

## The Role of Government in Moderating Literacy Finance and Financial Inclusion Towards Msme Performance in East Kutai Regency

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**Abstract.** *The general problem, although the development of micro, small and medium enterprises middle class increased significantly, but the figures are less biased balancing quality improvements from various perspectives. Classic problem especially low productivity. One of the factors of low productivity is the poor quality of human resources, lack of ability in carry out management, organizational, and marketing activities. Lack of good technology and the weak entrepreneurial spirit of the actors. This research uses a quantitative approach. Quantitative approach is a research approach that allows for recording and analysis of research data results accurately using calculations calculation statistics (Lodico et al., 2017). While this type of research using quantitative descriptive, quantitative descriptive research analysis used to analyze data by describing or describes the collected data as it is without intention make conclusions that apply to the general public or generalizations (Sugiyono, 2020). Data sources are information that can be used as the basis for a study in the form of analysis or conclusions. In this study the author used the technique appropriate data collection so that research results are accurate and accountable answer. Financial Literacy has a positive and significant effect on Performance MSMEs. Getting better financial literacy then you will be able to significantly improve MSME performance. Financial Inclusion has a positive and significant impact on Performance MSMEs. Getting better financial inclusion then it will be able to improve significantly impact MSME performance.*

**Keywords:** *Financial; Improve; Inclusion; Significantly.*

### 1. Introduction

Micro, Small and Medium Enterprises (MSMEs) are a vital sector in Indonesian economy. MSMEs play a crucial role in providing significant contribution to the country's Gross Domestic Product (GDP) as well as in labor absorption. According to records from the Ministry of Cooperatives and SMEs in 2023, MSMEs contributed 61% of Indonesia's GDP and absorbed 97% of the total national workforce. The number of business actors in the MSME sector is recorded as many as 67 million (Junaidi, 2023). This sector not only supports

economic growth economy, but also plays an important role in creating job opportunities, reduce unemployment rates, and improve community welfare.

MSMEs are also often the driving force of the local economy, driving various industrial, trade, and service sectors in various regions. Support and MSME development is very important to strengthen the national economy overall. However, many MSMEs in Indonesia still have difficulty develop and compete. In early March 2024, the Minister of Cooperatives and Small and Medium Enterprises (SMEs) revealed that the biggest challenge they face by MSMEs in Indonesia is the lack of connections with industry, so that supply chains and technology transfer have not been well established (Lestari, 2024). Currently, in East Kutai Regency, there are 300 MSME data that are accommodated by the Cooperatives and SMEs Service of East Kutai Regency from a total of 12,752 SMEs that exist in the region. This figure is considered to have not reached the level that considered ideal because it is far from the total number of MSMEs in East Kutai itself. Therefore, better optimization efforts are needed from the perpetrators. small and medium enterprises in East Kutai, especially in the utilization of natural resources human resources owned.

The general problem, although the development of micro, small and medium enterprises middle class increased significantly, but the figures are less biased balancing quality improvements from various perspectives. Classic problem especially low productivity. One of the factors of low productivity is the poor quality of human resources, lack of ability in carry out management, organizational, and marketing activities. Lack of good technology and the weak entrepreneurial spirit of the actors. In addition, Micro, small and medium enterprises often experience difficulties in obtaining access to capital, information, technology, markets, and other elements of production.

They also faces external challenges, such as high transaction costs due to lack of business climate support and scarcity of raw materials such as electricity, fuel, and transportation as previously explained, the Department Cooperatives and SMEs of East Kutai Regency have several responsibilities and authority in the field of cooperatives and small and medium enterprises, one of which is MSME performance.

The performance of an MSME has a big influence on the development of MSMEs. So the goal of MSMEs is to maximize the value of the business reflected in the performance of the MSMEs. In addition, there are still many actors These MSMEs have no vision or even no knowledge broad, so that it is not long-term oriented towards its business, because this is what makes efforts to improve the performance of MSMEs which tends to be conventional, so that MSME actors often

made a mistake in measuring the productivity of his business which ultimately had an impact on the performance of MSMEs (Nurhadianthy & Anis, 2023) Therefore, this problem If not handled, it will impact the performance of MSMEs.

Considering the importance of MSME performance for business growth that can improve the economy, especially in East Kutai Regency, so there are several Things that have the potential to impact the performance of MSMEs, including: financial knowledge, financial inclusion, strategic and easy location reach, as well as the quality of service provided. Any business actor definitely want good quality performance from time to time without exception the MSME actors in East Kutai Regency. However, to be able to To make MSME performance better, MSMEs must have knowledge about finances in order to be able to manage finances well. Therefore, efforts are needed to improve the performance of MSMEs including financial literacy and financial inclusion as well as the role of government.

The financial literacy factor is a process to increase knowledge, the skill and confidence that one can manage incoming and outgoing money out to be better and more effective (Septiani & Wuryani, 2020). MSMEs that having good financial literacy will enable you to determine a plan strategic to see opportunities and risks, and have access to finance sufficient, and can face the instability of changes in the business climate so that the decision making that is made will provide innovative solutions and aimed at improving the performance of MSMEs (Sanistasya et al., 2019). The results This research is in line with research conducted by (Krismalinda, 2022) that literacy has a significant influence on the performance of MSMEs. Research by (Saphira, 2024) also added that financial literacy has a significant influence positive and significant impact on the financial performance of MSMEs. However, research that conducted by (Fitria et al., 2021) stated that financial literacy is not has a significant influence on the performance of MSMEs, (Naufal & Purwanto, 2022) also added that financial literacy does not contribute to business performance and business continuity. This could be caused by the perpetrators MSMEs tend to have their own financial experts to run their business. business, so that personally the MSME owner does not have the view that financial literacy impacts the performance of MSMEs.

The financial inclusion factor is the availability of financial access to financial services to improve public welfare (OJK & Central Statistics Agency, 2024). The distribution of MSMEs has an effect on the economic development of the community finally means they have broad opportunities in entrepreneurship, but business actors still have difficulties in develop their business due to the difficulty of accessing financial services. As stated by (Hilmawati & Kusumaningtias, 2021) that the difficulty access to financial services, especially access to financing, occurs due to the non-fulfillment of the financing application requirements.

There fore to handle the problem, the actions that can be taken are to overcome capital problems is to implement financial inclusion (Yanti, 2019). The results of this study are in line with research conducted by (Maharani, 2022) that financial inclusion has a positive and significant impact on business performance. Research by (Mali, 2023) also found that financial inclusion makes it easier for MSMEs to access finance so that MSMEs can It is

easy to obtain business capital to maximize business performance. However, this research is different from the research by (Hilmawati & Kusumaningtias, 2021) that financial inclusion does not affect business performance. There is also negative impacts that need to be watched out for, such as high debt risks, costs credit, and data security.

Meanwhile, the government's role factor is an institutional activity government that aims to facilitate the Indonesian people to achieve certain goals. Initially, the role of the government was to maintain security and order. In fact, often the tax payment function is not allocation to the people. This is the most traditional role of government.

Then there is also a way of implementing the government's role provide to the government as an entrepreneur or initiative driver development and renewal efforts for Indonesian society (Herlyansyah, 2021). The role of the government is very important in encouraging MSMEs to progress and successful. The effective role of government in developing MSMEs, namely as a regulator, facilitator and catalyst (Humaira, 2020). Research by (Rahmah et al., 2020) stated that the role of government has an influence on business performance. However, this study differs from the study by (Nugraha et al., 2022) that the role of government does not affect business performance.

## 2. Research Methods

This research uses a quantitative approach. Quantitative approach is a research approach that allows for recording and analysis of research data results accurately using calculations calculation *statistics* (Lodico et al., 2017). While this type of research using quantitative descriptive, quantitative descriptive research analysis used to analyze data by describing or describes the collected data as it is without intention make conclusions that apply to the general public or generalizations (Sugiyono, 2020). Data sources are information that can be used as the basis for a study in the form of analysis or conclusions. In this study the author used the technique appropriate data collection so that research results are accurate and accountable answer. According to (Sugiyono, 2020) there are two sources of data in research, namely primary data and secondary data. Primary data is the source data that directly provides data to data collectors. In this research Primary data is obtained by making direct observations of the object referred to in this study. Primary data results can be used as supporting data for analysis. and make a decision. The primary data in this research is distribution questionnaire to MSMEs in East Kutai Regency. While secondary data is a source that does not directly provide data to data collectors, for example from documents, *website* and information from other people. Data is obtained for to obtain theoretical results and serve as a reference. Secondary data was obtained from articles, books, previous scientific research journals related to the object being researched.

### 3. Results and Discussion

Characteristics of respondents based on gender in this study describe the distribution in terms of gender among research respondents. This characteristic also shows the number of respondents in each type of class. predetermined gender. Characteristics based on gender

gender in this study, in detail can be seen in the table below.

Table Respondent Characteristics Gender

Gender	Amount	Percent
Man	54	50.5
Woman	53	49.5
Total	107	100.0

Based on the table above, it shows the characteristics of respondents in This research is based on gender which shows the average respondent who participated in this study with the gender "Male" as many as 54 people or 50.5%, gender "Female" as many as 53 people or 49.5%, from the table above it can be concluded that the majority of respondents male gender".

#### 1) Respondent Characteristics Based on Age

Characteristics of respondents based on age in this study describe the distribution in terms of age of the research respondents. This characteristic also shows the number of respondents in each age class.

previously determined. Characteristics based on age in This research, in detail can be seen in the table below.

Table Respondent Characteristics Age

Age	Amount	Percent
> 41 Years	33	30.8
21-30 Years	16	15.0
31-40 Years	58	54.2
Total	107	100.0

Based on the table above, it shows the characteristics of respondents in This research is based on age which shows the average respondent who participated in this study with the age of "21-30 years" as many as 16 people or 15.0%, age "31-40 years" as many as 58 people or 54.2%, while the age of ">41 years" was 33 people or 30.8%, from the table above it can be concluded that the majority of respondents are aged "31-40 years".

#### 2) Respondent Characteristics Based on Marriage Characteristics of respondents based on marital status in this study describe the distribution of respondents in terms of marital



status research. This characteristic also shows the number of respondents in each predetermined marital status classes. Characteristics based on marital status in this study, the details can be seen in the table below.

Table Respondent Characteristics Marital Status

Marital status	Amount	Percent
Marry	107	100.0
Total	107	100.0

Based on the table above, it shows the characteristics of respondents in This study is based on marital status which shows an average respondents who participated in this study with marital status "Married" as many as 107 people or 100%, from the table above it can be seen It was concluded that the majority of respondents' marital status was "Married".

### 3) Respondent Characteristics Based on Last Educational Status

Characteristics of respondents based on their last education in the study This describes the distribution of respondents' final education level. research. This characteristic also shows the number of respondents in each the last predetermined educational class. Characteristics

based on the last education in this study, the details can be seen in the table below.

Table Characteristics of Respondents with Last Education

Last education	Amount	Percent
Diploma (D1/D2/D3)	1	0.9
Bachelor's Degree (S1/S2/S3)	8	7.5
SENIOR HIGH SCHOOL	20	18.7
JUNIOR HIGH SCHOOL	78	72.9
Total	107	100.0

Based on the table above, it shows the characteristics of respondents in This research is based on the last education which shows an average respondents who participated in this study with the highest education "Junior High School" as many as 78 people or 72.9%, last education "Senior High School" as many as 20 people or 18.7%, last education "Diploma (D1/D2/D3)" as many as 1 person or 0.9%, while the last education was "Bachelor's Degree (S1/S2/S3)" as many as 8 people or 7.5%, from the table above it can be concluded that the majority respondents' last education was "junior high school".

Construct	Original Sample	T Statistics	P Value	Information
Financial Literacy -> MSME Performance	0.379	3,758	0.000	Accepted

Financial Inclusion -> MSME Performance	0.459	3,630	0.000	Accepted
Role of Government -> MSME Performance	0.380	2,254	0.024	
Role of Government x Financial Literacy -> MSME Performance	- 0.042	0.429	0.668	Rejected
Role of Government x Financial Inclusion - > MSME Performance	0.197	2,272	0.023	Accepted

The test results using the PLS analysis bootstrapping method in This research is:

- 1) The influence of financial literacy on the performance of MSMEs shows a value original sample is 0.379 (positive) and the p value is  $0.000 < 0.05$ . This means that financial literacy has a positive and significant impact. on MSME performance. This is interpreted as increasingly good *Literacy finance* then it will be able to significantly improve performance MSMEs Thus The first hypothesis is accepted.
- 2) The influence of financial inclusion on the performance of MSMEs shows a value original sample is 0.459 (positive) and the p value is  $0.000 < 0.05$ . This means that Financial Inclusion has a positive impact and significantly on MSME performance. This is interpreted as increasingly better *financial inclusion* then it will be able to significantly improve performance MSMEs. The second hypothesis is accepted.
- 3) The influence of the government's role in moderating the influence of financial literacy on MSME Performance shows the original sample value of - 0.042 (negative) and the p-value is  $0.668 > 0.05$ . This means that the government's role has not been able to increase financial literacy on MSME Performance. Thus third hypothesis submitted in this study, not acceptable.
- 4) The influence of the government's role in moderating the influence of financial inclusion on MSME Performance shows the original sample value of 0.197 (positive) and the p-value is  $0.023 < 0.05$ . This means that the government's role is able to increase financial inclusion for MSME Performance. Thus fourth hypothesis submitted in this research, acceptable
- 5) The influence of the government's role on the performance of MSMEs shows a value original sample is 0.380 (positive) and the p value is  $0.024 < 0.05$ . This means that the role of the government has a positive impact and significantly on MSME performance. This is interpreted as increasingly better *role government* then it will be able to significantly improve performance MSMEs.

#### Discussion:

- 1) The Influence of Financial Literacy on MSME Performance

Based on the research results, Financial Literacy has a positive influence on MSME

Performance with a value  $p\text{-value} = 0.000$  or  $0.000 < 0.05$ , so hypothesis H1 accepted. The results of this study are in line with previous research conducted by (Mutiarra, 2023) and (Sanistasya, 2019) which shows that financial literacy has a positive influence on the performance of MSMEs.

This means that the performance of MSMEs will increase along with increasing literacy financial. This research is also supported by Amin (Amin, 2023) who stated that good financial literacy will support the mindset of MSME actors in running a business. This means that the higher the financial knowledge that owned, the better the business is run.

Financial literacy includes the ability to perform calculations and make the right investment decisions, and manage personal finances effectively. This does not only involve knowledge of the concepts in the financial field, but also the ability to understand and communicate these concepts. In addition, financial literacy also includes skills in managing both personal and corporate finances, and the ability to make wise financial decisions in various situations and conditions. So, financial literacy is comprehensive, includes knowledge, understanding, skills, and wisdom in implementing all of these things in financial management (Aribawa, 2016). With good financial literacy, MSME actors can manage their finances their business more efficiently and reduce financial risks, which in turn directly has a positive impact on improving the performance of MSMEs. Therefore, in this study, the performance of MSMEs is influenced by the level of financial literacy which are owned.

## 2) The Impact of Financial Inclusion on MSME Performance

Based on the research results, Financial Inclusion has a positive influence on MSME Performance with a  $p\text{-value}$  of  $0.000$  or  $0.000 < 0.05$ , so that Hypothesis H2 is accepted. The results of this study are in line with research conducted by Maharani and Cipta (2022) that financial inclusion has a positive and significant impact on business performance. Research by Mali (2023) also found that financial inclusion makes it easier for MSMEs to access finance so that MSMEs easily get business capital to maximize business performance.

Financial inclusion is the ability of society to access financial services that aim to improve people's welfare. Financial inclusion refers to broad access to formal financial services. for all people, including MSMEs. By having a high level of inclusion Good financial will open the way for MSMEs to access availability of financial services that can be utilized for development business and has an impact on improving the performance of MSMEs (Yanti, 2019).

Finance can be relied upon to drive improved MSME performance. One of One impact of financial inclusion is providing good access. on financing for MSMEs. In this way, this can contribute to improving MSME performance. This statement is in line with previous



research by (Wulandari, 2019) who stated that ease of financial access can help MSMEs improve their business performance, which will be accompanied by increasing welfare of MSME actors.

### 3) The Role of Government in Moderating the Influence of Financial Literacy On MSME Performance

The role of government in moderating financial literacy towards performance MSMEs show a value of -0.042 (negative) and a p value of  $0.668 > 0.05$ . These results show that the government's role has not been able to increase.

Financial Literacy on MSME Performance, so the third hypothesis is rejected. This could happen for two reasons. First, government programs that designed to improve financial literacy may not be well targeted or ineffective in improving the performance of MSMEs. For example, training that provided may not be relevant to the needs of MSMEs or not implemented well, and both local or regional contexts in East Kutai Regency, especially the place where I took the sample, namely the sub-district Kongbeng and Muara Wahau are a 4 hour journey by car. motor vehicles influence how the role of government interacts with MSME actors.

### 4) The role of government in moderating the influence of financial inclusion On MSME Performance

The role of government in moderating financial inclusion towards performance MSMEs show a value of 0.197 (positive) and a p-value of  $0.023 < 0.05$ . This means that the government's role is able to increase financial inclusion on MSME Performance, so that hypothesis H4 is accepted.

This research is in line with research (Wilfarda, 2021) which states the role of government can moderate financial inclusion in MSME performance. by the government is very necessary in the implementation of the MSME because These MSMEs play a very important role in economic growth.

and plays a very important role in creating jobs. The government usually provides very important support for MSME actors who including incentives, low interest financing, training and Education, market access, and adequate infrastructure for MSMEs (Wilfarda, 2021).

Financial inclusion is very important for the sustainability of MSMEs because opening access to the financial services needed to development and growth of this business, in this business includes financing, banking services, insurance, and financial education (Whella, 2021). With very strong financial inclusion, MSMEs can increase productivity, expand markets, and improve resilience economic impact on MSME actors. However, the challenges they face is like lack of access to knowledge, and infrastructure that is still very needs to be considered to achieve comprehensive financial inclusion for all MSME actors (Utomo, 2024).

Business performance is also known as a measure of a company's achievements business obtained through production and marketing activities overall performance of business organizations. Performance of Micro, Small and Medium Enterprises Medium can be interpreted as a measure of the achievement of the business carried out by a person or group that manages a business unit based on targets or standards which has been previously determined, where the business falls into the category Micro, Small and Medium Enterprises (MSMEs) (Hendrawan & Wijaya, 2020). In manage the resources of existing MSMEs by maintaining performance provide a positive impact on business development that must be carried out. MSME performance management can also be used as a reference in determining the development of a business being run (Mukoffi & As'adi, 2021). By Therefore, the performance of MSMEs must be given special attention so that they can develop and compete.

According to (Mutegi et al., 2015), MSME performance is the result of work that achieved by individuals who adapt to the role or task of the individual in a company in a certain period, which is associated with a measure certain values or standards in the company the individual works in. Performance MSMEs are one of the most important targets for financial management, namely by maximizing the prosperity of the owner in addition to maximizing the value companies. MSMEs play an important role in the Indonesian economy, as its foundation. To encourage macro and micro economic improvements, MSMEs must be able to grow and share positive influences regarding the sectors other sectors. The country's economy requires the active participation of both MSMEs and large businesses can grow and develop have the capacity to make significant contributions regarding The Regional Revenue and Expenditure Budget (APBD) of this developing country (Utami & Mulyaningsih, 2016).

MSME performance refers to the results obtained by individuals or organization when carrying out assigned tasks, which are influenced by ability, expertise, dedication, and time invested (Wahyudiati, 2017). MSME performance refers to the output produced by a person in a certain period of time, which is directly related to the value or standard the quality of the MSMEs where they work. Performance refers to the level of achievement achieved by individuals or organizations to achieve certain goals.

Performance refers to the achievement of strategically set goals by an organization, along with the anticipated behavior of that organization If MSMEs achieve success, they will gradually grow larger strong and serves as an economic foundation, playing an increasingly important role significant in the national economy (Aribawa, 2016).

According to (Azizah, 2020), financial literacy is a mandatory requirement for everyone people to avoid financial problems. According to (Pusparani, 2019), financial literacy can be interpreted as the ability to understand, so financial literacy is the ability to manage the finances they have to develop to live a better quality of life in the future. According to (Sholeh, 2019), that financial literacy is a person's ability to have knowledge related to financial management, and with financial literacy skills a person will have an impact on improving that person's standard of living.

According to (Purwianti & Tubastuvi, 2019) financial literacy is a combination of knowledge, skills and attitudes in managing financial literacy. According to (Chaidir et al., 2020) they also agree that financial literacy is a skill and confidence to make the right decisions in managing finances. According to (Arianti, 2022) financial literacy is knowledge, skills, and beliefs that influence attitudes and behavior to improve the quality of decision making and financial management in order to achieve prosperity. The attitudes and behaviors that are formed make individuals more careful in making decisions when doing purchasing. According to (Khuc et al., 2022) financial literacy is a reflection of financial knowledge, attitudes, and behaviors for making financial decisions and increase wealth.

Based on the understanding of financial literacy above, namely financial literacy is means to increase people's financial management skills and literacy finance, so that it plays a role as knowledge and description of concepts and financial risk and skills, motivation and confidence to practice knowledge and descriptions that are owned in order to make decisions efficient finance, improve the financial well-being of people and society and participate in the economic sector Financial literacy indicators are measuring tools used to knowing individual literacy levels.

#### 4. Conclusion

Based on the research results and discussion above, the conclusion is in this study as follows: Financial Literacy has a positive and significant effect on Performance MSMEs. Getting better *financial literacy* then you will be able to significantly improve MSME performance. Financial Inclusion has a positive and significant impact on Performance MSMEs. Getting better *financial inclusion* then it will be able to improve significantly impact MSME performance. The role of the government has not been able to increase the influence of literacy. Financial Impact on MSME Performance. Financial Literacy can improve MSME performance, but this increase is not due to the role of government. The role of government can increase the influence of Financial Inclusion on MSME Performance. Financial Inclusion can improve MSME Performance MSMEs, and this increase is supported by the role of the government.

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