



UDC 332

## THE IMPLEMENTATION EFFECT OF DIGITAL FINANCIAL SYSTEMS AND PRICE RATES ON THE PROFITABILITY OF HOME STAY IN KEMBANG KUNING VILLAGE, INDONESIA

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### ABSTRACT

This study aims to determine the effect of the digital financial system and price rates on profitability at homestays in Kembang Kuning Village, East Lombok Regency. This study was conducted in Kembang Kuning Village, Sikur District, with data collection using questionnaires to homestay owners. The type of research used in this study is quantitative research. The sampling technique was carried out using saturated samples. The sample was taken by purposive sampling, where 30 home stay owners/managers. The sample was taken by purposive sampling, where 30 home stay owners/managers. The results of this study indicate that the digital financial system has no significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency. Price rates have a significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency.

### KEY WORDS

Digital financial system, price rates, profitability.

The tourism industry is one of the largest contributors of foreign exchange for Indonesia's development, so it is not surprising that the development of this sector continues to improve and remains the main source of income for Indonesia's development, no problem. This is in line with the view that tourism is the second largest contributor of foreign exchange in Indonesia after oil and gas (Abraham, 2012:24). Therefore, the Indonesian nation is very dependent on the development of the tourism sector. Indicators of increasing development of the tourism sector can be seen from the continuous improvement of this sector, both in terms of infrastructure development, management systems and promotion management. This is to ensure that Indonesian tourism can compete with other worlds in terms of quality. Quality ensures the sustainability of the domestic tourism industry in the global tourism industry competition (Sudjono, 2012: 67). This is an indicator that the poor quality of the Indonesian tourism industry is not only not seen as a destination for foreign tourists, but is also not noticed by domestic tourists. This is in accordance with the statement (Yustisio, 2013:43) that Indonesian tourism must be of high quality in terms of products and services. Therefore, it is directly proportional to the number of tourists visiting there.

Homestay is a house where some of the rooms are rented to guests for a certain period of time to learn about local culture or certain routines. Homestay buildings are usually located near tourist areas that function to be rented to tourists who can directly see the daily lives of the community, see the scenery, and even live like local residents. Homestay buildings are generally located in residential areas because basically homestay activities are activities carried out by living in a place or area by living with the homeowner to be able to learn about the surrounding culture. The location of the homestay itself can be in a village, close to tourist attractions or even in the middle of the city depending on the needs desired by the tenant. A homestay has a main function as a temporary residential building for tourists. As a building that is used to live for a certain period of time, it is appropriate to have main facilities such as a bedroom or a private room that can be used for resting, a bathroom and other general supporting rooms.

Adoption of digital financial systems helps homestays improve operational efficiency, attract more customers, and provide more modern and practical services. Thus, the existence of this system is an important part of managing homestays in the digital era. The



rapid development of Financial Technology is evidenced by the development of Financial Technology in several sectors ranging from payment Start-Ups, lending, financial planning, retail investment, financing (crowdfunding), financial research, and others. The concept of Financial Technology adapts technological developments that are combined with the financial sector in banking institutions, so that it is expected to facilitate a more practical financial transaction process. The application of Financial Technology to improve the efficiency of operational activities and the quality of bank services to its customers, because the use of Financial Technology is in line with the increasing need for online-based financial services and the use of internet media to access digital data. In the era of increasingly rapid digitalization, the application of a digital financial system is a must for various tourism sectors. Kembang Kuning Village, as one of the popular tourist destinations, has great potential to increase homestay profitability through the application of a digital financial system to the price rates and profitability of homestays in Kembang Kuning Village. Kembang Kuning Tourism Village has become a favorite for tourists looking for a unique and authentic accommodation experience.

However, the financial management of homestays in this village is still mostly done manually, which has the potential to cause obstacles such as miscalculations, difficulties in reporting, and lack of efficiency, therefore innovation is needed to improve homestay financial management. This proposal is submitted to study the implementation of a digital financial system as a solution to study the implementation of a digital financial system as a solution to improve efficiency, transparency, and profitability of homestays in Kembang Kuning Village.

With this digital price rate system, it is expected to increase the number of room reservations consistently and significantly increase monthly income. The implementation of the digital price rate system is also expected to provide convenience for prospective guests in making room reservations quickly and efficiently. With this system, prospective guests can see the availability of rooms, prices, and facilities offered so that the booking process can be done easily through the online platform. In addition, with the digital price rate system, Home Stay is also expected to be able to reach a wider market, both domestically and abroad. This will help increase the popularity of this accommodation and indirectly increase the monthly income obtained. Thus, this study is expected to provide a valuable contribution in understanding the importance of implementing information technology, especially the digital price rate system, in increasing revenue and operational efficiency in accommodation businesses such as Home Stay.

Homestays need to implement strategies in maintaining the quality of facilities, services and sales rates. Homestay Room Rental Rates are an important thing that must be considered by management. Determining the accommodation rate must know the amount of cost recovery or the amount of income that will be received by the homestay. Considering the rental income that must be able to cover the operational costs of the homestay and comparison with other homestay rates. Determining the homestay rental rate for each type of room is very necessary by considering the costs that are components in the formation of the Room Rental Rate. Determining the Room Rental Rate based on the right method must be done because it aims to increase the Number of Room Occupancies. The method used by homestays in the village of Kembang Kuning in determining the homestay Room Rental Rate has so far used the target price that has been set by the homestay each year setting a certain target price for the homestay. The increase or decrease in the target price ranges from 0% to 15% of the previous rate. After the target price has been determined, the homestay management will adjust the new rate.

The homestay room rental rates are always updated every year with the same method and adjusted to target market conditions. The determination of the room rental rates is determined by factors from within and outside the homestay. Factors originating from within the homestay are management strength, homestay occupancy, costs, homestay activities, and targets, while factors originating from outside the homestay are the standard homestay room rates. However, the determination of Room Rental Rates has often experienced significant obstacles. This can affect the Number of Room Occupancies. Obstacles that often



occur in determining rates are market conditions that continue to change due to changes in the economy, technology, politics and culture, natural disasters, tariff competition, strategies and services with hot homestays such as increases in fuel and electricity, and management strength.

Determining homestay price rates often faces various problems that can affect the competitiveness, profitability, and attractiveness of the homestay itself. Many homestay owners do not have clear guidelines or frameworks in determining prices. Rate determination is often done subjectively without considering market analysis or operational costs. Competition from other homestays, hotels, and app-based accommodations like Airbnb makes it difficult for owners to set competitive prices. Difficulties arise when competing with big players who offer big discounts.

Homestay profitability is often a challenge for owners, especially in maintaining a balance between adequate incomes and operating costs. The high dependence on the holiday season or special events makes homestay income unstable. During the low season, occupancy is often low, reducing profitability. Travelers who only stay for one or two nights can increase operating costs per guest, but do not provide optimal income. Competition from other homestays or app-based accommodation services often forces owners to lower prices to attract customers, which risks reducing profit margins.

## METHODS OF RESEARCH

The type of research used in this study is quantitative research. Quantitative research is a systematic scientific research that emphasizes phenomena and their objective relationships and is studied quantitatively, meaning using theories and hypotheses related to natural phenomena. This research is associative with a causal relationship. According to Sugiyono (2016:37), a causal relationship is a relationship that is causal.

This research was conducted in Kembang Kuning Village, Sikur District, with data collection using questionnaires to homestay owners. This location was chosen because it is a tourist area with many homestays that have the potential to be studied. The population used in this study were all homestay owners operating in Kembang Kuning Village. Based on the data obtained, there were 30 homestays that met the research criteria. The sampling technique was carried out using saturated samples. The sample was taken by purposive sampling, where 30 homestay owners/managers. The sample was taken by purposive sampling, where 30 homestay owners/managers.

## RESULTS AND DISCUSSION

This research is quantitative in nature where the data produced will be in the form of numbers. From the data obtained, analysis was carried out using SPSS software. This study aims to analyze the influence of Income, Price rates and profitability of home stays.

To describe the characteristics of respondents and the conditions for implementing a digital financial system, price rates and profitability, Respondent characteristics are the variety of backgrounds that the respondents themselves have. This characteristic is to see what kind of background the respondents have, in this study the respondent's background is focused on gender, length of time managing a home stay.

Table 1 – Testing of Gender Characteristics

Gender	Number	Percentage
Male	20	66,7%
Female	10	33,3%
Total	30	100%

Source: Data Processed, 2025.

Based on Table 1 above, this study used 30 respondents, home stay owners or managers, where from the selected sample, when viewed in terms of gender, the overall



sample was male, 66.7% or 20 people, and the rest were female, 33.3% or 10 people. This shows that most home stay owners or managers are managed by men.

Table 2 – Age Characteristics

Gender	Number	Percentage
< 19 thn	4	13.3%
20 thn	2	6.7%
21 thn	4	13.3%
> 22 thn	20	66.7%
Total	30	100%

Source: Data Processed, 2025.

The results of the analysis of Table 2 provide an overview that from the sample taken as many as 30 respondents among home stay owners or managers, it turns out that in terms of age there are 4 groups and the most taken at the age of more than 2 years as much as 66.7%, then less than 19 years as much as 13.3% and age 21 years also as much as 13.3% and the lowest at the age of 20 years as much as 6.6.

Descriptive statistical measurements of this variable need to be carried out to see a general picture of the data such as the average value (Mean), highest (Max), lowest (Min), and Standard Deviation of each variable, namely the Digital Financial System (X1), Price Rates (X2) and Profitability (Y) regarding the results of the Descriptive Statistical Test can be seen in table 3 as follows:

Table 3 – Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Financial System	30	20.	25.	23.50	1.252
Price Rates	30	18.	25.	22.53	1.907
Profitability	30	20.	30.	27.50	2.649
Valid N (listwise)	30				

Source: Data Processed, 2025.

The digital financial system minimum value is 20 while the maximum value is 25. The average value (mean) is 23.50 with a standard deviation value of 1.252. Because the standard deviation value is small from the average, the data on the digital financial system variable data distribution is not that large so that the data used is good data. The minimum price rate value is 18 while the maximum value is 25. The average value (mean) is 22.53 with a standard deviation value of 1.907. Because the standard deviation value is small from the average, the data on the price rate variable data distribution is not that large so that the data used is good data. Profitability minimum value is 20 while the maximum value is 20. The average value (mean) is 27.50 with a standard deviation value of 2.649. Because the standard deviation value is small from the average, the data on the profitability variable data distribution is not that large so that the data used is good data.

Hypothesis testing was conducted in this study to determine whether there is an influence of the independent variable on the dependent variable by analyzing regression. Regression analysis is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent and independent variables (Gozali, 2013). To determine the independent variables (digital financial systems and price rates) on the dependent variable (profitability), a multiple linear regression technique is used by entering the independent variables and dependent variables into the regression equation model.

The digital financial system variable has a t-value of 0.482 smaller than t-table 2.04 or a sig value of 0.633 greater than 0.05, meaning that H0 is accepted and H1 is rejected, that the digital financial system has a positive and significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency. The digital financial system cannot contribute significantly to the profitability of the homestay business by increasing operational



efficiency, facilitating transactions, and expanding access to a wider market. Homestays that use digital payment systems, such as e-wallets, mobile banking, or online payment gateways, make it easier for customers to make reservations and payments. Digital systems allow homestays to offer additional services, such as local tours, vehicle rentals, or other tourist experiences, with payments directly integrated into the system.

Table 4 – Hypothesis Testing

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.274	8.860		.482	.633
Digital Financial System	.348	.350	.164	.994	.329
Price Rates	.668	.230	.481	2.910	.007

a. Dependent Variable: Profitability

Agency theory is related to the relationship between parties with interests (principals) and parties acting on their behalf (agents). In the context of a digital financial system, agency theory can be used to analyze various relationships between users of financial services (as principals) and providers of digital financial services (as agents), who play a role in managing or providing financial services. Users of digital financial services rely on digital financial platforms or institutions to manage their money, and there are potential differences in objectives between the two. For example, users may want to keep their money safe and make a profit, while digital financial institutions may be more focused on profitability. Agency theory provides insights into how to ensure that digital financial institutions act in the best interests of their users, by minimizing conflicts of interest and promoting transparency. Agency theory also addresses the issue of information asymmetry, where agents may have more information than principals. In digital financial systems, users often do not fully understand how their data is used or how financial algorithms work, creating information asymmetries that agents can exploit. Agency theory also encourages the alignment of incentives between agents and principals. In the context of digital finance, this could mean designing systems that ensure that digital service providers are incentivized to act in the best interests of their users, such as in digital banking offering competitive interest rates or providing secure services.

The price rate variable has a t-value of 2.910 which is greater than t-table 2.04 or a sig value of 0.006 which is less than 0.05, meaning that H0 is rejected and H1 is accepted, that price rates have a positive and significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency. Proper tariff management can increase income, maintain occupancy rates, and maximize profits. The following is the relationship between homestay price rates and profitability. Determining strategic homestay price rates is very important to increase profitability. Using flexible approaches, such as dynamic pricing, promotions, and analytical technology, can help maintain a balance between occupancy rates, income, and profit margins.

Agency theory can be used to understand the relationship between price rates and how decisions about pricing can be influenced by the relationship between the principal (business owner) and agent (manager). In the context of price rates, this theory highlights the potential for conflicts of interest and how to manage relationships to achieve aligned goals. Managers or administrators may have different goals, such as increasing occupancy rates or earning target-based bonuses, which may lead them to set lower rates or ignore long-term profitability. If agents are not aligned with the principal's goals, they may set rates that are inconsistent with the core business strategy, such as setting rates too low to increase occupancy without considering profit margins. In the context of pricing, agency theory highlights the potential for conflict between the business owner (principal) and the administrator (agent) in setting optimal prices. By implementing monitoring, aligned



incentives, and data-driven strategies, principals can ensure that the rates they set support business objectives, increase profitability, and maintain customer satisfaction.

## CONCLUSION

Based on the results of statistical testing and data analysis, this study can conclude that the digital financial system has no significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency. Or the digital financial system does not have an impact on profitability at homestays in Kembang Kuning Village, East Lombok Regency. Price rates have a significant effect on profitability at homestays in Kembang Kuning Village, East Lombok Regency. Or price rates have a positive impact on profitability at homestays in Kembang Kuning Village, East Lombok Regency.

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