

Utilization Application online finance for increase professionalism performance finances in jaya frozen food Kendal's Brangsong

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Abstract. Research This aiming For analyze utilization application online finance for increase professionalism performance finance at Jaya Frozenfood Brangsong Kendal. In the digital era, many companies , especially business small and medium enterprises (SMEs), which are starting switch from system management manual finance to application online finance for increase efficiency and accuracy in management transaction as well as report finance . Jaya Frozenfood as one of the companies engaged in the field distribution food frozen , faced with challenges in manage cash flow and reports finance manually , potentially cause errors and delays . Research This use method qualitative with interview in-depth and observation to manager as well as staff involved in management finance company . Research results show that implementation application online finance at Jaya Frozenfood give impact positive in increase accuracy recording , transparency report finance , as well as efficiency time in making report finance . In addition , the use of application This also makes it easier supervision cash flow and enable taking decision more finances fast and data -driven . Based on findings mentioned , it is suggested that Jaya Frozenfood Keep going utilise technology This For strengthen management finance them and support growth company in the future.

Keywords: Application Finance , Performance , Finance

Introduction

The rapid development of digital technology has had a significant impact on various industrial sectors, including the financial sector. In this era of interconnectedness, companies are required to be more efficient, transparent, and accountable in managing their operations, especially in terms of financial management. One of the innovations that supports this progress is the use of online financial applications, which allow companies to record, plan, and monitor finances more easily and in real-time. This is very important for companies that want to improve professionalism and accuracy in managing their financial aspects (Fitria et al., 2024) .

One company that can feel the great benefits of online financial applications is Jaya Frozenfood, a frozen food distribution business located in Brangsong, Kendal. Jaya Frozenfood, as a company that continues to grow, faces challenges in managing cash flow, financial transactions, and financial reports manually. This can lead to potential errors in recording and management that can risk inaccurate financial reports and difficulties in making strategic business decisions.

With the increasing complexity of business operations, especially in stock management and transactions involving many parties, the use of online financial applications can provide practical and effective solutions. This application allows Jaya Frozenfood to record and report finances more efficiently, reduce the risk of human error, and speed up the audit process and financial analysis. In addition, online financial applications can also help in budget planning, cash flow monitoring, and provide financial reports that can be accessed anytime and anywhere, making it easier for management to make faster and more accurate decisions.

By utilizing online financial applications, it is expected that Jaya Frozenfood can improve professionalism in financial performance, strengthen internal control, and create a more structured and organized system in managing the company's finances. This study aims to analyze how the use of online financial applications can improve the efficiency and accuracy of financial management at Jaya Frozenfood, as well as provide recommendations regarding the implementation of a better system to support the company's growth and development in the future.

Research Methods

Study This use approach combination between method qualitative and quantitative For analyze utilization application online finance for increase professionalism performance finance at

Jaya Frozenfood Brangsong Kendal. First step in study This is do study literature For to obtain understanding about application online finance and how technology This can impact on management finance in the sector business small and medium enterprises (SMEs). Literature study This give base relevant theory related efficiency use technology in management finance and improvement professionalism in business .

Next , primary data was collected through interview with party managerial and staff involved direct in management finance at Jaya Frozenfood . Interview This aiming For dig information more in about practices existing finances in the company , the obstacles faced in the management process finance , as well as view they about utilization application online finance . In addition to interviews , observations direct regarding the financial process at Jaya Frozenfood is also carried out For see How system finance managed and what just existing challenges . Collected data Then analyzed For determine how far the application online finance can increase efficiency , transparency and professionalism in management finance company .

Results and Discussion

Result of study about utilization application online finance at Jaya Frozenfood Brangsong Kendal shows that use technology This give significant impact in increase professionalism and efficiency performance finance company . Based on interview with party managerial and staff , partly big Respondent disclose that application online finance has help they in take notes transaction in a way more accurate and real-time, so that reduce error frequent logging occurred in the previous manual system . In addition , the application This also makes it easier supervision cash flow and management report finance , which was previously need quite a long time and a complicated process.

One of results main identified is improvement transparency in report finance . With application online finance , Jaya Frozenfood can produce report finance in a way automatic and integrated , which makes it easy management in take more decisions fast and data -driven . Use The application also makes it easier team For track expenses and income company , as well as help in planning budget For period upcoming .

In general overall , implementation application online finance has increase efficiency operational , reduce potential for human error, and allows Jaya Frozenfood For manage finance with a better way professional and structured . This , in turn , supports growth and development company in face increasingly challenging market competitive .

Discussion

Utilization application online finance at Jaya Frozenfood Kendal Brangsong is proven give significant impact to improvement professionalism in management finance company . Based on the results found , there are a number of aspect main one that shows How application This succeed overcome various challenges faced company in manage finance manually .

First , the application online finance helps increase accuracy recording transactions . Previously , the recording process finances that are done manually often causes error , ok due to human error or negligence in verify transaction data . With existence system automation in application , logging transaction become more fast and precise , and reduce possibility errors that can occur influence report finance company . This is in line with results study previously which shows that use technology in management finance can increase accuracy and efficiency in take notes cash flow and transactions (Kotler & Keller, 2016).

Second , the application online finance also makes it easier management cash flow and reports finance . Before use application , Jaya Frozenfood use up Lots time For compile report finance manually . This process No only eat time , but also vulnerable to error in calculation and recording . However , with application finance , report finance can produced in a way automatic and real-time, enabling management For monitor cash flow and conditions finance company every moment . This is very important For taking quick and accurate decisions , especially in face situation dynamic economy .

In addition , transparency finances also increased . The use of application online finance provides convenience in share information finance between departments and related parties . Integrated and easy reporting . accessed allow all over parties involved , such as owner company , manager finance , and auditors, to access data in transparent . With so , the application This support management more finances open and able accountable , which is very important for companies that want to increase professionalism and credibility in the eyes of stakeholders interest .

However, even though application online finance provides various benefits, there are a number of challenges that must be faced. One of them is need For training for staff to be able to operate application optimally. Some staff at first feel difficulty in adapt with system new this, so that need time For understand and master the features available. Therefore that, company need invest time and resources Power For training and empowerment staff to be able to maximize benefit from application online finance.

In general overall, utilization application online finance at Jaya Frozenfood has give positive impact in increase efficiency, accuracy and transparency management finance. With improvement professionalism this, it is expected company can more easy grow and compete in an increasingly competitive market competitive. In the future, companies can also consider For integrate application This with system others, such as management inventory and management source Power human, for more increase performance operational in a way overall.

Conclusion

Utilization application online finance at Jaya Frozenfood Brangsong Kendal has proven give contribution positive in increase professionalism and efficiency performance finance company. With existence application this, company can manage transaction finance in a way more accurate, efficient, and real-time, which reduces error frequent logging occurred in the previous manual system. In addition, the application online finance also speeds up the process of making report more finances transparent, easy monitoring cash flow, as well as support taking more decisions fast and data-driven.

In general overall, usage application online finance helps Jaya Frozenfood in repair management finance, improve professionalism staff in operate task finance, and provide impact positive to growth and sustainability effort. Therefore that, it is expected company can Keep going utilise technology This For maintain and improve performance finance them in the future ..

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