

Optimizing Business Success: The Role of Accounting Information, Business Capital Management, and Response To Environmental Uncertainty

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Abstract

This study tests and analyzes the effect of accounting information, working capital management, and environmental uncertainty on business success. This study uses a quantitative approach with primary data obtained through questionnaires. The population in this study consisted of owners or managers of micro, small, and medium enterprises (MSMEs) in Central Java, with a sample size of 405 respondents. The sampling technique used was non-random sampling with a purposive sampling method. Data analysis in this study used multiple linear regression. The results of this study indicate that the use of accounting information, working capital management, and environmental uncertainty have a positive and significant effect on business success. This study contributes theoretically by enriching the literature on business success factors and becoming a reference for further research. These findings help MSMEs manage their businesses and encourage government and financial institution support to increase business competitiveness.

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh penggunaan informasi akuntansi, manajemen modal usaha, dan ketidakpastian lingkungan terhadap keberhasilan usaha. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner. Populasi dalam penelitian ini adalah pemilik atau pengelola usaha mikro, kecil, dan menengah (UMKM) di Jawa Tengah dengan jumlah sampel sebanyak 405 responden. Teknik pengambilan sampel yang digunakan adalah non random sampling dengan metode purposive sampling. Analisis data dalam penelitian ini menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa penggunaan informasi akuntansi, manajemen modal kerja, dan ketidakpastian lingkungan berpengaruh positif dan signifikan terhadap keberhasilan usaha. Penelitian ini berkontribusi secara teoritis dengan memperkaya literatur terkait faktor keberhasilan usaha dan menjadi referensi penelitian lanjutan. Praktisnya, temuan ini membantu UMKM dalam mengelola bisnis serta mendorong dukungan pemerintah dan lembaga keuangan untuk meningkatkan daya saing usaha.



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1. INTRODUCTION

The Indonesian economy is based on the people's economy and is marked by the presence of micro, small, and medium enterprises (MSMEs). Hasibuan, (2020) MSMEs' relatively simple and economical management substantially elevates regional and national functions. Data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkopukm, 2019) indicates that by 2020, Indonesia had a total of 65.4 million MSMEs, including 64.6 million Micro Enterprises (MiE), 700 thousand Small Enterprises (SE), and 65 thousand Medium Enterprises (ME).

Business success is achieved by recognizing objectives essential for the organization's survival. It is characterized by heightened production, profits or earnings, sales, and consistent growth (Arlianto, 2014). A firm's success is intrinsically linked to the owner's involvement in its management (Merdekawati & Rosyanti, 2020). Numerous elements affect business success, with accounting information being the foremost. Mastura et al., (2019) Assert that management's utilization of accounting information significantly impacts business success. All business activities necessitate accounting records to ensure that all transactions are accurate and documented.

Nurwani & Safitri (2019) Numerous hurdles have prevented most micro, small, and medium firms in Indonesia from utilizing accounting information for business management. Implementing financial accounting in MSMEs in Indonesia requires enhancement due to inadequate education, low understanding of Financial Accounting Standards (FAS), and the absence of regulatory mandates for MSMEs to generate financial reports (Diansari & Rahmantio, 2020).

A firm's success also affects its success. Capital is essential for establishing and operating a firm, as it facilitates operational operations and guarantees revenue generation (Diansari & Rahmantio, 2020). Numerous SMEs require improvement in their company capital management, and stakeholders inside SMEs need help with their administration. The comprehension of the significance of capital management in enhancing the success of SMEs still needs to be improved. The importance of business capital is paramount, as it serves as a benchmark for securing investment possibilities and loans from external entities (Satria & Wahyundaru, 2022).

Environmental unpredictability is the subsequent factor influencing company success. Environmental uncertainty emerges from the necessity for comprehensive information in specific circumstances (Singh, 2020). It results in decision outcomes that contradict the anticipated production when the choice is rendered. MSMEs continue to need help with adapting to changes and new conditions. Environmental unpredictability can impede economic growth if MSMEs are unprepared to confront and manage it (Kafetzopoulos et al., 2020). Consequently, business stakeholders must devise strategies for future scenarios to ensure that MSMEs can effectively navigate environmental uncertainties (Zhang et al., 2022).

The problems of MSMEs in Indonesia can be seen from various aspects. Regarding accounting information, many MSMEs still ignore good financial records and mix business and personal finances, making it difficult for them to know their profits or losses and hindering business development. In terms of capital management, many MSMEs have difficulty managing business capital due to a lack of understanding of the importance of financial management, even though business capital plays a role in opening up investment opportunities and access to loans. In addition, the environment is also a significant challenge for MSMEs, significantly if they cannot predict and anticipate changes. Therefore, readiness to face change is essential for the success of MSME businesses. Many MSMEs still ignore the importance of accounting, such as bookkeeping, which hinders financial planning, monitoring business conditions, and

access to information on borrowing capital (Merdekawati & Rosyanti, 2020). Traditional MSMEs often mix personal and business finances, while the increasingly complex prospects for business development are still lacking (Lazuardi & Salam, 2016). Other factors that hinder MSMEs in Indonesia include lack of capital, lack of market knowledge, low use of technology, and weak bargaining power (Wibowo & Kurniawati, 2016). External challenges such as global market competition, weak regulation, low trust in the quality of local products, and uneven aid distribution are also obstacles (Candra et al., 2020). Therefore, increasing the use of accounting information is very important in policy-making so that MSMEs can develop and support the Indonesian economy (Tambunan, 2023).

Research on using accounting information in business success has been widely conducted. For example, (Firdarini & Prasetyo, 2020; Mastura et al., 2019; Nurwani & Safitri, 2019; Yulianthi & Susyarini, 2017) it states that there is a positive influence between the use of accounting information and business success. However, (Fauzi, 2020) it argues that accounting information does not affect business success. Research on business capital management also shows mixed results, with (Firdarini & Prasetyo, 2020) some finding a positive influence while (Fauzi, 2020) others stating a negative impact. (Netty & Yustien, 2019) It concluded that business capital does not influence the end of a business. As (Hawa E, 2019) shown, environmental intimidation affects business success.

This study has significant differences from previous studies, which only used independent variables such as accounting information and business capital management to measure business success from the internal side of MSMEs. This study adds one new independent variable, namely the environment, which affects business success from the external side of MSMEs. In addition, this study also expands the scope of samples and research objects previously limited to one sub-district to a wider MSME population in Central Java, with samples from various regencies or cities. With this broader approach, the data produced will be more accurate and representative in testing the influence of accounting information, business capital management, and environmental observations on the success of MSME businesses.

Based on the phenomena and research gaps that have been explained, this study is essential to be conducted to test the influence of independent variables, namely the use of accounting information, business capital management, and environmental communication, on the dependent variable, namely business success in MSMEs in Central Java. Thus, this study is expected to provide a profound contribution by enriching the literature on the use of accounting information, working capital management, and environmental intimidation in business success and can be a reference for further research. Practically, the results of this study provide insight for MSME actors in optimizing business management, as well as for the government and financial institutions in increasing support for MSMEs to strengthen business competitiveness and resilience.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Motivation Theory

The word “move” comes from Latin and is related to motivation, which includes energy, drive, and triggers for action. Motivation is the drive that drives behavior and action, depending on cause and effect. Motivation theory was first proposed by Bedard and Chi (1993) and developed by Spilker (1995), who emphasized the importance of motivation in understanding accounting principles to improve the use of business information. High motivation and work enthusiasm arise when work matches individual talents and provides satisfaction and opportunities for development, while unsuitable work can hinder

organizational performance and success (Yolanda et al., 2020). Management motivates employees to understand accounting, manage capital, and handle the entire environment, especially for MSMEs that pursue profit and increase competitiveness. Therefore, motivation theory emphasizes the role of owners or managers in encouraging employees to have a good understanding of accounting to achieve business success. Motivation theory is used in this study because motivation is the primary driver of business decision-making, influencing the use of accounting information, capital management, and readiness to face uncertainty to achieve business success.

2.2. Business Success

Business success surpasses other circumstances of comparable status (Lestari, 2011). It is characterized by the gains or accumulation of money from business operations. Business success is experienced externally and can also be recognized by management through intrinsic fulfillment and personal vocation (Dwi Saraswati et al., 2023).

2.3. The Use of Accounting Information

“Use” refers to the action or procedure of using something. It is asserted Nurwani & Safitri, (2019) that information is the consequence of efficient data management for those who use it. Accounting is defined as a service activity that generates quantitative information and data, particularly in an organization’s financial realm (Amalia, 2021). This facilitates policy formulation and decision-making to discover the most acceptable solutions. Accounting information is a process that uses accounting data to develop quantitative and qualitative insights necessary for a company to be informed (Mu et al., 2020).

2.4. Business Capital Management

Management is crucial, particularly in corporate capital, since it swiftly enables a company to succeed commercially. Firdarini & Prasetyo, (2020) culinary and fashion. Based on purposive sampling method, total sample of this research is 200 SMEs. Hypothesis testing used is path analysis using structural equation modelling (SEM Define business capital as the monetary resources utilized to fulfill the operating requirements of a company, encompassing cash, inventory, receivables, current liabilities, and securities. Business capital management is a strategy employed by organizations to regulate the equilibrium between current assets and liabilities, including cash inflows and outflows, inventory, and receivables.

2.5. Environmental Uncertainty

Uncertainty is a condition that reflects the insufficiency of information about an event’s knowledge or comprehension, its consequences, and the likelihood of its occurrence (Izharivan, 2021). The environment encompasses all elements surrounding humans that can directly or indirectly affect human existence. Environmental uncertainty is a condition in the company environment that the owner or management cannot precisely anticipate (Gul, 1991; Kenisah & Carolina, 2024). All aspects of achievement are inextricably linked to the uncertainty that may occasionally emerge (Pires et al., 2023).

2.6. The Influence of Using Accounting Information on Business Success

Accounting information is essential in organizations or businesses, especially in planning, managing, and evaluating businesses. Accounting information includes recording income and expenditure transactions that support smooth operations and decision-making, such as market development and pricing (Nugroho et al., 2024). For MSMEs, good accounting

information is needed to achieve business success, which is the key to future business success and sustainability. Christian & Rita (2016) emphasized that accounting information significantly influences business success, while a lack of accounting knowledge can hinder financial bookkeeping. Owners or managers use accounting information to determine operational costs, income, and profit or loss (Mastura et al., 2019). According to Suryana (2013) and Nurwani & Safitri (2019), business success is marked by increased capital, income, sales volume, production output, and number of workers.

Motivation theory explains that the use of accounting information influences business success through the encouragement of owners or managers to make effective business decisions. High motivation encourages the use of accounting information for business planning, management, and evaluation, thereby increasing efficiency and competitiveness. On the other hand, low motivation can hinder financial management and business success. Thus, motivation is key in ensuring that accounting information is used optimally to support business growth. Research by Sua Betria Dhani et al., (2024), Mufidah et al., (2021), Diansari & Rahmantio (2020), Nurwani & Safitri (2019), Hasibuan (2020), and (Yulianthi & Susyarini, 2017) states that the use of accounting information has a significant effect on business success. This shows that when business actors, especially MSMEs, use accounting information properly in decision-making, achieving business success will be easier to reach and increase compared to MSMEs that do not use accounting information in their decision-making process. Based on this explanation, the following hypothesis can be formulated:

H1 = The use of accounting information positively affects business success.

2.7. The Influence of Business Capital Management on Business Success

Business capital is crucial in running and developing a business because, without sufficient capital, a business cannot operate properly. Business success is greatly influenced by the amount of capital available, where sufficient capital will support smooth operations and facilitate the business development process (Feriansyah & Manullang, 2015). Business capital includes several aspects, such as capital to establish a business, capital for business development, and capital to operate daily business activities (Agustina, 2015 in Diansari & Rahmantio, 2020). Therefore, an organization needs to determine the right amount of capital to ensure the smooth running of business activities. Especially for MSMEs, capital management is vital to ensure business success. Good capital management will make it easier for MSMEs to achieve their goals and business growth. In contrast, poor capital management can cause difficulties in managing finances and hinder the achievement of business success.

Motivation theory influences business capital management by encouraging owners or managers to actively manage and optimize available resources. Motivated owners or managers will be more careful in planning, allocating, and supervising the use of capital, which impacts the business's smooth operation and development. High motivation encourages them to find more efficient and effective ways to use capital to maximize results and increase business competitiveness. Conversely, lacking motivation can lead to poor capital management, potentially hindering business growth and success, especially for MSMEs that require good capital management to survive and thrive in a competitive market. Previous research by Apriliani & Widiyanto (2018), Diansari & Rahmantio (2020), and Firdarini & Prasetyo (2020) showed the influence of business capital management on business success. Increasing the right business capital will support smooth production and investment opportunities, while a lack or excess of capital can hinder both. Therefore, managers need to determine the appropriate amount of business capital so that operations run smoothly and can take advantage of investment opportunities to increase profitability and achieve business success.

When this explanation is taken into consideration, the following hypothesis can be stated:
H2 = Business capital management has a positive effect on business success.

2.8. The Influence of Environmental Uncertainty on Business Success

Uncertainty refers to the inability of owners or managers to predict future environmental conditions accurately. This uncertainty can arise from various factors in the business environment. The role of management is vital in ensuring the availability of information needed by MSMEs to deal with this uncertainty. With sufficient information, management can plan the right strategy and predict the possibilities so that MSMEs can face it better and be more prepared. When MSME management has enough information to deal with uncertainty, they can make better decisions and prepare steps to reduce risks and take advantage of opportunities. Thus, managers who can overcome environmental uncertainty can maintain smooth operations, increase efficiency, and minimize potential losses, ultimately contributing to business success and better competitiveness (Laili, 2020).

Motivation theory influences how MSME managers manage environmental uncertainty because motivation drives them to seek information and planning strategies proactively. Motivated managers will make more effort to obtain relevant data, analyze market conditions, and predict possibilities that will occur so that they can respond to uncertainty with more practical steps. High motivation also encourages managers to make more appropriate decisions and not be afraid to face challenges, which will increase business success. Conversely, a lack of motivation can cause managers to be less concerned about facing uncertainty, thus risking inhibiting business growth and success. Previous research on environmental uncertainty, namely Hawa E (2019), stated that ecological uncertainty affects business success. This means that ecological uncertainty is interpreted as a sense of inability that business owners have to accurately estimate all physical and social factors that directly influence decision-making. In this case, it means that a business owner must be able to predict something that can happen in the future and obtain appropriate valuable information in decision-making. From this explanation, the subsequent hypothesis can be formulated:

H3 = Environmental uncertainty has a positive effect on business success

Empirical Research Model

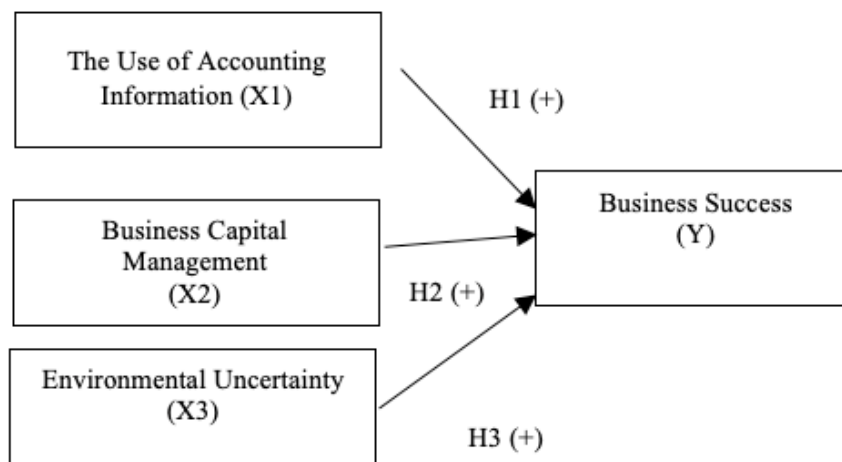


Figure 1 Theoretical Framework of Thought

3. RESEARCH METHODS

3.1. Types of research

Explanatory research is the method being utilized. A descriptive study, which explores the relationship between variables X and Y, uses a questionnaire as part of the quantitative research methodology.

3.2. Population and Sample

The population of micro, small, and medium enterprises (MSMEs) in Central Java is utilized for this research. According to information obtained from the Cooperatives and Micro, Small, and Medium Enterprises Service, There were 4,174,210 micro, small, and medium enterprises (MSMEs) in Central Java in the year 2020 (Bidang IKP, 2020). Accordingly, this research uses a sample of micro, small, and medium-sized enterprises (MSME) participants from Semarang City, Semarang Regency, Demak Regency, and Kendal Regency, with a minimum sample size of 400 respondents. The Slovin 1960 formula is utilized in this study using a 5% error rate. The selection of a 5% error rate is often used in social or business research because it is considered a reasonable compromise between the accuracy of the results and the cost/practicality of data collection. With this error rate, researchers can obtain a representative sample without requiring a large sample size but still produce reasonably accurate estimates. The following is the calculation of the overall sample used in this study according to the 1960 Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{4.174.210}{1 + 4.174.210 (0.05)^2}$$
$$n = 399,96$$
$$n = 400 \text{ respondents}$$

This study targets micro, small, and medium-sized enterprises (MSMEs) in Central Java, precisely in Semarang City, Semarang Regency, Demak Regency, and Kendal Regency. It utilizes a non-random sampling technique called a purposive sample method. To meet the requirements, the business must have a minimum of three employees, two years of operating experience, and a minimum monthly income of two million Indonesian Dirhams.

3.3. Data Sources and Types

This study uses primary data that the authors themselves obtained. The data source is the responses to the questionnaire distributed to the proprietors or managers of micro, small, and medium-sized enterprises (MSMEs) in Central Java.

3.4. Method of collecting data

This study utilized a data collection strategy that involved distributing a questionnaire or survey either online through Google Forms or offline through paper. The target community consisted of owners or managers of micro, small, and medium-sized enterprises (MSMEs) in Central Java.

Table 1. Operational Definition and Indicator Variable

No.	Variable	Operational Definition	Indicator	Source
1.	Business success	Business success is defined as a perception of the owner or founder of the business about the performance of his business compared to the goals to be achieved. Increasing sales, increasing production, increasing profits, and businesses that are always developing are signs of business success.	Increased number of employees Increased consumer orders Increased turnover or income Increased product promotion Increased product selling price Increased business capital Increasing sales levels Continuously increasing production Increased production equipment	Nurwani & Safitri, (2019)
2.	The use of accounting information	The use of accounting information is the process, methods and actions of using and utilizing accounting information for economic decision making in determining many choices among alternative actions, so that the decisions taken will be more appropriate.	Use of accounting information for projecting future funding needs Costs incurred are controlled Business productivity is well measured Use of operational information Use of management accounting information Use of financial accounting information Use of statutory accounting information Use of budgetary information Use of additional accounting information Increased business productivity Production process that is always supported	(Diansari & Rahmantio, 2020)
3.	Business capital management	Business capital management is the process of planning, managing, and monitoring the use of capital in a business to ensure smooth operations and achieve business goals. This involves the efficient allocation of capital between daily operational needs, investment, and business development. Good capital management can help increase liquidity, optimize the use of funds, and minimize financial risks, thus supporting the success and sustainability of the business, especially for MSMEs that require proper capital management to compete in the market.	Initial capital invested Working capital of the business Operating capital of the business Challenges in obtaining capital	Diansari & Rahmantio, (2020)
4.	Environmental uncertainty	Environmental uncertainty is a situation in the business environment that cannot be predicted accurately by the owner or management. Everything related to achievement is inseparable from uncertainty that can arise at any time.	Availability of information within the company Ability to know business results Ability to predict possibilities that will occur in the future	Dwika Lodia Putri, (2016)

3.5. Analysis Techniques

This investigation uses multivariate linear regression analysis to examine variable X has influence on variable Y. It comprises descriptive statistical analysis, data quality assessment (validity and reliability tests), classical assumption evaluations (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, and hypothesis testing (F-test, t-test, and determination coefficient test (R^2), all processed using Statistical Product and Service Solutions (SPSS) version 25.

4. RESULTS AND DISCUSSION

4.1. Descriptive Statistical Test Results

The results of the descriptive statistical test can be explained as follows in Table 1 below:

Table 1 Results of Descriptive Statistical Tests

No	Variables	N	Min	Max	Mean	Std. Deviation
1	Business Success	405	22	44	33.27	5.448
2	The Use of Accounting Information	405	47	78	61.22	8,508
3	Business Capital Management	405	7	20	13.05	2,787
4	Environmental Uncertainty	405	9	25	17.76	3,821

Source: Primary data processed by SPSS Version 25, 2024

The table presents data regarding the minimum, maximum, mean, and standard deviation for each statement and each participant's actual range of responses.

4.2. Data Quality Test Results

The results of the data quality test can be explained as follows in Table 2 below:

Table 2. Data Quality Test Results

Variables	Item	R. Count	R. Table	Cronbach's Alpha
Business Success	Y.1	0.681	0.0975	0.823
	Y.2	0.628	0.0975	
	Y.3	0.607	0.0975	
	Y.4	0.769	0.0975	
	Y.5	0.523	0.0975	
	Y.6	0.544	0.0975	
	Y.7	0.669	0.0975	
	Y.8	0.689	0.0975	
	Y.9	0.691	0.0975	
The Use of Accounting Information	X1.1	0.477	0.0975	0.849
	X1.2	0.456	0.0975	
	X1.3	0.533	0.0975	
	X1.4	0.451	0.0975	
	X1.5	0.537	0.0975	
	X1.6	0.582	0.0975	
	X1.7	0.573	0.0975	
	X1.8	0.550	0.0975	
	X1.9	0.493	0.0975	
	X1.10	0.571	0.0975	
	X1.11	0.498	0.0975	
	X1.12	0.511	0.0975	
	X1.13	0.458	0.0975	

	X1.14	0.533	0.0975	
	X1.15	0.594	0.0975	
	X1.16	0.650	0.0975	
	X1.17	0.675	0.0975	
Business Capital Management	X2.1	0.759	0.0975	0.712
	X2.2	0.736	0.0975	
	X2.3	0.800	0.0975	
	X2.4	0.639	0.0975	
Environmental Uncertainty	X3.1	0.760	0.0975	0.861
	X3.2	0.789	0.0975	
	X3.3	0.779	0.0975	
	X3.4	0.832	0.0975	
	X3.5	0.852	0.0975	

Source: SPSS Output Data Version 25, 2024

Table 2 indicates that the metrics of business performance, utilization of accounting information, management of business capital, and environmental uncertainty yield a computed r that exceeds the tabulated r . All statements in this research questionnaire are deemed valid. Based on the table above, it is possible to explain that each variable in this study is dependable or trustworthy because the Cronbach's Alpha value obtained is more significant than 0.6.

4.3. Classical Assumption Test Results

The results of the classical assumption test can be explained as follows in Table 3 below:

Table 3. Statistical Analysis of Hypotheses Test

Classic Assumption Test	Business Success	The Use of Accounting Information	Business Capital Management	Environmental Uncertainty
Normality Test	0.166			
Multicollinearity Test (Tolerance)		0.398	0.473	0.522
Multicollinearity Test (VIF)		2.510	2.115	1.916
Heteroscedasticity Test		0.518	0.706	0.655

Source: SPSS Output Data Version 25, 2024

The One-Sample Kolmogorov-Smirnov normality test indicates a significance value of 0.166 (16.6%), which is substantially higher than 0.05, confirming that the data is statistically distributed in a typical manner. The tolerance test results demonstrate that none of the independent variables have a tolerance value below 0.10 (10%), and the Variance Inflation Factor (VIF) values are all less than 10, indicating the absence of multicollinearity and no significant correlation between the independent variables. Furthermore, as shown in Table 3, each dependent variable has a value greater than 0.05, confirming that the data does not exhibit heteroscedasticity. Thus, the data is appropriate for further investigation.

4.4. Multiple Linear Regression Test Results

The results of the multiple linear regression test can be explained as follows in Table 4 below:

Table 4. Multiple Linear Regression Test Results

Information	B	Sig F	Sig t	Adjusted R Square
(Constant)	4.415	0.000	0.000	0.818
The Use of Accounting Information	0.154		0.000	
Business Capital Management	0.293		0.000	
Environmental Uncertainty	0.879		0.000	

Source: SPSS Output Data Version 25, 2024

Based on the results of the multiple linear regression test, a linear regression equation was obtained as follows:

$$Y = 4.415 + 0.154.X1 + 0.293.X2 + 0.879.X3 + \varepsilon$$

The multiple linear regression analysis reveals that the constant value of 4.415 signifies the predicted value of business success when all independent variables—use of accounting information, business capital management, and environmental uncertainty—are zero. The regression coefficient for using accounting information (X1) is 0.154, meaning a one-unit increase in this variable corresponds to a 0.154 increase in business success. For business capital management (X2), the coefficient is 0.293, indicating a one-unit rise in this variable leads to a 0.293 increase in success. Environmental uncertainty (X3) has the highest coefficient at 0.879, suggesting that a one-unit increase results in a 0.879 rise in business success. Collectively, these variables significantly enhance business success.

The F-test results confirm the model's viability, with a significance value of 0.000 (less than 0.05), leading to the rejection of H0 and acceptance of H1, indicating that these variables collectively influence business success. The t-test results further demonstrate that each variable positively and significantly impacts MSME success, with all three variables yielding a significance value of 0.000, less than 0.05, affirming their importance. Lastly, the adjusted R Square (R^2) value of 0.818 indicates that these independent variables explain 81.8% of the variation in business success, while the remaining 18.2% is attributed to other factors.

4.5. Discussion

4.5.1. The Influence of Using Accounting Information on Business Success

The results of this study indicate that accounting information has a positive and significant effect on business success so that the first hypothesis can be accepted. MSMEs that use accounting information extensively will increase business success. This is because accounting information can be used as a basis for decision-making, enabling the right decisions and supporting business success. MSMEs can start producing accounting information by recording all their business activities, even though they still use simple methods. If the recording is done correctly, it will produce accounting that is useful in making decisions effectively and efficiently according to short-term and long-term needs (Lutfillah et al., 2022). Decision-making is done by analyzing the financial reports that MSMEs have made as a form of accountability from MSMEs (Daromes et al., 2023). Financial reports are made to determine

whether the economic reports have increased or decreased so that business owners can make several options based on the actual conditions of MSMEs (Millati & Sofwan, 2022).

Motivation theory can also positively impact business actors because basically everyone, including business actors, needs motivation as a driving force so that enthusiasm arises to achieve specific goals. In this case, confidence and a desire to achieve business success are required. Therefore, in achieving business success, the perpetrator must motivate his employees to jointly have high knowledge about accounting information so that it will influence the use of accounting information for the proper decision-making process in achieving business success because all decisions must be based on consideration of the accounting information he has.

The results of this study are relevant to the research conducted (Diansari & Rahmantio, 2020; Firdarini & Prasetyo, 2020; Hasibuan, 2020; Netty & Yustien, 2019; Nurwani & Safitri, 2019; Yulianthi & Susyarini, 2017) how much operating costs should be incurred and how much profit or loss is obtained. The purpose of this study is to look at the effect of accounting information on the success of MSE businesses. The population of the study was MSEs Tempe Chips Industry Center in Malang City. The sampling method used in the study used a formula so that the total sample was 60 MSEs actors. The results showed that the use of accounting information significantly influenced the success of MSEs in the Sanan Malang City tempe chips industry center. Limitations This study only focuses on the variable use of information on business success. In addition, subjective respondents' answers, this is due to respondents' answers leading to the perception of respondents in using accounting information for business success. Keywords: Use of Accounting Information; Micro Small Business (MSEs). They revealed that using accounting information positively and significantly affects business success. This means that the higher the use of accounting information, the higher the success of a business in a business. However, the results of this study are not relevant to the research conducted (Fauzi, 2020), which states that business success is not influenced by the use of accounting information in a business.

4.5.2. The Influence of Business Capital Management on Business Success

The results of this study indicate that business capital management has a positive and significant effect on business success. Therefore, the second hypothesis is accepted. This means that the higher the level of business capital management, the higher the success rate of MSMEs. Good business capital management in an MSME will encourage the creation of business success. The weakness of MSMEs is the separation of business finances from personal finances. Hence, business capital management is very much needed so MSMEs can manage their capital well. Business capital management will affect MSMEs in short- and long-term decision-making, encouraging business success. Business owners also play a crucial role in utilizing business capital for their businesses' survival and success. The business capital owned by MSMEs must be per the needs of MSMEs; if the business capital owned is lacking, MSMEs will have difficulty carrying out operational activities, which can slow down business success. However, getting investment opportunities won't be easy if MSMEs have excessive business capital. Therefore, the role of MSME actors in managing their business capital is crucial so that the business capital can meet the needs of MSMEs.

Motivation theory also helps MSMEs continue to motivate someone to manage their business capital as well as possible. Combining business finances with personal finances in MSMEs is still widely used. This is because business owners still lack the motivation to manage their capital correctly. For MSMEs to have good business capital management so that they can make the right decisions for the survival of their business and achieve business success,

strong motivation is needed in business actors so that business actors are moved and have the will to manage business capital properly in the business they are running. Business actors can be encouraged to properly manage business capital by participating in training at various other entrepreneurs or partnerships, even in government; from this training, business actors can maximize knowledge to achieve good business capital management in driving business success.

This study is based on the research conducted by (Aprilia, 2021; Apriliani & Widiyanto, 2018; Diansari & Rahmantio, 2020; Firdarini & Prasetyo, 2020; Istikomah et al., 2021) Yogyakarta Regency. The Population in this research is the MSMEs in Yogyakarta Regency. Sample taken there were only registered with the Department of Trade Industry and Cooperatives on Yogyakarta Regency, MSMEs in the clothing and leather industry, operating for more than five years, take notes on business management, the respondents as many as 34. The sampling technique used purposive sampling. The data analysis technique used in this research includes the quality of data consists of the validity and reliability test—the hypothesis consisting of the multiple linear regression analysis. The result indicates that accounting information and capital have a significant impact on business success”,”author”:[{“dropping-particle”：“”,”family”：“Diansari”,”given”：“Rani Eka”,”non-dropping-particle”：“”,”parse-names”：false,”suffix”：“”},{“dropping-particle”：“”,”family”：“Rahmantio”,”given”：“Rendy”,”non-dropping-particle”：“”,”parse-names”：false,”suffix”：“”}],“container-title”：“Journal of Business and Information Systems (e-ISSN: 2685-2543. They stated that business capital management affects business success. This means that if the level of business management increases, the business success achieved will also increase. However, this study does not comply with the research (Fauzi, 2020; Netty & Yustien, 2019) stating that business capital management cannot affect business success in MSMEs.

4.5.3. The Influence of Environmental Uncertainty on Business Success

The results of this study indicate that environmental uncertainty has a positive and significant effect on business success. Therefore, the third hypothesis is accepted: The more ready business owners are to face environmental uncertainty, the more successful the business will be. Environmental uncertainty can occur anytime without knowing beforehand, so business owners must prepare for all possibilities. When environmental uncertainty occurs, business actors are prepared to face situations like this, such as changing marketing strategies.

In addition, business owners must also be able to quickly adapt to changing environmental situations, especially in the changing times that continue to develop. When business owners are ready to face environmental uncertainty, they will be able to encourage the achievement of business success (Wiska & Colin, 2021). Industrial development presents challenges for business actors, especially MSMEs, so owners must first prepare and convince themselves that their business is ready to face changes due to environmental uncertainty. Business success lies in the self-confidence of humans, both owners and employees of MSMEs (Abu Afifa & Saleh, 2022).

Motivation theory also has a positive impact on MSME actors. Motivation Theory provides a form of motivation for MSME actors always to have self-confidence and enthusiasm to prepare for all possibilities due to environmental uncertainty. If the entrepreneur has high motivation and confidence, the entrepreneur can easily predict and prepare for everything that can happen in the future. When the business owner is ready to face environmental uncertainty, the business owner must also be able to influence his employees to prepare for all possibilities and always be ready to adapt to the changing times that are increasingly developing

due to environmental uncertainty. Suppose the business owner is already motivated to face ecological uncertainty, but the employees are not yet ready to face environmental uncertainty. In that case, the business owner needs to inspire and encourage his employees to be prepared to face ecological uncertainty. This means that employees and entrepreneurs are the main pillars of the success of a business. This study is in line with research conducted by (Hawa E, 2019; Semekto, 2021), which states that environmental uncertainty affects the success of a business. This means that when the business owner has a high level of readiness in facing ecological uncertainty, the higher the success that can be achieved in a business.

5. CONCLUSION

The findings reveal that using accounting information, effective business capital management, and the capacity to address environmental uncertainties significantly and positively impact the development of MSMEs in Central Java. Efficient accounting information enhances success by enabling precise and targeted decision-making, while proficient capital management contributes to stability and growth. The ability to confront environmental unpredictability further increases the likelihood of success. This study provides valuable theoretical contributions by strengthening the understanding of business performance in Central Java MSMEs. It emphasizes the importance of improving accounting information, effective capital management, and addressing environmental uncertainties. The government is encouraged to support MSME stakeholders through coaching, facilities, and guidance to foster business growth.

However, the study acknowledges limitations in its data collection method using online questionnaires, which restricts verification of respondent sincerity, alongside challenges in participation and the need for expanded literature on environmental uncertainty elements. Future research should encourage greater engagement from MSMEs, ensure accurate questionnaire responses, and delve deeper into environmental uncertainty variables to broaden the knowledge base and provide more valuable insights for MSME success.

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