDR 120,000 to IDR 250,000, which indicates that the business has a relatively stable level of income. The variation in income that occurs reflects the characteristics of the culinary business which is greatly influenced by the number of customers and market conditions.

With the recording and recapitulation of sales data, business owners can get a clearer picture of the financial condition of the business and can evaluate business performance in a more structured manner.

Recommendations

Based on the results of the research that has been conducted, there are several suggestions that can be given for the development of ASIARA MSME businesses.

First, business owners are advised to continue to record and recapitullate sales regularly and systematically. Good sales data recording will help in monitoring the development of business income and make it easier to evaluate financial performance.

Second, to reduce revenue fluctuations, business actors can consider more active marketing strategies, such as promotions through social media, giving discounts on certain days, or adding menu variations that can attract consumers.

Third, businesses can also improve the quality of services and products in order to retain existing customers and attract new customers. Good product quality and satisfactory service are important factors in increasing consumer loyalty.

Finally, the next research is expected to use a longer data period so that the analysis of business income patterns can be carried out in more depth and produce a more comprehensive picture of the financial performance of MSMEs.

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