

# Financial Management Efficiency Strategy in the Boarding House UMKM Sector

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## Abstract

This article aims to analyze the financial management strategies implemented at Kost Gabriela to achieve operational efficiency and tenant satisfaction. This study focuses on operational cost management, cash flow control, and competitive rental pricing. Data were collected through interviews with boarding house owners and tenants, as well as direct observation for three months. The analysis was conducted qualitatively to identify patterns in financial management strategies. The results showed that controlling operational costs, including facility maintenance, efficient energy use, and cooperation with local partners, successfully increased efficiency without reducing service quality. Competitive pricing strategies also contributed to tenant satisfaction levels. However, inadequate internet access is a major challenge, reducing tenant comfort and potentially affecting the competitiveness of boarding houses amid the increasing need for stable internet connections. Overall, this study confirms that effective financial management strategies can create a balance between cost efficiency and customer satisfaction, which ultimately supports the sustainability of Kost Gabriela's business. Improvements in internet infrastructure are recommended to increase competitiveness and maintain tenant loyalty.

**Keywords:** Financial Management, Operational Efficiency, Boarding House Business Strategy.

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## INTRODUCTION

The micro, small, and medium enterprises (MSME) sector in Indonesia plays an important role in the national economy, especially in creating jobs and increasing people's income. Data from the Ministry of Cooperatives and MSMEs shows that MSMEs contribute more than 60% to Indonesia's gross domestic product (GDP) and absorb more than 97% of the workforce.(Ardiansyah, Ahmad Nusi, Barus Umarella, 2024). One form of MSME business that is developing in various regions is the provision of boarding house services, which is a solution to the need for temporary housing for students, workers, and urban communities. In this context, the efficiency of financial management is one of the main challenges that must be overcome to ensure the sustainability of the boarding house business (Riyanto et al., 2024).

Effective financial management in the MSME sector, including boarding houses, involves planning, controlling, and decision-making related to the optimal use of financial resources. Financial records that are still done manually are an obstacle for many boarding house owners in monitoring cash flow and managing operational costs.(Rika Widianita, 2023), A simple bookkeeping system can help MSMEs identify savings opportunities and face financial challenges. Cost control is also a crucial aspect, as explained by Ana (2024), that the application of responsibility accounting can help in managing operational costs more efficiently.

Several previous studies have examined financial management strategies and practices in MSMEs. For example, research Finaldy & Maharani (2023), shows the importance of digital application-based promotion in increasing boarding house occupancy. Another study Ramadhan & Agustina (2024), highlights the development of business models with the Business Model Canvas approach as an innovative step to support business sustainability. Meanwhile, Nova Dwiyanto (2024), underlines the importance of implementing technologies such as Progressive Web App (PWA) to improve operational efficiency in boarding house information systems. This is in line with the findings (Art, 2023), which states that digitalization in MSME financial management can help increase productivity and competitiveness.

However, research that specifically discusses the efficiency of financial management in boarding house businesses is still relatively limited. Therefore, this study aims to explore the strategies implemented by Kost Gabriela in Samban Village in managing finances efficiently. The focus of the study includes financial planning, cost management, and the use of technology to improve productivity and business sustainability.

This study aims to explore the financial management efficiency strategies implemented by Kost Gabriela, which operates in a highly competitive environment. These strategies include financial planning, cost management, and technology-based innovation to improve productivity and business sustainability. This study will also integrate theories and findings from various literature, such as studies by Huang et al., (2025) which analyzes MSME business policies and strategies, as well as Karyani et al., (2021) about digital transformation in MSMEs and research by Nugraha & Sari (2023) regarding the influence of technology-based financial systems on the efficiency of small businesses. In addition, references from Suherman (2022) related to financial planning strategies in property-based businesses and research by Andini & Setiawan (2023), regarding the importance of financial literacy in managing small businesses will also be used to enrich the analysis.

Based on this background, this study is expected to provide practical contributions for boarding house MSMEs in managing their finances more effectively and enrich the literature related to financial management efficiency in the MSME sector. In addition, this study can be an important reference for academics, practitioners, and policymakers in designing MSME empowerment strategies in the future.

## RESEARCH METHODS

This study uses a descriptive qualitative approach to explore financial management efficiency strategies at Kost Gabriela in Samban Village (Moleong, 2015). This method was chosen because it allows researchers to dig deep into information regarding financial management



practices implemented by boarding house owners/managers and to obtain perspectives from boarding house tenants as consumers.

**Research Subject**

1. Owner or Manager of Kost Gabriela  
Act as the primary source of information regarding the financial management strategies implemented.  
Provides insight into the process of planning, implementing, and evaluating financial efficiency strategies.
2. Boarding House Tenant (Consumer)  
As the recipient of the service, the tenant provides input regarding the quality of the service and the price offered, which affects financial efficiency.

**Research Tools and Instruments (Bungin, 2019)**

- Semi-Structured Interview Guide  
Used to collect data from key informants and boarding house tenants.
- Observation  
To observe financial management practices directly, including bookkeeping and daily operational activities.
- Documentation  
Involves collecting documents such as simple financial statements, transaction records, and budget plans.

This research was designed in three main stages:

1. This includes the identification of informants, the preparation of interview guides, and the preparation of data collection tools.
2. Using interviews, observations, and documentation to obtain in-depth information.
3. Involves data reduction, data presentation, and drawing conclusions based on research findings.

This study uses purposive sampling to select key informants who have knowledge and experience related to Kost Gabriela's financial management. The informant selection criteria include:

- Boarding house owners or managers who are directly involved in financial decision-making.
- Boarding house renters who have lived for a minimum of three months.

**Measured Variables**

1. Financial Efficiency  
Covers cash flow management, cost control, and revenue optimization.
2. Quality of Service  
Tenant perceptions of prices and facilities provided.

**Data collection technique**

- In-depth Interview  
Explore the experiences and views of boarding house owners/managers and tenants.
- Participatory Observation  
Directly monitor operational activities and financial management.
- Documentation  
Collect and analyze relevant financial documents.

Data were analyzed using a thematic approach to identify key patterns and themes from interviews, observations, and documentation. The analysis process involved:

1. Data Reduction  
Grouping data based on specific categories such as financial efficiency strategies and consumer perceptions.
2. Data Presentation  
Arrange findings in the form of descriptive narratives.
3. Drawing Conclusions  
Linking findings to research objectives to answer research questions.

This study does not use a complex statistical model but refers to descriptive analysis to explain the research findings qualitatively. This method is expected to provide a comprehensive understanding of how Kost Gabriela manages financial efficiency and its impact on tenant satisfaction.

## RESULTS AND DISCUSSION

### Financial Management Strategy at Kost Gabriela

The results of the study show that Kost Gabriela implements an effective financial management strategy to improve operational efficiency and maintain tenant satisfaction. This strategy includes controlling operational costs, managing cash flow well, and setting competitive rental prices. The boarding house owner uses a simple financial recording system that allows for regular monitoring of income and expenses. This helps in making wiser financial decisions and supports long-term business sustainability. In addition, the boarding house owner also understands the importance of good financial management as the foundation of every successful business. Thus, the financial management strategy implemented by Kost Gabriela not only improves operational efficiency but also ensures tenant satisfaction and business sustainability.

### Operational Cost Control

Operational cost management at Kost Gabriela is focused on several key aspects that are very important to ensure efficiency without sacrificing service quality. Cost control strategies implemented include:

1. **Facility Maintenance Management** Boarding house owners implement routine and scheduled facility maintenance with a limited budget but still maintain service standards. Periodic maintenance includes checking major facilities such as water, electricity, and sanitation to prevent major damage that requires higher repair costs in the future. With this step, boarding house owners can avoid unexpected expenses that can disrupt financial stability.
2. **Efficient Energy Use** To reduce operational costs related to utilities, Kost Gabriela implements an energy efficiency policy. One of the main steps is the installation of separate electricity and water meters for each room, which allows individual monitoring of energy usage and encourages tenants to be more economical in their use. In addition, the boarding house owner provides education to tenants on how to save energy, such as using electronic equipment wisely and turning off lights when not in use.
3. **Collaboration with Local Partners** To reduce operational costs without reducing the quality of service, boarding house owners work with local cleaning service providers. These local partners offer more affordable prices than large cleaning service companies, thus reducing expenses while maintaining cleanliness standards. In addition, this collaboration has a positive impact on the local economy by supporting small businesses in the boarding house environment.

From the results of interviews with boarding house owners, it was revealed that the allocation of reserve funds of 20% of income was used for emergency purposes, such as repairing damaged facilities or replacing worn-out equipment. This strategy is effective in maintaining financial stability and ensuring that boarding house operations run smoothly. Setting aside reserve funds for urgent needs is a common practice in managing a healthy boarding house business.

**Table 1. Budget Allocation Based on Type of Expenditure**

Types of Expenditures	Percentage (%)
Facility Maintenance	30
Utilities (electricity & water)	25
Cleanliness	15
Administrative costs	10
Reserve Fund	20

Source: Research Data



### Consumer Perception of Service and Price

The survey results of Kost Gabriela tenants showed a high level of satisfaction, especially related to the quality of cleanliness, environmental comfort, and ease of administrative processes. Maintained cleanliness creates a comfortable atmosphere for residents, while a quiet environment and adequate facilities increase the comfort of living. Efficient administrative processes make it easier for tenants to manage their needs. In addition, competitive rental prices are considered comparable to the quality of service received, thus adding positive value to tenants. These factors contribute significantly to tenant satisfaction and their loyalty to Kost Gabriela.



Graph 1. Level of Satisfaction of Gabriela Boarding House Tenants  
(on a scale of 1-5, with five being the highest)  
Source: Research Survey Results Data

Based on the assessment chart, Kost Gabriela tenants gave an average score of 4 for facilities and price, indicating a high level of satisfaction. Cleaning services scored higher, at 4.5, reflecting appreciation for the boarding house owner's efforts to maintain cleanliness. However, some tenants expressed dissatisfaction with internet access, which was considered inadequate. To improve the quality of internet service, boarding house owners can consider several steps. First, choose a reliable internet service provider with high speed, such as Corpnet, which offers connections of up to 1000 Mbps and ensures that residents can enjoy fast and stable internet access for daily activities such as streaming, working from home, or online learning. Second, installing Wi-Fi properly ensures that the router and access point are placed in strategic locations for optimal signal distribution. If the building has more than one floor or many rooms, more than one access point is needed to ensure even signal coverage. In addition, providing Wi-Fi usage guides to residents can help them overcome common connection problems and maximize their internet experience. <sup>2</sup>Cite<sup>2</sup>turn0search0<sup>2</sup> By implementing these steps, it is hoped that tenant satisfaction with internet services at Kost Gabriela will increase, in line with other service aspects that have received positive assessments.

As a solution, boarding house owners can consider several alternatives for improving internet services, including:

1. Increasing bandwidth capacity by choosing a higher-speed internet package ensures that tenants' online needs are met, especially for activities such as streaming, working, or online learning. This increases resident satisfaction by providing a faster and more stable connection.
2. Adding additional routers or access points in strategic areas of the boarding house can expand the range of the Wi-Fi signal, ensuring a stable connection throughout the room. Proper

placement, such as in the middle and open areas, avoids physical obstacles that can interfere with the signal. This step increases the comfort and satisfaction of the tenants.

3. Partnering with a local internet service provider (ISP) allows boarding house owners to choose a special package designed for shared living. For example, Telkom offers the IndiHome Lite package for Rp199,000 per month which is intended for boarding houses. This collaboration ensures a stable internet connection that suits the needs of the residents.

### Analysis and Relation to Financial Management Theory

The results of this study are in line with financial management theory, which emphasizes the importance of efficiency in managing costs and income to support business sustainability. (Kotler, P., & Keller, 2016). The operational cost control strategy implemented by Kost Gabriela has proven effective in maintaining financial stability without reducing the quality of services received by tenants.

In addition, competitive pricing strategies have succeeded in attracting and retaining tenants at Kost Gabriela. Positive perceptions of service and price indicate that the boarding house owner has succeeded in creating value that meets consumer expectations. However, challenges related to internet access are aspects that need further attention to improve overall tenant satisfaction.

Overall, this study shows that the financial efficiency strategy implemented by Kost Gabriela is able to create a balance between cost management and improving service quality. This contributes to financial stability and tenant satisfaction, which ultimately supports the sustainability of the boarding house business in the long term.

This finding is consistent with previous research by (Nugrahani D. & Wulandari, 2022), which emphasizes the importance of operational efficiency in supporting business sustainability. Although the strategies implemented have been quite effective, there are opportunities to improve services, especially in terms of internet access, in order to increase competitiveness and maintain high levels of tenant satisfaction.

Although the strategies implemented at Kost Gabriela have been effective in attracting and retaining tenants, there are opportunities to improve services, especially in terms of internet access. Improving the quality of internet connections will not only increase tenant satisfaction but also provide a competitive advantage for Kost Gabriela.

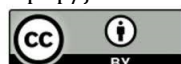
One step that can be taken is to increase bandwidth capacity by choosing a higher-speed internet package. This is important to meet the needs of tenants who often do activities such as streaming, working, or studying online. In addition, adding a router or access point in a strategic area can expand the range of the Wi-Fi signal, ensuring that every corner of the boarding house has a stable connection. Cooperation with local internet service providers (ISPs) can also be considered to get a special package that suits the needs of boarding houses so that internet services are more stable and of higher quality.

In addition to improving internet service, maintaining good communication with tenants is key to understanding their needs and expectations. Responding to complaints or requests quickly and being friendly can increase tenant loyalty. Building good relationships with tenants not only increases their satisfaction but also has the potential to generate positive recommendations that can attract new tenants.

By implementing these steps, Kost Gabriela can improve the quality of services offered, improve areas that are still lacking, and maintain a high level of customer satisfaction. This will not only support the sustainability of the boarding house business in the long term but also improve Kost Gabriela's reputation in the eyes of potential tenants.

### CONCLUSION

This study shows that the financial management strategy implemented at Kost Gabriela has succeeded in creating operational efficiency while maintaining tenant satisfaction levels. Operational cost control is focused on facility maintenance, efficient energy use, and cooperation with local partners. Facility maintenance is carried out periodically with a controlled budget,





ensuring tenant comfort without sacrificing environmental quality. More efficient energy use, such as the installation of separate electricity meters, helps reduce utility costs while encouraging tenants to be more economical in using electricity and water. In addition, cooperation with more affordable local cleaning service providers allows for lower costs without lowering cleanliness standards.

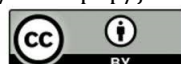
The financial sustainability of Kost Gabriela is also supported by the allocation of a reserve fund of 20% of the total budget. This fund plays an important role in dealing with unexpected expenses, such as urgent repairs, without disrupting daily operations. A competitive pricing strategy also contributes to attracting and retaining tenants, by reflecting a balance between rental prices and the quality of services provided. This is reflected in the high level of tenant satisfaction, especially regarding the cleanliness and comfort of the facilities.

However, challenges related to internet access are still a major concern. Some tenants complain about unstable connection quality, which can affect their satisfaction. As a solution, it is recommended that the network infrastructure be improved by partnering with a more reliable internet service provider or installing additional routers in strategic areas to expand signal coverage.

Overall, the financial management strategy implemented not only improves operational efficiency but also supports the sustainability of Kost Gabriela's business. By continuously improving services, including improving internet access, this boarding house can maintain its competitiveness and ensure tenant satisfaction in the long term.

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