



Case study at KSPPS BMT UGT nusantara Indonesia an analysis of using mobile applications to increase fee-based income

Muchamad Iqbal Fatah¹, Nur Asnawi², Segaf³, Parmujianto⁴

^{1,2,3}Department of Management, Faculty of Economics, UIN Maulana Malik Ibrahim, Malang, Indonesia

⁴Department of Management, Faculty of Economics, STAI Al-Yasini, Pasuruan, Indonesia

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ABSTRACT

Cooperative members with businesses such as street vendors, primary food traders, and other merchants can be empowered to offer PPOB payment services owned by cooperatives. The kind of examination utilized in this study is a subjective technique. According to the findings of the research that has been conducted, a number of factors influence members to use the UGT Mobile application. These factors include the fact that it is simpler to use than mobile banking in several banks, that it is safer because it is simple to communicate and handle complaints, and that members feel ownership because they are also cooperative owners. Based on the result, BMT UGT individuals are not exactly ideal in utilizing the Mobile UGT application because of the absence of information about the UGT Portable application. Then, BMT UGT's fee-based income growth is below par as a result of Mobile UGT's lack of maximum exposure to BMT UGT members and an uneven distribution of employee knowledge regarding the application's benefits. Thus, this study provides valuable insights into the use of mobile applications to increase fee-based income in microfinance institutions.

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Corresponding Author:

Muchamad Iqbal Fatah
Department of Management,
Faculty of Economics,
UIN Maulana Malik Ibrahim,
Jalan Ir. Soekarno No. 34 Dadaprejo Kota Batu 65233, Indonesia.
Email: iqbal.fatah.m@gmail.com

INTRODUCTION

A country's financial system is essentially a structure within the economy that plays a significant role in providing facilities for financial sector services through other supporting financial institutions such as capital markets and money markets. Fundamentally, Indonesia's monetary framework can be broadly categorized into the financial framework and the non-bank monetary foundation's framework. (Muhammad, 2020).

Information and communication technology (ICT) has emerged in various financial activities, which contributed to enhancing the efficacy of electronic transactions to advance performance ((Verma et al, 2023); (Alshubiri et al., 2019)). The rapid progression of monetary

framework theorization sped the increase of monetary innovation advancement, liberation, and institutional change, which has changed the essence of monetary frameworks and components in order to support the rise of worldwide monetary framework improvement (Barata, 2019). Some examples include the technology-based condensing (embedding) of human work space and time based on capitalism, which has led to the family room, bedroom, living room, and other living spaces serving as vehicles for product sales (plasma TV, DVD, sofa set, air conditioning, and others). Workspace is no longer necessarily a specific location like an office; all business transactions can be conducted in restaurants, hotel rooms, or private residences. Working hours can be increased based on productivity needs, such as during overtime or night shifts. (Muhammad, 2019)

The modern transformation on the planet has grown massively; today, the earliest phases of Industry 1.0 started with the achievement of the modern milestone in the eighteenth century when James Watt discovered the steam motor so that machine power began to assist people with performing heavy-duty work. The invention of electricity by Thomas Alva Edison and Henry Ford's mass production method (making Ford automobiles through standardized and mass production) marked the transition from the 19th century to the 20th. When computers were made, and the automation trend started in the second half of the 20th century, specifically at the turn of the 60s and 70s, Industry 3.0 was born. ((Rustam, 2020); (Yin et al, 2017)). Most people in this digital age desire fast and convenient transactions because they want something practical that saves time and labor (Barata, 2019).

Sharia cooperatives can pursue this open door by using the charge-based pay highlight, one of which is PPOB, in the fact that it contains the fundamental necessities required by the local area, including power instalments, water instalments, internet instalments, mobile top-up, BPJS instalments, and any other different instalments. According to field data, 3.75 percent of accounts have installed the UGT Mobile application, with 3.34 percent of accounts already activated after installing the UGT Mobile application and 0.41 percent of accounts that still only check balances. According to this information, 96.25 percent, or 643,693 accounts, still have not downloaded and installed the UGT Mobile application.

Based on current research, there still needs to be more comprehensive studies on the application of mobile technology to effectively increase fee-based income, particularly within the context of the Sharia cooperatives. Thus, this study examines mobile applications' effectiveness in generating fee-based income, particularly within Sharia microfinance institutions. Secondly, it aims to identify and analyze the challenges and barriers these institutions face when adopting and implementing mobile applications. Additionally, the study aims to assess user experience with the mobile application. The objective of this study is to assess the effectiveness of mobile applications in generating fee-based income, investigate the impact of mobile app usage, and evaluate the experience with the app. By accomplishing these objectives, this study aims to contribute to the understanding of how mobile applications can enhance fee-based income in Sharia microfinance institutions, providing insights for improved implementation strategies and customer engagement approaches.

RESEARCH METHODS

Definition of Sharia Cooperative

Sharia cooperatives are independent organizations that aim to promote productive businesses and investments in accordance with sharia principles. These cooperatives embody the implementation of sharia law and economy, emphasizing their commitment to conducting business without involving usury or any unethical practices (Aufa et al., 2021). According to Article 1 of the Decree of the Minister of Cooperatives and SMEs (KUKM) RI No. 91 of 2004, Sharia Financial Services Cooperatives (KJKS) are cooperatives engaged in financing, investment, and savings in accordance with the Sharia profit-sharing model. The Decree of the Minister of KUKM RI No. 91 of 2004 has the objectives of developing Sharia Financial Services Cooperatives (KJKS), which are stated

in Article 2 of Law No. 91 of 2004 as follows: (1) In order to give micro, small, medium, and cooperative business groups more economic power through the sharia system. (2) In order for the sharia system to be applied to all economic activities in Indonesia, including those of micro, small, and medium-sized businesses. (3) Increased community involvement in KJKS's business endeavors.

Baitul Maal wa Tamwil (BMT)

A microfinance institution known as Baitul Maal wa Tamwil (BMT) or Balai Usaha Mandiri Terpadu is based on the salaam economic system and operates on the principle of profit sharing. It develops microbusinesses in order to raise the status and dignity of the poor and protect their interests, well-being (with the embodiment of equity), harmony, and flourishing ((Trimulato, 2019); (Ermin & Zubair, 2020)).

Because it was established by a Community Self-Help Group (KSM), Baitul Maal wa Tamwil is a non-banking Islamic economic or financial institution which makes it different from banking financial institutions and other formal financial institutions (Prasada et al, 2020). In fact, Baitul Maal Wa Tamwil (BMT) is a community-based organization because it could be formed and established on a local community leader's initiative to help people experiencing poverty with the principle of justice (Anwar et al, 2023; Sofana, 2022). Thus, it can be concluded that this financial institution's development pattern comes from bayt al-mal, which grew and developed during the reign of Khulafa al-Rashidin and the Prophet Muhammad SAW. As a result, the existence of BMT can be viewed not only as an intermediary through which the distribution of assets including zakat, infaq, and shadaqah but also as an institution that engages in productive investment and assists micro-entrepreneurs, similar to a bank ((Nur Yahya, 2018); (Suherman & Suyandi, 2023); (Chollisni, 2013)).

Definition of Income

The family's income determines a community's or nation's level of welfare; consequently, the higher the family's income, the higher the level of welfare. As stated by PSAK No. 23, income, also referred to as "earnings" or "results of operations," "interest," "dividends," and "royalty," are various forms of income generated by an organization's normal operations. (Achyani & Arviana, 2018). Thus, income is the inflow of money or the resources of an element in repayment of liabilities during a certain period from practices of delivery or items production or arrangement of administrations. An income or addition to assets that results in an increase in equity derived from the provision of services or the company's core activities can also be referred to as revenue.

Fee Based Income

Banks earn fee-based income, which is not interest income, from fees, charges, or commissions ((Ridwan et al, 2021); (Julius, 2011)). Meanwhile, (Kasmir, 2016), charge-based pay is the benefit from other bank administrations' exchanges. The economic community can use wages (ujrah) associated with banking service benefits, according to Islamic banking. Charge-based pay is alluded to thusly, explained by the fee-based income provisions of the Bank Indonesia regulations.

How Fee-Based Income Affects Profitability

When Islamic Commercial Banks first started operating in Indonesia, many people thought that Islamic banks only did social things. Instead, they provided services like transfers, debt collection, clearing, bank guarantees, letters of credit, salary payments, and phone payments (Masruron & Safitri, 2021). For this situation, Islamic banks should not depend on pay from benefit-sharing funding alone. Islamic banks will not become more profitable if they rely solely on profits from financing profit sharing.

To increase productivity, Islamic banks should be intuitive in tracking down sources or items beyond common supporting practices. For example, banking administrations gave or otherwise called expense-based pay. With expense-based pay, income will increment, so the benefit will

likewise increase (Rahma, 2022). As a result, it can support the activities of Islamic banks, namely the collection and channelling of funds, by intensifying fee-based income to increase their income.

Methods And Data Analysis

The research location at KSPPS BMT UGT Nusantara Arosbaya Branch is located at Jl. Bunten Market, Cendagah Village, Arosbaya District, Bangkalan Regency, is strategically located near the Bunten market (± 70 m). With this strategic location, the BMT-UGT Sidogiri Cooperative Branch of Arosbaya Bangkalan is easy and accessible to the public. The chosen location for this study, KSPPS BMT UGT Nusantara in Indonesia, was purposefully selected due to several key factors. Firstly, Indonesia represents an essential context for microfinance institutions, particularly within the Sharia-compliant sector. It has a significant Muslim population, making it an ideal setting to examine the use of mobile applications in a Sharia microfinance institution. Secondly, KSPPS BMT UGT Nusantara is known for its established presence in microfinance and commitment to serving underserved communities. This institution's experience and expertise in Sharia-compliant microfinance make it a valuable case study for investigating the effectiveness of mobile applications in generating fee-based income. By selecting this location, the research study can provide insights and recommendations directly applicable to similar regional institutions, contributing to developing best practices in this context.

The qualitative method of research was used in this study. The qualitative method is a method of research that uses words or spoken words from people or behavior that can be observed to produce descriptive data ((Denzin & Lincoln, 2018); (Creswell & Creswell, 2017)). In general, descriptive research is a type of research that aims to create a picture or attempt to describe a symptom or event in a systematic, factual, and accurate manner (Supardi, 2005).

In research, data analysis occurs simultaneously with data collection. Among them are three phases of the water model: information decrease, information show, and check (Margono, 2010). Subjective information investigation is a work made by working with information, arranging information, arranging it into sensible units, incorporating it, searching for and finding designs, figuring out what is significant and what is realized, and concluding what can be told to other people (Lexy, 2007).

According to Muhadjir (1998), the term analysis refers to reviewing field data by organizing it into categories, breaking it down into units, choosing what is essential, which will be studied, and drawing inferences that can be easily understood by oneself and others.

In descriptive research, the data analysis process involves several key steps. Firstly, researchers focus on data preparation, ensuring the collected data is organized and formatted appropriately. Once the data is prepared, the next stage of data exploration involves data visualization to understand the dataset comprehensively. Through data exploration, researchers uncover patterns, trends, and relationships within the data. Interpreting the findings is the subsequent step, where researchers draw meaningful conclusions from the descriptive statistics. The data analysis process in descriptive research emphasizes transparency, accuracy, and rigorous documentation to ensure the reliability of the study.

RESULTS AND DISCUSSIONS

UGT Mobile Application

KSPPS BMT UGT Nusantara is one of Indonesia's Islamic cooperatives offer Islamic financial systems. This cooperative was founded in 2000 under the name BMT UGT Sidogiri. KSPPS BMT UGT Nusantara currently has a BMT UGT Mobile service system, also known as Mobile UGT, in order to enhance its offerings. Mobile UGT is a service that allows KSPPS BMT UGT Nusantara members use their mobile phones to get information about cooperatives and make financial and non-financial transactions.

Currently, SMS, or Short Message Service, is used in conjunction with Mobile UGT to verify each member's transaction securely and quickly. Mobile UGT places convenience and transaction security first for each member. In this instance, the researchers discuss a few essential things about Mobile UGT or KSPPS BMT UGT Mobile Banking.

a. How to become a UGT Mobile user

(a) Members must bring their original ID card and BMT UGT Savings Book to the KSPPS BMT UGT Nusantara office in order to register and activate Mobile UGT financials. Additionally, they must sign the Mobile UGT terms and conditions form. (b) Members will receive an SMS containing the default Mobile Banking PIN, which must be changed within one hour upon successful registration. (c) Actuation in the Mobile UGT application can be downloaded using a cell phone/handphone.

b. Types of Transactions in UGT Mobile

In Mobile UGT, there are two kinds of transactions: financial transactions and non-financial transactions. These are portrayals of each sort of exchange that individuals can make through Mobile UGT: (a) Non-financial transactions involve the Balance Information, Mutation Information for the Last Three Transactions, and Changing a PIN, as well as the history of transactions (in the application inbox). (b) Financial Transactions, including transfers between BMT UGT accounts, interbank transfers, and Emaal transfers (Co-Branding Cards owned by Sidogiri Islamic Boarding School Cooperatives that are frequently used to shop at Basmalah stores), Donation Payment LAZ and L- KAF Sidogiri, Payment of PLN Bills, PDAM, Telephone Bills (TELKOM), Telkomsel HALO Cards, XL Postpaid, Smartfren Postpaid, Speedy, BPJS, BAF (Bussan Auto Finance), FIF Finance, Mega Central Finance, Mega Finance, Smart Multi Finance, WOKA Finance, WOM Finance, Purchase of PLN Prepaid (Token), mobile credit of all operators, Purchase of E-Toll Mandiri, E-Toll Tapcash BNI, E-Toll BRIZZI, Top Up Gopay Gojek, OVO, Dana, Shopee, and Link Aja.

c. Transaction Limit in Mobile UGT

Members of Mobile UGT who need to conduct financial transactions can obtain, among other things, the following transaction limits: (a) Members of KSPPS BMT UGT Nusantara will have a daily transfer limit of IDR 50,000,000 for transfers to other members. (b) Members will have a daily transfer limit of IDR 2,000,000 for bank transfers. (c) The maximum amount that members can spend on purchases is IDR 1,000,000.

With the Mobile UGT application, the risks for both members and cooperatives can be automatically reduced. Reducing risks for members entails enabling them to monitor their savings balances and financing independently. From the cooperative's perspective, the risk of fraud can be minimized as members can independently monitor the interactions carried out by cooperative officers, thus ensuring their trustworthiness.

Moreover, the Mobile UGT application enhances members' trust in the cooperative, fostering a sound management system. This trust is vital in maintaining the cooperative's overall health. By providing direct and transparent access to information and activities, members feel more confident and engaged in the cooperative's management processes. Consequently, the cooperative can operate more efficiently, achieve its goals, and maintain a healthy financial state.

A potential fee-based income at KSPPS BMT UGT NUSANTARA from the Mobile UGT application

To support the validity of the data or the validity of the data presented, researchers will describe or describe the data obtained from field observations, interviews, and existing documentation when presenting this data. The researchers will describe the data gathered at the KSPPS BMT-UGT Sidogiri Arosbaya Bangkalan and Surabaya branches in detail.

a. Arosbaya Branch Office

The following information was derived from the Arosbaya Branch Office's financial statements: The total revenue realized in 2018 was IDR. 54,182,422.15, PPOB income of IDR. 2,890,235.00, the level of PPOB pay with gross pay of 5.33%, the number of customers upwards of 2,426 individuals, the amount of customers who have activated Mobile UGT monetary exchanges upwards of 42 individuals, the level of the number of enactments with the number of customers is 1.73%, the quantity of Mobile UGT PPOB exchanges is 2,119 exchanges each year, average transactions each year per part who has enacted upwards of 50 transactions, average transaction 4.17 each month, with a typical pay for every exchange of IDR.1,156.09.

In 2019, gross income was IDR. 55,871,189, or in PPOB earnings IDR 4,114,415 - the ratio of PPOB income to gross income is 7.36 percent; the number of saving members is as high as 2,872; the number of saver members who have activated UGT Mobile financial transactions is as high as 86; the ratio of activations to savers is 2.99 percent; the number of UGT Mobile PPOB transactions is 4,926 per year; the average member who has activated 57 transactions has completed 57 transactions; the average transaction is 4.75 transactions per month.

Though in 2020, gross income was IDR 57,676,324, PPOB income of IDR 7,633,348, the level of PPOB income to gross income is 13.23%, the quantity of saving individuals upwards of 3,004 individuals, the quantity of saver individuals who have actuated UGT Portable monetary exchanges upwards of 103 individuals, the level of the number of actuation with the number of savers is 3.43%, the quantity of UGT Portable PPOB exchanges is 7,906 exchanges each year, normal exchanges each year per part who has actuated 77 exchanges, normal exchange 6.42 exchanges each month, with a typical pay for every exchange of IDR 1,287.46. At the Arosbaya Branch office, the acquired information presented as follows:

Table 1. Financial report of arosbaya office for the period of 2018, 2019 and 2020

Arosbaya Branch Office				
No	Description	2018	2019	2020
1	Gross Revenue	54.182.422,15	55.871.188,84	57.676.324,18
2	PPOB Revenue	2.890.235,00	4.114.415,00	7.633.348,00
3	Percentage of PPOB Revenue to Gross Revenue	5,33%	7,36%	13,23%
4	Number of Savers	2.426	2.872	3.004
5	Number of UGT Mobile Activations	42	86	103
6	Percentage of Total Activations with Total Savers	1,73%	2,99%	3,43%
7	UGT Mobile PPOB Transactions / year	2.119	4.926	7.906
8	Average transactions per year per member who has activated	50	57	77
9	Average transactions per month	4,17	4,75	6,42
10	Revenue per transaction	1.156,09	1.266,00	1.287,46

Source: research data from Arosbaya Office, 2021 (processed)

b. Surabaya Branch Office

Based on the financial statements at the Surabaya Branch Office, the following data is obtained: in 2018 the gross income obtained was IDR 23,814,542, PPOB income of IDR 16,779 the percentage of PPOB income with gross income is 0.07%, the number of saving members is 538 people, the number of saving members who have activated UGT Mobile financial transactions is 2 people, the percentage of activation with the number of savers is 0.37%, the number of UGT Mobile PPOB transactions is 7 transactions per year, the average transaction per year per member who has activated 4 transactions, the average transaction is 0.33 transactions per month, with an average income per transaction of IDR 1,048.69.

In 2019 gross revenue was obtained in the amount of IDR 19,242,885, PPOB revenue of IDR 50,375,-, the percentage of PPOB income with gross income is 0.26%, the number of saving members is 1090 people, the number of saving members who have activated UGT Mobile financial transactions is 7 people, the percentage of activation with the number of savers is 0.64%, the number of UGT Mobile PPOB transactions is 45 transactions per year, the average transaction per year per member who has activated is 6 transactions, the average transaction is 0.50 transactions per month, with an average income per transaction of IDR 1,399.31.

Meanwhile, in 2020 the gross revenue obtained was IDR 14,841,228, PPOB revenue of IDR 123,559, -, the percentage of PPOB income with gross income is 0.83%, the number of saving members is 1596 people, the number of saving members who have activated UGT Mobile financial transactions is 15 people, the percentage of activation with the number of savers is 0.94%, the number of UGT Mobile PPOB transactions is 145 transactions per year, the average transaction per year per member who has activated is 10 transactions, the average transaction is 0.83 transactions per month, with an average income per transaction of IDR 1,235.59. At the Surabaya Branch office, the acquired information presented as follows:

Table 2. Financial report of surabaya office for the period of 2018, 2019 and 2020

Surabaya Branch Office				
No	Description	2018	2019	2020
1	Gross Revenue	23.814.542,00	19.242.885,00	14.841.228,00
2	PPOB Revenue	16.779,00	50.375,00	123.559,00
3	Percentage of PPOB Revenue to Gross Revenue	0,07%	0,26%	0,83%
4	Number of Savers	538	1.090	1.596
5	Number of UGT Mobile Activations	2	7	15
6	Percentage of Total Activations with Total Savers	0,37%	0,64%	0,94%
7	UGT Mobile PPOB Transactions / year	7	45	145
8	Average transactions per year per member who has activated	4	6	10
9	Average transactions per month	0,33	0,50	0,83
10	Revenue per transaction	1.048,69	1.399,31	1.235,59

Source: research data from Surabaya Office, 2021 (processed)

Furthermore, the researcher analysed the potential fee-based income at the Arosbaya and Surabaya branch offices. The results of the analysis are as follows:

a. Arosbaya Branch Office

The researcher simulated to figure out the potential income of PPOB in the Arosbaya office using the data from the study. The data used in the simulation are those from 2020, and the key to

the simulation is the ratio of the number of savers to the number of activations of financial transactions. According to data for 2020, the ratio of the number of savers to the number of activations was 3.43 percent.

The researchers simulated a 60% increase in savers participating in financial transactions. As a result of this percentage increase, there are now automatically 1,802 members who can use Mobile UGT to conduct financial transactions. With the same potential, with a revenue per transaction of one thousand two hundred eighty-seven point forty-six rupiah (IDR 1,287.46) and an annual average of seventy-seven transactions (77 transactions) per activated member and a monthly average of six point forty-two transactions (6.42 transactions).

Meanwhile, the results of potential PPOB revenue from Mobile UGT from the first version is one hundred seventy-eight million six hundred seventy-nine thousand eight hundred twenty-three point eighty-three rupiah (IDR 178,679,823.83) with a percentage between PPOB revenue and gross revenue in 2020 of three hundred nine point eighty percent (309.80 percent) due to gross revenue in 2020 of fifty-seven million six hundred seventy-seven thousand three hundred (IDR 57,676,324.18).

Based on this first version, it can be deduced that a percentage of three hundred nine-point eighty percent (309.80%) between PPOB revenue and gross revenue in 2020 can be achieved by increasing the percentage of activations and savers by sixty percent (60%) each.

b. Arosbaya Branch Office

Furthermore, based on research data, researchers conducted a simulation to calculate potential PPOB income at the Surabaya branch office. Researchers simulated the number of activations with the number of depositors of sixty percent (60%). From the percentage increase, automatically, the number of members who activate Mobile UGT is nine hundred and fifty-eight members (958 members).

The same potential exists, with a revenue per transaction of one thousand two hundred thirty-five point fifty-nine rupiah (IDR 1,235.59), an annual average of ten transactions per activated member and a monthly average of zero point eighty-three transactions (0.83 transactions).

The results of potential PPOB income from Mobile UGT from this first version of eleven million eight hundred thirty-two thousand nine point eighty-four rupiah (IDR 11,832,009.84) with a percentage between PPOB income and gross income in 2020 of seventy-nine point seventy-two percent (79.72%) due to gross income in 2020 of fourteen million eight hundred forty-one thousand two hundred twenty-eight zero rupiah (IDR 14,841,228.00).

From this first version, it can be deduced that a percentage of seventy-nine points seventy-two percent (79.72 percent) between PPOB revenue and gross revenue in 2020 can be achieved by increasing the ratio of the number of activations to the number of savers by sixty percent (60%).

CONCLUSION

According to the findings of the research that was carried out, it is possible to conclude that members of the BMT UGT do not use the UGT Mobile application to its full potential as a result of their lack of familiarity with it, just as they do in the Surabaya Branch office. Since members were familiar with the UGT Mobile application and had a solid understanding of it, fee-based income increased at the Arosbaya office. Because of the data mentioned above, this also significantly impacts increasing fee-based income in each branch office. Thus, the use of mobile applications is strongly encouraged to increase fee-based income, provided that customers are adequately exposed to and educated on its proper utilization. The insights and findings have practical implications for industry practitioners and offer a foundation for further research and exploration in this field.

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