



Impact of Financial Literacy, FinTech, and Managerial Ability on Financial Performance of Beverage MSME in Sukabumi

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role as the backbone of the national economy. However, despite their vital role, many MSME actors consistently face significant challenges, especially in financial and operational management. This is clearly evident from the tendency of their income to be uneven (volatility) and the low level of financial stability among the operators. This situation is the main driver of the research, which aims specifically to identify key factors that can effectively improve their financial performance. Thus, using purposive sampling techniques, this quantitative study with an associative approach seeks to examine the impact of managerial expertise, financial literacy, and financial technology on the financial performance of beverage MSMEs in Sukabumi City. The study includes 86 respondents. The primary findings show that financial performance is positively and significantly impacted by both managerial skill and financial literacy. Financial technology, on the other hand, was found to have no discernible impact. These results suggest that improving MSME actors' managerial skills and financial literacy should be the primary goal in order to achieve stability and long-term improvements in financial performance.

Keywords: Financial Literacy; Financial Technology; Financial Performance; MSME



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INTRODUCTION

MSMEs are often referred to as the backbone of Indonesia's economy. They are numerous, absorb a massive workforce, and are present in almost every corner of cities and villages. The role of MSMEs is very significant for Indonesia's economic growth, with their number reaching 99% of all business units, making MSMEs the sector that dominates Indonesia's economic structure (Kadin Indonesia, 2024). However, in West Java, over the past three years, the number of micro, small, and medium enterprises has fluctuated. In 2021, there were 622,225 business units recorded. The number of business units increased significantly to 667,795 in 2022. Meanwhile, in 2023, the number of MSMEs decreased by 3.91% to 641,639 business units.

The decline in 2023 indicates the challenges faced by MSME actors, both in terms of market competitiveness and business sustainability. Although the number of MSMEs in West Java is relatively high, many have gone out of business. Many small businesses struggle to survive for various reasons, one of which is the lack of research and planning at the beginning. In addition, factors such as expertise, networking, and adaptation to technology are also very important so that MSMEs, especially in the culinary sector, not only attract attention when they first open but are also able to survive and grow in the long term (Fitriani, 2025).

Among all regions in West Java, Sukabumi City is recorded as the area with the lowest number of MSMEs, totaling 3,505 units in 2023. Sukabumi City also experienced a decline compared to the previous years, with 5,392 units in 2021 and 5,787 units in 2022. The most dominant MSME sectors in Sukabumi include trade, culinary, and handicrafts. In particular, the culinary sector has shown rapid growth, becoming one of the most developed and popular areas among the public, both locally and among tourists (Ramdan *et al.*, 2024).

For SME, strong financial performance can be a determining factor in business survival, growth, and the ability to expand or invest. Conversely, poor financial performance can lead to difficulties in meeting financial obligations, facing liquidity pressures, and even encountering the risk of bankruptcy (Pandak & Nugroho, 2023).

Good financial literacy helps business owners make better decisions about managing business funds, investments, and financial risks. It supports practical tasks such as budgeting, planning savings for the business, and understanding basic financial concepts needed to reach financial goals (Martadinata & Pasek, 2024). Meanwhile, financial technology offers strategic solutions like digital payments, digital bookkeeping, and app-based lending that can increase operational efficiency, simplify transactions, and improve the accuracy of financial records, all of which can affect financial performance (Afrizal & Megananda, 2025).

Managerial ability for MSME covers the skills needed for planning, organizing, directing, and controlling, especially in finance (Suyono & Zuhri, 2022). Entrepreneurs who can make sound decisions tend to run more efficient businesses, achieve growth, and improve profits. Weak managerial skills are often cited as a major reason small businesses fail, particularly in finance, management, and business development strategy (Tambunan, 2019).

According to the findings of the investigation carried out by the author through interviews with multiple MSMEs, issues were discovered in one aspect of financial performance, namely fluctuating revenue acquisition, where there are notable variations over a specific time period that suggest cash flow uncertainty. One of the most prevalent is the inability to effectively plan both short-term and long-term finances, which lowers

revenue and business profits. One of the alleged primary causes of the issue is low financial literacy. It is challenging to assess business conditions and develop business strategies in the face of competition because many business actors lack a basic understanding of financial management. According to a qualitative study by Tulasi *et al.* (2023), MSMEs in Sukabumi City face significant challenges in effectively managing and improving their business financial performance due to a lack of financial literacy and knowledge. Through coaching and training, the city government keeps raising the caliber and comprehension of MSME actors. MSMEs in Sukabumi City face significant challenges in effectively managing and enhancing their business financial performance due to a lack of financial literacy and knowledge. Through coaching and training, the city government keeps raising the caliber and comprehension of MSME actors.

Another issue is the underutilization of financial technology, which often ties back to traditional management practices and limited knowledge about fintech tools. Many MSMEs lack proper accounting systems and rely on intuition rather than data-driven decisions. This low-tech adoption, combined with weak managerial capabilities, contributes to poorer financial outcomes and threatens business continuity (Fitriyani *et al.*, 2021).

Based on research conducted by Ariffudin *et al.* (2023), it shows that financial literacy has a positive and significant effect on financial performance. This is supported by research conducted by Alamsyah *et al.* (2024), which shows that financial literacy positively affects financial performance. However, it is different from the research by Bene *et al.* (2024), which states that financial literacy does not affect financial performance.

Financial technology has an impact on financial performance, according to research by Pandak & Nugroho (2023). Research by Sari *et al.* (2023) supports this, demonstrating that financial technology significantly and favorably affects financial performance. In contrast, Zs *et al.* (2023) research indicates that financial technology has no discernible impact on financial performance.

Research conducted by Lastyaningrum (2023) shows that managerial ability, both partially and simultaneously, has a positive effect on financial performance. The research results from Setyorini (2023) indicate that the managerial ability variable has a significant effect on financial performance. Different results are shown in the study by Afia & Arifah (2020) which shows that managerial ability does not have a positive effect on company value and earnings quality.

The purpose of this study is to analyze how financial literacy, financial technology, and managerial capabilities influence the financial performance of MSMEs in the beverage sector in Sukabumi City. More specifically, this study aims to determine the partial effect of each variable, financial literacy, financial technology, and managerial capabilities, on financial performance, as well as to test the simultaneous effect of these three variables. In addition, this study is also intended to provide an empirical overview that can serve as a basis for recommendations for MSME actors and relevant parties in improving financial performance and strengthening business sustainability in the culinary sector of Sukabumi City.

LITERATURE REVIEW

The Relationship Between Financial Literacy and Financial Performance

Financial literacy can also be interpreted as the ability or skill to understand, respond to, and make appropriate decisions related to financial matters (Achirlita, 2021). Financial performance is an important measure in evaluating the health of a company or business

entity. For Micro, Small, and Medium Enterprises (MSMEs), financial performance indicates how well the company is able to generate revenue, manage operational costs, and produce profit from its operations (Gitman & Zutter, 2019).

The study by Ruman et al. (2021) indicates that financial literacy has a positive and significant impact on the financial performance of MSME actors in Malang City. In this study, financial literacy includes understanding basic financial concepts, such as managing savings and loans, insurance mechanisms, and investment instruments, as well as the ability to create a simple budget. With this understanding, MSME actors become more capable of making appropriate financial decisions and implementing effective financial management practices, so improving financial literacy has the potential to enhance the financial performance of MSMEs. The research period was limited due to the COVID-19 pandemic, which resulted in restricted data collection because permission to conduct the research was not granted. The researcher only used two independent variables (financial literacy and financial management) in analyzing financial performance.

The Relationship Between Financial Technology and Financial Performance

Financial technology is defined as an innovation in financial services, in the sense that fintech is an innovation in the financial sector, combined with modern technological advancements (Wachyu & Winarto, 2020). Research by Rahmawati et al. (2025) found that financial literacy and the utilization of fintech are key factors that positively and significantly improve the financial performance of SMEs. Through regression analysis, it was proven that both variables have a significant impact (both individually and together). Overall, this research model is able to explain about one-third of the total variation in SME performance. The fintech services most commonly used in the field include QRIS and GoPay. This contextual gap is important because specific geographical conditions and the level of understanding of MSMEs (which is still considered low) can affect how financial literacy and fintech are applied and their impact on performance. This study fills a data gap by testing hypotheses in a population characterized by low literacy and technology, providing findings that may be unique compared to locations with already high levels of literacy.

The Relationship Between Managerial Ability and Financial Performance

Managerial skills are the abilities to manage a business through various activities, such as planning, organizing, motivating, supervising, and evaluating. The managerial skills that need to be possessed by MSME actors include financial management, marketing, risk management, building partnerships, and resource management (Indriyani & Nugraha, 2024). The study by Martadinata & Pasek (2024) found that effective managerial skills significantly contribute to improving the financial performance of SME. This proves that the ability to develop strategies, manage daily operations, and adapt to market dynamics are key determining factors that enhance business profitability and competitiveness.

Research findings indicate that managerial skills, including strategic planning, operational management, and risk mitigation, are crucial determinants of SME success. However, in Buleleng Regency, there is a real problem: despite the importance of these skills, SME owners and managers still face significant difficulties in accessing structured and sustainable managerial training programs. Based on the theoretical framework and empirical findings, this study's hypothesis is stated as follows:

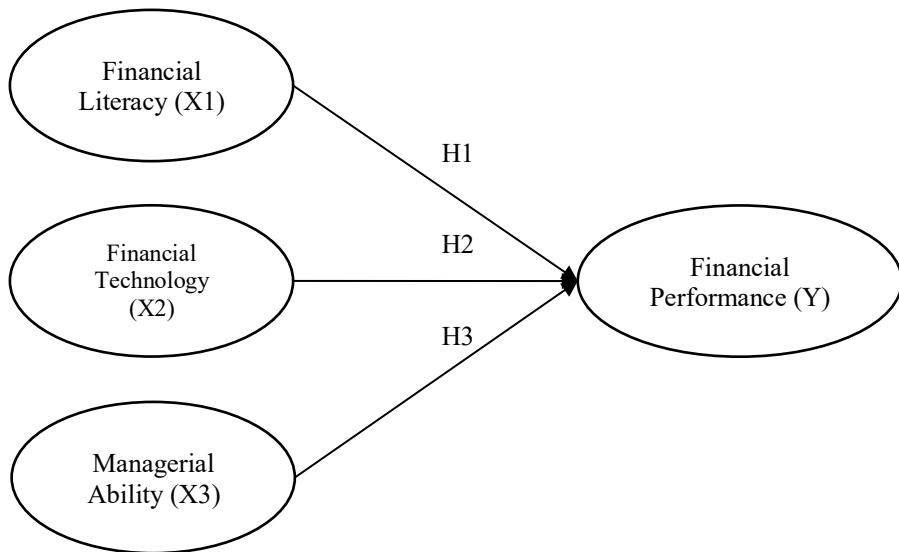


Figure 1. Model of Research
Source: Own Compilation

Research Hypothesis

H1: There is a positive and significant influence of Financial Literacy on Financial Performance.

H2: There is a positive and significant influence of Financial Technology (Fintech) on Financial Performance.

H3: There is a positive and significant influence of Managerial Ability on Financial Performance.

RESEARCH METHOD

This study examines the causal relationship between variables using a quantitative method and an associative approach. This particular approach was selected because it makes use of numerical data that has been statistically analyzed to enable the objective measurement of the relationship between variables. Examining how three independent variables, financial literacy, financial technology, and managerial ability, affect the dependent variable, financial performance, is the main goal of the study. MSMEs in Sukabumi City's beverage industry are the focus of this survey study. The study's population consisted of 689 MSME operating in the beverage industry in Sukabumi City, as determined by data from the city's Investment and One-Stop Service Office (DPMPTSP). Purposive sampling was the method employed in this investigation. Using the Slovin formula, a sample size of 86 respondents was obtained to represent the population in the study. The analysis began with validity and reliability tests to ensure the quality of the questionnaire data. The regression model was verified using classical assumption tests, specifically normality, multicollinearity, and heteroscedasticity tests.

Analysis starts by using multiple correlations to understand the direction and strength of the relationships among the variables. Following this, the coefficient of determination quantifies how much the independent variables collectively contribute to explaining the dependent variable's behavior the closer this value is to 1, the stronger the combined impact. The core functional analysis is then performed using multiple linear regression. Hypothesis testing is carried out in two complementary steps. The t-test

reviews each variable individually to identify which factors have a real influence, while the F-test evaluates all variables together to show whether they collectively affect the outcome. This approach helps reveal both the specific factors that matter and the combined impact they create.

Table 1. Operationalization of research variables

Variable	Dimension	Indicator
Financial Literacy (X1)	1. Financial Understanding	X1.1 Financial management X1.2 Financial planning X1.3 Financial services
	2. Behavior towards Finance	X1.4 Saving X1.5 Investment X1.6 Decision making
	3. Attitude towards Finance	X1.7 Financial goals X1.8 Importance of emergency funds X1.9 Responsibility
	1. Perceived Ease	X2.1 Easy to learn X2.2 Clear to understand X2.3 Easy to use
	2. Effectiveness	X2.4 Increases productivity X2.5 Achievement of goals X2.6 Capability
	3. Risk	X2.7 Risk management X2.8 Financial security X2.9 Managing risk
	1. Planning	X3.1 Business capital X3.2 Revenue targets X3.3 Cash flow
	2. Organizing	X3.4 Recording finances X3.5 Clear business costs X3.6 Managing resources
	3. Directing	X3.7 Financial operations X3.8 Daily cash X3.9 Budget alignment
Managerial Skills (X3)	4. Controlling	X3.10 Plan monitoring X3.11 Preparing reports X3.12 Report evaluation
	1. Business Growth	Y.1 Sales increase Y.2 Growing number of customers Y.3 Increased production
	2. Business Revenue Growth	Y.4 Increased business profit Y.5 Stable income Y.6 Diversification of income sources
	3. Capital Growth	Y.7 Access to capital Y.8 Increased business capital Y.9 Increase in fixed assets
Financial Performance (Y)		

Source: Own compilation (2025)

RESEARCH RESULTS

Respondent Profile

This study involved 86 MSME actors in the beverage sector in Sukabumi City. Before filling out the questionnaire, respondents were asked to provide their business identity and personal data to ensure the accuracy and honesty of their answers.

Table 2. Respondents by gender

Gender	Frequency	Percentage
Male	41	48%
Female	45	52%
Total	86	100%

Source: Own compilation (2025)

From the data in Table 2, it can be concluded that the respondents in this study consist of 86 individuals, with a slightly higher representation of females (52%) compared to males (48%).

Table 3. Respondents by age

Age (Years)	Frequency	Percentage
< 20	9	10%
20-30	33	38%
31-40	28	33%
41-50	12	14%
> 50	4	5%
Total	86	100%

Source: Own compilation (2025)

From the data in Table 3, the age distribution among the 86 respondents clearly reveals a significant concentration in the young to early productive age range (20-40 years), constituting 71% of the total sample. Specifically, the largest single group falls between the ages of 20 and 30 (38%), closely followed by those aged 31-40 (33%). The remaining respondents are distributed among the smaller groups: those under 20 years old (10%), those aged 41-50 years (14%), and the smallest group, those over 50 years old (5%).

Table 4. Respondents by level of business operation

Age (Years)	Frequency	Percentage
< 2 tahun	21	24%
2-5 tahun	39	45%
6-10 tahun	17	20%
> 10 tahun	9	10%
Total	86	100%

Source: Own compilation (2025)

From the data in Table 4, it is evident that the majority of respondents operate relatively young businesses, with nearly seven out of ten firms (69%) having been in operation for less than five years. The largest segment operates within the 2-5 year range (45%), closely followed by those under 2 years (24%). The remaining portion consists of more established businesses, with 20% operating for 6-10 years and only 10% having been in business for over 10 years.

Validity Test

This study involved 86 MSME actors in the beverage sector in Sukabumi City. Before filling out the questionnaire, respondents were asked to provide their business identity and personal data to ensure the accuracy and honesty of their answers.

Table 5. Validity test result

Variable	Indicator	R value	Description
Financial Literacy (X1)	X1.1	0.819	Valid
	X1.2	0.395	Valid
	X1.3	0.413	Valid
	X1.4	0.641	Valid
	X1.5	0.662	Valid
	X1.6	0.616	Valid
	X1.7	0.784	Valid
	X1.8	0.704	Valid
	X1.9	0.650	Valid
Financial Technology (X2)	X2.1	0.414	Valid
	X2.2	0.411	Valid
	X2.3	0.724	Valid
	X2.4	0.740	Valid
	X2.5	0.506	Valid
	X2.6	0.771	Valid
	X2.7	0.717	Valid
	X2.8	0.766	Valid
	X2.9	0.659	Valid
Managerial Skills (X3)	X3.1	0.588	Valid
	X3.2	0.637	Valid
	X3.3	0.680	Valid
	X3.4	0.715	Valid
	X3.5	0.576	Valid
	X3.6	0.747	Valid
	X3.7	0.617	Valid
	X3.8	0.656	Valid
	X3.9	0.730	Valid
	X3.10	0.699	Valid
	X3.11	0.620	Valid
	X3.12	0.639	Valid
Financial Performance (Y)	Y.1	0.424	Valid
	Y.2	0.449	Valid
	Y.3	0.520	Valid
	Y.4	0.624	Valid
	Y.5	0.670	Valid
	Y.6	0.505	Valid
	Y.7	0.618	Valid
	Y.8	0.416	Valid
	Y.9	0.549	Valid

Source: Own compilation (2025)

The findings from the validity test were highly satisfactory; every single item used to measure financial literacy, financial technology, managerial ability, and financial performance achieved a correlation coefficient greater than 0.3. This confirms that the entire set of measurement items for all variables is valid for use in this study.

Reliability Test

To ensure the internal consistency of the measurement instrument, reliability testing in this study was performed using the Cronbach's Alpha method. A variable is considered reliable and consistent in its measurement if its resulting Cronbach's Alpha value exceeds the threshold of 0.60.

Table 6. Reliability test result

Variabel	Cronbach's Alpha	Description
Financial Literacy (X1)	0.811	Reliable
Financial Technology (X2)	0.820	Reliable
Managerial Ability (X3)	0.880	Reliable
Financial Performance (Y)	0.747	Reliable

Source: Own compilation (2025)

The Cronbach's Alpha method was used to perform the reliability test in this investigation. If the displayed Cronbach's Alpha value is greater than 0.60, the variable can be considered consistent or reliable in measurement.

Normality Test

Normality testing was conducted using the Kolmogorov-Smirnov method with SPSS version 26, and the data is considered normal if $p > 0.05$. The test results are as follows.

Table 7. Normality test result

Unstandardized Residual		
N		86
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3,46891413
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.088
Test Statistic		.090
Asymp. Sig. (2-tailed)		.086 ^{cd}

Source: Own compilation (2025)

The normality test results of the variables Financial Literacy, Financial Technology, and Managerial Ability on Financial Performance showed a significance value of 0.086. Since this value is > 0.05 , the residual data is considered normally distributed.

Multicollinearity Test

A regression model is said to experience multicollinearity if there is a perfect linear function among some or all of the independent variables in the linear function. Symptoms of multicollinearity can be observed by looking at the values of the Variance Inflation Factor (VIF) and Tolerance.

Table 8. Multicollinearity test result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Financial Literacy (X1)	0,574	1,741
Financial Technology (X2)	0,508	1,968
Managerial Ability (X3)	0,469	2,134

a. Dependent Variable: Financial Performance

Source: Own compilation (2025)

The results of the variance inflation factor test in the SPSS coefficients table show that all independent variables have VIF values < 10 and Tolerance > 0.1 . Therefore, it can be concluded that the multiple linear regression model is free from multicollinearity and is suitable for use in the research.

Heteroscedasticity Test

Heteroscedasticity is a condition where the variance of the residuals is not equal across all observations in a regression model. It is tested using the Glejser test. The testing is conducted by regressing the independent variables against the absolute values of the residuals. Residuals are the differences between the actual values of the Y variable and the predicted values of the Y variable, and "absolute" refers to their absolute values (all positive values).

Table 9. Heteroscedasticity test result

Coefficients ^a			
	Model	T	Sig.
1	(Constant)	4,101	0,000
	Financial Literacy (X1)	-0,312	0,756
	Financial Technology (X2)	-1,672	0,098
	Managerial Ability (X3)	-0,224	0,823

a. Dependent Variable: Financial Performance

Source: Own compilation (2025)

Based on the significance values of the financial literacy variable at 0.756, financial technology at 0.098, and managerial ability at 0.823, it can be concluded that there is no heteroscedasticity problem in the research model. This is because all the significance values of the independent variables against the absolute residuals exceed the 0.05 threshold set theoretically.

Multiple Correlation Analysis

Multiple correlation is used to measure the relationship between two or more independent variables and one dependent variable, as well as its direction and strength, denoted by R.

Table 10. Multiple correlation analysis test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	0,539	0,522	3,794

a. Predictors: (Constant), Managerial Skills, Financial Literacy, Financial Technology

Source: Own compilation (2025)

The linear relationship value between financial literacy, financial technology, and managerial ability towards financial performance is 0.734. Based on Guilford's criteria ($\alpha = 0.05$), this value is considered strong, indicating that empirically, the three variables have a strong linear relationship with financial performance.

Coefficient of Determination Analysis

This analysis is used to determine the magnitude of the contribution of the independent variable (X) to the dependent variable (Y), usually expressed as a percentage. The

coefficient of determination (R^2) can be seen in the Model Summary and is written in the R Square column. If the R-squared value is smaller or closer to zero, then the ability of the independent variable to explain the variation in the dependent variable is very limited.

Table 11. Coefficient of determination test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	0,539	0,522	3,794

a. Predictors: (Constant), Managerial Skills, Financial Literacy, Financial Technology
Source: Own compilation (2025)

The coefficient of determination (R^2) value of 0.539 indicates that there is a strong influence of financial literacy, financial technology, and managerial ability, contributing 53.9% to financial performance. If the R-squared value is smaller or closer to zero, the ability of the independent variables to explain the variation in the dependent variable is very limited, and vice versa. Since the R^2 value is close to 1, it is considered strong.

Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to understand how independent variables (X) affect the dependent variable (Y). Essentially, multiple linear regression is a predictive or forecasting model using data on an interval or ratio scale and involves more than one independent variable.

Table 12. Multiple linear regression test result

Coefficients ^a			
Model	Unstandardized Coefficients		Std. Error
	B	Std. Error	
1 (Constant)	10,615	2,878	
Financial Literacy (X1)	0,302	0,085	
Financial Technology (X2)	0,012	0,086	
Managerial Ability (X3)	0,306	0,072	

a. Dependent Variable: Financial Performance
Source: Own compilation (2025)

A multiple linear regression equation was obtained for three predictors (Financial Literacy, Financial Technology, and Managerial Ability), namely $Y^* = 10.615 + 0.302 X_1 + 0.012 X_2 + 0.306 X_3$. It can be concluded:

1. The constant value of 10.615 shows that the independent variables, financial technology, managerial ability, and financial literacy, have a positive impact on the dependent variable, financial performance.
2. Financial performance will rise by 0.302 for every unit increase in financial literacy, according to the financial literacy coefficient (X1) of 0.302.
3. Financial technology and financial performance are positively correlated, according to the financial technology coefficient (X2) of 0.012. The financial performance variable will rise by 0.012 if the financial technology variable rises.
4. There is a positive correlation between managerial ability and financial performance, as indicated by the managerial ability coefficient (X3) of 0.306. The financial performance variable will rise by 0.306 if the managerial ability variable rises.

Partial Significance Test (T-Test)

The t-test (partial test) is a tool used to determine the specific influence of a single independent variable (X) on the dependent variable (Y). This influence is checked by comparing t-calculated with t-table, or more simply, by observing the significance value in SPSS. The basic rule is to use an error tolerance of 0.05. Its purpose is to confirm whether the independent variable plays a significant role individually within the model.

Table 13. T-test result

Coefficients ^a			
	Model	T	Sig.
1	(Constant)	3,689	0,000
	Financial Literacy (X1)	3,542	0,001
	Financial Technology (X2)	0,135	0,893
	Managerial Ability (X3)	4,224	0,000

a. Dependent Variable: Financial Performance

Source: Own compilation (2025)

The t-test results in SPSS are primarily interpreted by observing the Sig value located in the Coefficients table. This test employs a significance level alpha of 0.05, or 5%. The critical criterion states that if the Sig value is less than 0.05, the independent variable exerts a significant effect on the dependent variable. Otherwise, the effect is considered not significant. The analysis of the Coefficients table yielded the following findings:

1. The test examining the influence of financial literacy on financial performance strongly indicates a significant positive effect. This is confirmed by the Sig. value of 0.001 (which is less than the 0.05 threshold) and the high calculated t value of 3.542 (which exceeds the critical t value of 1.663). Therefore, financial literacy partially has a significant effect on financial performance.
2. The test suggests that financial technology's financial performance is not significantly impacted by financial technology. This conclusion is supported by the low computed t value of 0.135 (less than the critical t value of 1.663) and the high Sig. value of 0.893 (much greater than 0.05). As a result, financial performance is not significantly impacted by financial technology.
3. The test for managerial ability shows a highly significant positive effect on financial performance. The evidence includes the Sig. value of 0.000 (which is less than 0.05) and a very high calculated t value of 4.224 (which clearly exceeds the critical t value of 1.663). Thus, managerial ability partially has a significant effect on financial performance.

DISCUSSION

Financial Literacy on Financial Performance

An analysis of the impact of financial literacy on the financial performance of MSMEs in the beverage sector of Sukabumi City indicated that financial literacy has a positive effect on the company's financial performance. The t-test results reveal that the calculated t-value exceeds the critical t-value ($3.542 > 1.663$), and the significance level is 0.001, which is below 0.05. These results indicate that MSME actors in the beverage sector in Sukabumi City who have good financial literacy tend to be more capable of managing capital efficiently, minimizing financial risks, and optimizing business profits. This

ability contributes positively to improving their business performance, which ultimately has a direct impact on enhancing financial performance. This finding supports previous research by Rumain *et al.* (2021), which demonstrated that financial literacy significantly influences the financial performance of MSMEs. This confirms that the first hypothesis (H1) is accepted. Furthermore, it suggests that investing in financial education for entrepreneurs could lead to better decision-making and increased profitability. As MSMEs continue to adapt to changing market conditions, fostering financial literacy will be crucial for sustainable growth and success.

Financial Technology on Financial Performance

An analysis of the impact of financial technology on the financial performance of MSMEs in the beverage sector of Sukabumi City indicated that financial technology has a negative effect on the company's financial performance. The t-test results reveal that the calculated t-value exceeds the critical t-value ($0.135 > 1.663$), and the significance level is 0.893, which is above 0.05. These results indicate that the use of financial technology by MSME actors in the beverage sector in Sukabumi City has not been able to make a significant contribution to improving financial performance because the significance level of the financial technology variable exceeds 0.05. Based on this, some MSME actors do not fully understand how to utilize financial technology to optimize financial performance. This can prevent them from gaining maximum benefits from the application of such technology, whether for transaction recording, access to financing, or digital cash flow management. The results of this study differ from the research of Rahmawati *et al.* (2025), which found that the use of financial technology has a positive and significant effect on the financial performance of MSMEs. This confirms that the second hypothesis (H2) is rejected. This study demonstrates that the lack of a significant impact of the financial technology variable on the financial performance of MSMEs in Sukabumi City's beverage industry is a result of inadequate use of financial technology.

Managerial Ability on Financial Performance

An analysis of the impact of managerial ability on the financial performance of MSMEs in the beverage sector of Sukabumi City indicated that managerial ability has a positive effect on the company's financial performance. The t-test results reveal that the calculated t-value exceeds the critical t-value ($4.224 > 1.663$), and the significance level is 0.000, which is below 0.05. These results indicate that managerial skills are an important factor in the financial success of MSMEs in the beverage sector in Sukabumi City. Strong managerial skills enable MSME operators to manage resources effectively, plan and develop appropriate business strategies, and adapt to market changes. With these skills, business operators can make more efficient decisions regarding capital management, cost control, and productivity improvement. This finding supports previous research by Martadinata & Pasek (2024) found that effective managerial skills significantly contribute to improving the financial performance of SME. This confirms that the third hypothesis (H3) is accepted. This proves that the ability to develop strategies, manage daily operations, and adapt to market dynamics are key determining factors that enhance business profitability and competitiveness.

CONCLUSIONS

Based on the research problems, the objectives of this study are to determine the effect of Financial Literacy on Financial Performance of MSME in the beverage sector in Sukabumi City, to determine the effect of Financial Technology on Financial

Performance of MSME in the beverage sector in Sukabumi City, and to determine the effect of Managerial Ability on Financial Performance of MSMEs in the beverage sector in Sukabumi City. Thus, this study is expected to provide a comprehensive overview of the factors that influence the financial performance of MSME in this sector.

This finding supports the author's hypothesis that low financial literacy is one of the main causes of income fluctuations and cash flow instability experienced by MSME actors. The results show that when MSME actors possess better financial understanding, they are able to manage finances more purposefully, stabilize income, and improve their financial performance. This indicates that the use of financial technology has not yet produced a tangible impact on financial performance improvement. This may be due to limited understanding or insufficient skills among MSME actors to utilize financial technology services optimally in their business activities. This finding suggests that good managerial ability is a key factor in maintaining business stability and growth. MSME actors who can plan, organize, and control operational activities effectively tend to be more resilient in facing fluctuations in market demand. Thus, competent managerial ability plays a substantial role in improving business efficiency and promoting more stable financial performance.

Through specialized training, seminars, or financial mentoring, MSME owners in Sukabumi City's beverage industry are strongly encouraged to consistently improve their financial literacy. A strong grasp of financial management, accurate record-keeping, and capital planning is the primary key for business owners to make more appropriate financial decisions. Enhancing financial literacy will also help MSME actors better understand financing opportunities and risks. Most importantly, it will allow them to create basic financial reports to track the success of their businesses.

In order to maximize its use in their business operations, MSME actors in Sukabumi City's beverage industry are expected to increase their knowledge and proficiency with financial technology. MSME actors will feel more comfortable utilizing fintech to support operational activities, such as product marketing, financial management, and transactions, if they have a better understanding of how it operates.

It is recommended that MSME operators in Sukabumi City's beverage industry strengthen their capacity to maintain consistent and organized company financial records. This will help with objectively evaluating financial performance and provide a foundation for wise business decisions. Whether through leadership development, business mentoring, or management training, managerial skills must be continuously improved in order to run the company more successfully and efficiently. By doing this, MSME owners can create suitable business plans, handle money more strategically, and improve financial performance and productivity over the long run.

It is anticipated that MSME participants in Sukabumi City's beverage industry will enhance their financial performance by implementing more organized, effective, and data-driven business management. By paying attention to financial literacy, the use of financial technology, and managerial skills in carrying out daily operational activities, financial performance can be improved.

This study has inherent limitations that researchers should carefully consider for future work. The scope of the research was restricted only to MSMEs in the beverage sector located in Sukabumi City. This narrow focus inevitably led to a limited number of respondents, meaning the findings should be interpreted cautiously and may not be generalizable to MSMEs in other sectors or different geographical areas.

The author hopes that this research can serve as a reference for future studies and provide meaningful contributions to the development of financial management science, particularly in the context of MSME. For future research, the author suggests considering

the inclusion of additional variables that may potentially influence financial performance. In addition, the research locus may also be expanded, not only focusing on beverage-sector MSMEs in Sukabumi City but also covering other MSME sectors such as culinary, fashion, handicrafts, and others. By incorporating additional variables and expanding the research locus, future studies are expected to produce more comprehensive findings and enrich the understanding of the factors that influence the financial performance of MSMEs.

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