

ABSTRACT

This study aims to analyze the impact of the Majoo application on the effectiveness and efficiency of the financial performance of Kedai Teh Pohara, a micro, small, and medium enterprise (MSME) engaged in the beverage sector in Bandung. Majoo is a digital business management application that offers a wide range of features to comprehensively support MSME operations. The study employed a qualitative approach with data collection techniques including in-depth interviews, observations, and financial document analysis. The results show that after implementing the Majoo application, the effectiveness of financial performance increased from 90.91% (before implementation) to 96% (two years after), categorized as effective. Additionally, financial efficiency significantly improved from 84.00% to 60.00%, indicating a shift from a fairly efficient category to an efficient one. These findings indicate that Majoo has helped MSMEs manage revenue and operating costs more optimally. Therefore, adopting digital technology through applications like Majoo can serve as an effective solution to sustainably enhance the financial performance of MSMEs.

Keywords: Effectiveness, Efficiency. Majoo Application, Financial Performance, MSMEs