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THE EFFECT OF DIGITAL FINANCIAL TECHNOLOGY AND FINANCIAL LITERACY ON MSME FINANCIAL MANAGEMENT IN MAMBORO BARAT SUB-DISTRICT, NORTH PALU DISTRICT, PALU CITY

Ayesha Nurul Adiba[1)], Yuldi Mile[2)], Muhammad Ilham Pakawaru[3)], Mustamin[4)]

Accounting Study Program, Faculty of Economics and Business, Tadulako University, Palu City[1,2,3,4)]

e-mail: ayeshanuruladiba@gmail.com[1)], yuldimile65@gmail.com[2)],

pakawaruilham4@gmail.com[3)], mustamin.ak@untad.ac.id[4)]

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh teknologi keuangan digital dan literasi keuangan terhadap kualitas pengelolaan keuangan UMKM di Kelurahan Mamboro Barat, Kota Palu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif kausal. Sampel penelitian berjumlah 77 pelaku UMKM yang ditentukan menggunakan rumus Slovin dari populasi sebanyak 336 UMKM, dengan teknik purposive sampling pada UMKM yang telah beroperasi minimal satu tahun dan menggunakan teknologi keuangan digital. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa teknologi keuangan digital berpengaruh positif dan signifikan terhadap pengelolaan keuangan UMKM. Literasi keuangan juga berpengaruh positif dan signifikan serta memiliki pengaruh yang lebih dominan. Secara simultan, teknologi keuangan digital dan literasi keuangan berpengaruh signifikan terhadap pengelolaan keuangan UMKM dengan kontribusi sebesar 88,9%. Temuan ini menegaskan bahwa optimalisasi pengelolaan keuangan UMKM tidak hanya ditentukan oleh pemanfaatan teknologi keuangan digital, tetapi juga sangat bergantung pada tingkat literasi keuangan pelaku usaha.

Kata kunci: *Teknologi Keuangan Digital; Literasi Keuangan; Pengelolaan Keuangan UMKM; UMKM*

Abstract

This study aims to analyze the influence of digital financial technology and financial literacy on the quality of financial management of MSMEs in West Mamboro Village, Palu City. This research uses a quantitative approach with a causal associative method. The study sample consisted of 77 MSMEs, determined using the Slovin formula from a population of 336 MSMEs, using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that digital financial technology has a positive and significant effect on MSME financial management. Financial literacy also has a positive and significant effect and is more dominant. Simultaneously, digital financial technology and financial literacy have a significant effect on MSME financial management, contributing 88.9%. These findings confirm that optimizing MSME financial management is not solely determined by the use of digital financial technology, but also depends heavily on the level of financial literacy of business actors.

Keywords: *Digital Financial Technology; Financial Literacy; MSME Financial Management; MSMEs*

1. INTRODUCTION

In many nations, Indonesia included, economic stability relies heavily on Micro, Small, and Medium Enterprises (MSMEs). Data from KemenKopUKM (2023) highlights that this sector creates significant employment, absorbing about 97% of the workforce and adding 61.07% to the Gross Domestic Product (GDP). Because of this massive impact, the sector's long-term survival is directly tied to how effectively business owners manage their funds. Sadly, as noted by Jooner Rambe et al. (2023), there is often a disconnect in practice; many owners still mix personal and business cash and skip proper recording, which threatens their business sustainability.

Globally, economic activities are shifting rapidly towards digital platforms. The World Bank (2022) points out that technology makes payment systems and financial services faster, more transparent, and secure. However, for MSMEs to truly benefit from this digital transformation, they cannot simply use the tools; they must also manage their transaction data systematically. Digital adoption must go hand in hand with organized financial habits to significantly improve management quality. On a national scale, Indonesian MSMEs still struggle with financial discipline. Ideally, good management requires controlling cash flow, separating funds, and using data for decision-making (Jooner Rambe et al., 2023). However, Kautsar & Anjilini (2023) found that limited knowledge often leads to informal and inconsistent practices. This confirms that despite being economic pillars, MSMEs in Indonesia still face a fundamental problem: weak financial management capabilities.

Fortunately, the rise of financial technology (fintech) provides a solution. Tools like mobile banking, digital wallets, and QRIS can enhance transaction security and document transparency (Handayani & Khairunnisa, 2024). Empirical evidence suggests fintech aids in error reduction and cash flow monitoring (Jooner Rambe et al., 2023). Yet, technology alone is not a magic wand; it requires the user to have adequate management skills to be truly effective (Handayani & Khairunnisa, 2024). A key driver for effective tech use is financial literacy. A significant gap exists in Indonesia: while financial inclusion hit 85.10% in 2022, literacy was only at 49.68% (Otoritas Jasa Keuangan, 2022). Huston (2010) defines literacy as the ability to apply financial knowledge to decisions. Without this knowledge, MSMEs cannot fully leverage digital tools to optimize their financial management (Jooner Rambe et al., 2023).

This broader issue is mirrored locally in West Mamboro Village, North Palu District. Preliminary observations show a divide: some businesses have embraced digital services, while others stick to cash transactions and manual notes. This disparity suggests varying levels of financial management capability within the region. While scholars like Kautsar & Anjilini (2023) and Jooner Rambe et al. (2023) have established that fintech and literacy aid financial recording and control, most existing research views financial management only as a supporting factor for business performance. Furthermore, studies specifically targeting the sub district level in Palu City are scarce. This research intends to bridge that gap by offering a micro level, contextual analysis. Hence, the present research endeavors to examine the extent to which digital financial tools and financial proficiency dictate the management of finances among MSMEs in West Mamboro Village. It specifically intends to assess how these factors, both independently and in combination, affect the standard of financial administration within local enterprises.

2. LITERATURE REVIEW

Micro, Small, and Medium Enterprises (MSMEs)

Based on the regulatory framework of Law No. 20/2008 of the Republic of Indonesia,

Micro, Small, and Medium Enterprises are characterized as autonomous productive ventures managed by individuals or entities. This legislation categorizes businesses into three tiersmicro, small, and medium primarily determined by their net worth and yearly revenue. For instance, a venture is labeled 'micro' if its assets do not exceed Rp50 million and sales remain under Rp300 million. Meanwhile, 'small' businesses operate with assets and turnovers up to Rp500 million and Rp2.5 billion, respectively. Any enterprise surpassing these figures, with assets reaching Rp10 billion and revenue up to Rp50 billion, is classified as 'medium.' These thresholds essentially reflect an organization's operational magnitude and its potential for digital integration.

Financial Management

Fundamentally, financial management involves the systematic planning, organizing, execution, and oversight of financial resources to ensure funds are utilized effectively and efficiently. According to Khadijah & Purba (2021), optimal management allows business owners to allocate resources precisely, maintain fluid cash flow, and secure long-term sustainability. Rozi et al. (2022) emphasize that robust financial management characterized by strict cash flow control and regular performance evaluation is vital for rational, data-driven decision making. The quality of this management relies on both internal factors, such as the owner's attitude and knowledge, and external factors, including access to training and financial technology that facilitates systematic reporting (Novianti & Salam, 2021; Nur'aidawati et al., 2021). Conceptually, the discipline of an entrepreneur in separating personal from business funds, maintaining orderly records, and controlling expenses reflects their managerial competence (Rumbianingrum & Wijayangka, 2018).

Digital Financial Technology

Fintech serves as a transformative technological solution designed to streamline financial processes for small scale enterprises, making them more agile and accessible. According to Handayani and Khairunnisa (2024), integrating tools such as QRIS, digital bookkeeping, and P2P lending can significantly optimize transaction workflows and financial inclusivity. This phenomenon aligns with the Technology Acceptance Model (TAM) introduced by Davis (1989), which suggests that the adoption of such innovations depends heavily on their perceived utility and user friendliness. Therefore, when MSME owners recognize that digital tools simplify their administrative burdens, they are more likely to fully adopt these technologies into their business ecosystem. Empirical studies support this link. Wulandari & Rizqi (2025) reported that digital tools like e-wallets and QRIS significantly improve the accuracy and regularity of MSME financial reporting compared to manual methods. Similarly, Handayani & Khairunnisa (2024) confirmed that fintech assists in creating a more systematic transaction management system. Thus, higher utilization of digital technology correlates with better financial management quality.

H1: Digital Financial Technology Has a Positive and Significant Impact on The Quality of Financial Management of MSMEs

Financial Literacy

Huston (2010) explains that financial literacy consists of two main aspects: financial knowledge and the ability to apply that knowledge in real life (financial application).Low financial literacy often leads to various problems, such as disorganized financial recording and less than optimal utilization of digital financial services. This condition aligns with OJK (2022), which shows that the national financial inclusion rate has reached 85.10%, while financial literacy is only 49.68%, indicating a persistent gap between access to financial services and the public's ability to manage them effectively. Several studies have shown that the level of financial literacy has a significant impact on improving the quality of financial

management in MSMEs. Jooner Rambe et al. (2023) found that entrepreneurs with good financial literacy tend to be more disciplined in recording and managing their business finances. Furthermore, Lestari et al (2024) explained that financial literacy significantly contributes to entrepreneurs' ability to prepare accurate, relevant, and accountable financial reports. Meanwhile, research by Kau et al (2023) confirmed that MSMEs with high levels of financial literacy generally have more disciplined, structured, and efficient financial management systems. The second hypothesis in this study is formulated as follows:

H2: Financial Literacy Has a Positive and Significant Effect on The Quality of Financial Management of MSMEs

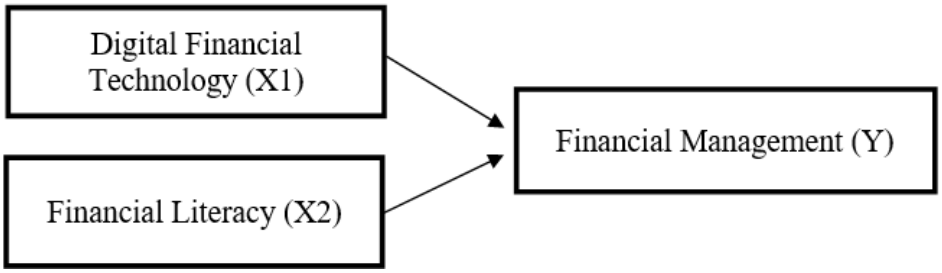

Figure 1. Framework of Thought
Source: Processed by the Author (2026)

3. RESEARCH METHODS

In order to provide an empirical evaluation of how financial proficiency and digital tools affect MSME management, this study adopts a quantitative approach through a causal-associative framework. This specific methodology, as advocated by Sugiyono (2020), is utilized to objectively validate hypotheses and measure the statistical significance of independent variables on the dependent outcome. The investigation was centered in West Mamboro Village, North Palu District, involving an initial population of 336 business entities identified from the 2024 village administration records. To ensure the sample's validity, the Slovin formula was employed, utilizing a 10% margin of error.

$$n = \frac{N}{1+N^2}$$

$$n = \frac{336}{1+336\ (0,1)^2}$$

$$n = 77.06 \text{ rounded to } 77$$

Based on the calculation, a total of 77 MSMEs were determined as the sample size. The selection process utilized purposive sampling, a technique where respondents are chosen not randomly, but based on specific pre-determined objectives (Sugiyono, 2020). The inclusion criteria set for this study were: (1) MSMEs legally based and operating within West Mamboro Village; (2) businesses that have been active for a minimum of one year; (3) adopters of at least one digital financial tool (e.g., QRIS, mobile banking, e-wallets, or similar apps); and (4) business owners who consented to participate by completing the survey.

The empirical evidence for this inquiry was synthesized from both primary and secondary sources. Primary data were obtained through the administration of structured questionnaires to the participants, while secondary information was retrieved from various institutional archives, including the Central Statistics Agency (BPS), the Financial Services Authority (OJK), and local village documentation, alongside a review of pertinent academic literature. To quantify the variables, the researchers utilized a 5-point Likert scale as the

measurement instrument, specifically calibrated to evaluate digital tool integration, literacy proficiency, and the effectiveness of financial management within the MSME sector.

Operational Definition of Variables

To ensure clarity and measurability, operational definitions are established for each variable. The specific indicators and measurement scales used in this study are detailed in the table below:

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Measurement Scale
Digital Financial Technology (X1) *(Davis, 1989)*	The perception of MSME actors regarding the benefits, ease, and intention to use digital-based financial services to support business operations.	1. Benefits of using financial technology (*Perceived Usefulness*)	Likert Scale 1–5
		2. Ease of use of technology (*Perceived Ease of Use*)	Likert Scale 1–5
		3. Intention to use fintech (*Behavioral Intention*)	Likert Scale 1–5
Financial Literacy (X2) *(Huston, 2010)*	The level of understanding and ability of MSME actors to manage financial resources effectively to ensure business sustainability.	1. Basic financial knowledge (*Financial Knowledge*)	Likert Scale 1–5
		2. Ability to apply financial knowledge (*Financial Application*)	Likert Scale 1–5
Quality of MSME Financial Management (Y) *(Rumbianingrum & Wijayangka, 2018)*	The level of orderliness in recording, budgeting, reporting, and financial control implemented by MSME actors to support business decision-making.	1. Transaction recording	Likert Scale 1–5
		2. Budgeting & cash flow management	Likert Scale 1–5
		3. Financial reporting	Likert Scale 1–5
		4. Financial control	Likert Scale 1–5

Source: Davis (1989); Huston (2010); Rumbianingrum & Wijayangka (2018), processed by researcher, 2026

Before conducting the main analysis, the research instrument underwent a comprehensive validation and reliability check to maintain data quality. In line with Ghozali's (2021) guidelines, the Pearson correlation technique was applied for validity testing, where an item is deemed acceptable if its r-statistic exceeds the r-table threshold at a 5% alpha level. Consistency was further evaluated through Cronbach's Alpha, using

Nunnally's (1978) benchmark of 0.70 as the minimum requirement. Once the instrument met these standards, a series of classical assumption tests were performed to ensure model robustness. Finally, the study utilized SPSS for Multiple Linear Regression to examine the influence of financial literacy and technology, incorporating t-tests, F-tests, and R-squared analysis to verify the hypotheses (Ghozali, 2021).

The regression equation model used is formulated as follows:

$$Y = a + \beta 1X1 + \beta 2X2 + e$$

Information:

Y = Financial Management
X1 = Digital Financial Technology
X2 = Financial Literacy
a = Constant
β1–β2 = Regression Coefficient
e = Error

4. RESULTS AND DISCUSSION

Respondent Characteristics Analysis

Table 2. Analysis of Respondent Characteristics

Information	Category	Frequency	Percentage (%)
Gender	Male	36	46,8
	Female	41	53,2
Age	25–35 Years	39	50,6
	36–45 Years	27	35,1
	> 45 Years	11	14,3
Last education	Elementary School	4	5,2
	Middle School	7	9,1
	High School/Vocational School	62	80,5
	Bachelor's Degree	4	5,2
Business fields	Culinary	25	32,5
	Fashion	10	13
	Services	5	6,5
	Trade	37	48,1
Length of Business	1–3 Years	49	63,6
	4–7 Years	19	24,7
	> 7 Years	9	11,7
Number of employees	None	27	35,1
	1–4 People	48	62,3
	5–19 People	2	2,6
Operating revenues	< Rp5.000.000	15	19,5
	Rp5.000.000 – Rp25.000.000	52	67,5
	Rp25.000.000 – Rp200.000.000	10	13

Source: Processed data (2026)

The demographic analysis of the 77 participating MSMEs in West Mamboro Village reveals a predominantly female cohort (53.2%), with the largest age group falling within the productive range of 25–35 years (50.6%). Regarding educational attainment, the vast majority of respondents (80.5%) hold a high school or vocational diploma (SMA/SMK).

Profiling the business characteristics, the data highlights that the Trade (48.1%) and

Culinary (32.5%) sectors are the most represented. These enterprises are relatively young, with 63.6% operating for only 1–3 years. Structurally, they are small-scale operations; 62.3% employ between 1 and 4 workers, while others operate without employees. Financially, the dominant monthly revenue bracket is IDR 5,000,000 to IDR 25,000,000 (67.5%). Collectively, these metrics classify the respondents primarily as micro-enterprises. This category is typically associated with constraints in systematic financial recording and management, thereby validating the relevance of this group for analyzing the impact of financial literacy and digital technology adoption.

Table 3. Utilization of Digital Financial Technology by MSMEs

Types of Digital Financial Technology	Number of Respondents	Percentage (%)
QRIS	48	62,3
E-Wallet	41	53,2
Mobile Banking	37	48,1
Digital Financial Recording Application	0	0,0

Source: Processed data (2026)

The data presented in Table 3 highlights a distinct pattern in technology adoption among MSMEs in West Mamboro Village. QRIS emerges as the most dominant tool, utilized by 62.3% of the respondents. This is followed by E-Wallets (53.2%) and Mobile Banking (48.1%). Starkly, the data shows zero adoption of digital applications specifically designed for financial recording. These figures illustrate a critical insight: the digital transformation in this region is currently heavily skewed towards transactional convenience (payments). In contrast, the integration of technology for administrative purposes specifically for systematic financial recording and management remains entirely unexploited by the local business owners

Descriptive Statistical Test

Table 4. Descriptive Statistical Test

Descriptive Statistics					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Digital Financial Technology	77	24,00	35,00	30,4156	3,21326
Financial Literacy	77	15,00	25,00	21,2857	2,39987
Financial Management	77	12,00	20,00	17,2597	2,13000
Valid N (listwise)	77				

Source: Processed data (2026)

Based on the descriptive data analysis, the Digital Financial Technology (X1) variable achieved an average score of 30.42, with individual responses ranging from 24 to 35 and a standard deviation of 3.21. For Financial Literacy (X2), the data showed a mean value of 21.29, with scores concentrated between 15 and 25. Furthermore, the Financial Management (Y) variable recorded a mean of 17.26 and a standard deviation of 2.13, within a range of 12 to 20. These statistical results indicate that most participants' responses are in the high-to-fairly-good range, showing a low level of data variance or a homogeneous distribution.

Instrument Test

Table 5. Validity and Reliability Test

Variable	Question Number	r Count	r Table	Sig.	info.	Cronbach 's Alpha	Info.
Digital Financial Technology (X1)	1	0,898	0,2243	0,00	Valid	0,886	Reliabel
	2	0,729		0,00	Valid		
	3	0,742		0,00	Valid		
	4	0,796		0,00	Valid		
	5	0,684		0,00	Valid		
	6	0,679		0,00	Valid		
	7	0,852		0,00	Valid		
Financial Literacy (X2)	1	0,807	0,2243	0,00	Valid	0,833	Reliabel
	2	0,768		0,00	Valid		
	3	0,714		0,00	Valid		
	4	0,831		0,00	Valid		
	5	0,751		0,00	Valid		
Financial Management (Y)	1	0,913	0,2243	0,00	Valid	0,895	Reliabel
	2	0,803	0,2243	0,00	Valid		
	3	0,873	0,2243	0,00	Valid		
	4	0,905	0,2243	0,00	Valid		

Source: Processed data (2026)

The preliminary evaluation of the research tool demonstrates that all indicators for Digital Financial Technology (X1), Financial Literacy (X2), and Financial Management (Y) have satisfied the validity criteria. Each item yielded an r-statistic higher than the r-table benchmark, supported by a significance value of less than 0.05. Additionally, the instrument's internal consistency was verified, as Cronbach's Alpha scores for every variable surpassed the 0.70 threshold. These findings ensure that the data collection instruments are dependable and fit for further statistical modeling.

Normality Test

Table 6. Normality Test

Variable	Asymp. Sig (2-tailed)	Sig.	Information
Regression Residuals	0,200	0,05	Normal (0,200 > 0,05)

Source: Processed data (2026)

The normality of the research model was evaluated using the Kolmogorov-Smirnov test, which produced an Asymptotic Significance (2-tailed) value of 0.200. Given that this result exceeds the 0.05 alpha level, the null hypothesis is accepted, indicating that the residuals are normally distributed. This finding confirms that the model meets the necessary normality requirements, allowing for a reliable interpretation of the regression results.

Multicollinearity Test

Table 7. Multicollinearity Test

Variable	Tolerance	VIF	Information
Digital Financial Technology (X1)	0,255	3,922	No Multicollinearity Occurs
Financial Literacy (X2)	0,255	3,922	No Multicollinearity Occurs

Source: Processed data (2026)

The evaluation for multicollinearity reveals that both Digital Financial Technology and Financial Literacy possess a tolerance value of 0.255, surpassing the required minimum of 0.10. Furthermore, the Variance Inflation Factor (VIF) for these variables was recorded at 3.922, which remains well below the conventional ceiling of 10. These metrics collectively indicate the absence of high correlation between the independent variables, thereby validating their inclusion in a simultaneous regression model.

Heteroscedasticity Test

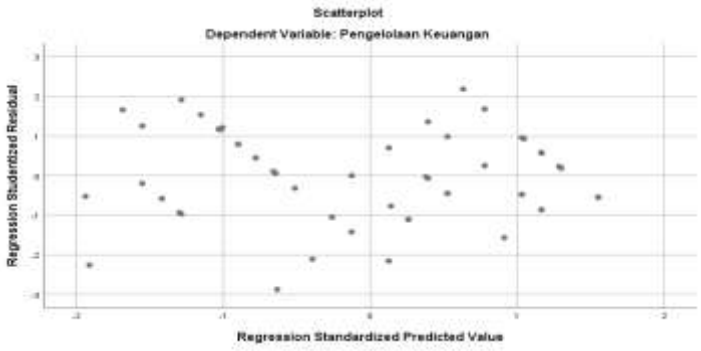

Figure 2. Heteroscedasticity Test

Source: Processed data (2026)

To assess heteroscedasticity, a scatterplot analysis was conducted by evaluating the distribution of residuals relative to the predicted values. The resulting plot shows that the data points are scattered randomly across the horizontal axis, lacking any discernible patterns such as funneling, waving, or forming specific geometric shapes like an inverted U. This absence of a structured pattern suggests that the residual variance remains constant throughout the observations. Consequently, the model satisfies the homoscedasticity assumption and is confirmed to be free from heteroscedasticity, making it valid for subsequent testing.

Multiple Regression Analysis Test

Table 8. Results of Multiple Regression Analysis

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,722	0,782		-2,203	0,031		
	Digital Financial Technology (X1)	0,268	0,050	0,404	5,349	0,000	0,255	3,922

	Financial Literacy (X2)	0,509	0,067	0,573	7,585	0,000	0,255	3,922
a. Dependent Variable: Financial Management								

Source: Processed data (2026)

The multiple linear regression analysis yielded a constant value of -1.722, suggesting that MSME financial management starts at this baseline when both Digital Financial Technology and Financial Literacy are absent (zero). The calculated regression coefficients for these predictors are 0.268 and 0.509, respectively, leading to the following model:

$$Y=-1{,}722+0{,}268X_1+0{,}509X_2+\varepsilon$$

A one unit improvement in the use of Digital Financial Technology corresponds to a 0.268 increase in financial management quality, provided other factors remain unchanged. This relationship is statistically significant ($p = 0.000 < 0.05$). Similarly, Financial Literacy contributes a positive and significant impact ($p = 0.000$), where each unit increase enhances financial management by 0.509. Comparing the two, the standardized coefficient (β) reveals that Financial Literacy ($\beta = 0.573$) exerts a more substantial influence than Digital Financial Technology ($\beta = 0.404$), identifying it as the primary driver for MSME financial management in this research.

Partial Test (T)

Table 9. Partial Test Results (t)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,722	0,782		-2,203	0,031		
	Digital Financial Technology (X1)	0,268	0,050	0,404	5,349	0,000	0,255	3,922
	Financial Literacy (X2)	0,509	0,067	0,573	7,585	0,000	0,255	3,922
a. Dependent Variable: Financial Management								

Source: Processed data (2026)

According to the t-test results in Table 9, Digital Financial Technology (X1) significantly dictates MSME Financial Management, evidenced by a t-statistic of 5.349 and a p-value of 0.000 ($p < 0.05$). This indicates that the implementation of digital tools plays a crucial role in enhancing financial oversight. Furthermore, Financial Literacy (X2) was found to have a major impact, with a t-value of 7.585 and a significance level of 0.000. These findings imply that higher levels of financial proficiency and tech integration among entrepreneurs lead to more effective management systems. Consequently, both variables provide a statistically significant partial contribution to the optimization of financial practices within the sector.

Simultaneous Test (F)

Table 10. Simultaneous Test Results (F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	307,642	2	153,821	306,291	,000[b]
	Residual	37,163	74	0,502		
	Total	344,805	76			
a. Dependent Variable: Financial Management						
b. Predictors: (Constant), Financial Literacy, Digital Financial Technology						

Source: Processed data (2026)

According to the ANOVA analysis, a significant joint impact was observed, as evidenced by an F-statistic of 306.291 and a significance level of 0.000. Given that the calculated F-value far exceeds the F-table benchmark of 3.12, the collective research hypothesis is supported. This finding underscores that Digital Financial Technology and Financial Literacy function as powerful simultaneous drivers in optimizing financial management standards among MSMEs.

Coefficient of Determination (R^2)

Table 11. Test of the Coefficient of Determination (R^2)

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	,945[a]	0,892	0,889	0,70866	2,241
a. Predictors: (Constant), Financial Literacy, Digital Financial Technology					
b. Dependent Variable: Financial Management					

Source: Processed data (2026)

The outcomes of the regression model indicate an Adjusted R Square of 0.889, demonstrating that 88.9% of the fluctuations in MSME Financial Management can be explained by the combination of Digital Financial Technology and Financial Literacy. This substantial percentage reflects the model's robust capability in determining the quality of financial practices. Meanwhile, the residual 11.1% of the variance is influenced by other external variables that were not integrated into this particular research framework.

Discussion

The Impact of Digital Financial Technology on MSME Financial Management

The research results indicate that digital financial technology has a positive and significant impact on MSME financial management. This is demonstrated by the partial t-test results for the digital financial technology variable, which showed a significance value of 0.000 < 0.05, thus concluding that the hypothesis is accepted. The positive regression coefficient of 0.268 indicates that the higher the level of digital financial technology utilization, the higher the quality of MSME financial management. Furthermore, the beta coefficient of 0.404 indicates that digital financial technology has a significant impact on MSME financial management. These results indicate that the use of technologies such as QRIS, digital wallets, and mobile banking not only simplifies the transaction process but also helps MSMEs record financial transactions more accurately, manage business cash flow, and minimize recording errors.

These results align with the concept of digital financial technology (fintech), which

is designed to increase the efficiency, convenience, and accuracy of MSME financial transaction management. These technologies, such as the use of QRIS, digital wallets, and mobile banking, simplify the transaction process and facilitate more orderly and systematic financial recording. These findings support the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that perceptions of usefulness and ease of use drive technology acceptance by users, including MSMEs, in their daily business activities. Furthermore, the results of this study are consistent with the findings of Wulandari & Rizqi (2025) and Handayani & Khairunnisa (2024), who stated that the use of digital financial technology can improve the regularity of recording and the efficiency of MSME financial management. For MSMEs in West Mamboro Village, transaction history automatically recorded through digital payment services can be used as a basis for financial recording, cash flow monitoring, and evaluation of the business's financial condition, although recording is still done in a simple manner and has not been fully integrated with digital accounting applications.

The Influence of Financial Literacy on MSME Financial Management

The research results indicate that financial literacy has a positive and significant effect on MSME financial management. This is demonstrated by the partial t-test results on the financial literacy variable, which showed a significance value of $0.000 < 0.05$, thus concluding that the hypothesis is accepted. The positive regression coefficient of 0.509 indicates that the higher the level of financial literacy of MSMEs, the better the quality of their financial management. The beta coefficient of 0.573 indicates that financial literacy is the most dominant variable in this study. These findings indicate that MSMEs' ability to understand financial records, manage cash flow, and separate personal and business finances plays a crucial role in creating orderly and systematic financial management.

In line with the financial literacy theory proposed by Huston (2010), financial literacy encompasses the knowledge and ability to apply financial concepts in decision making. These research findings are also supported by research by Jooner Rambe et al. (2023) and Lestari, Setiawati, and Nurhayati (2024) stated that financial literacy significantly influences the quality of MSME financial management. Therefore, the research conducted by the researchers concluded that financial literacy influences MSME financial management in West Mamboro Village.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Digital Financial Technology significantly and positively affects MSME financial management in West Mamboro Village. Higher utilization of digital tools like QRIS and mobile banking leads to more orderly transaction tracking and better cash flow oversight.
2. The capacity for sound financial management is fundamentally rooted in the level of financial literacy possessed by business owners. Those who have a firm grasp of fiscal planning and the necessity of isolating business capital from personal funds are more likely to implement a structured and accountable governance system within their enterprises.
3. Simultaneously, both variables significantly impact financial management, with Financial Literacy being the most dominant factor. This suggests that while technology is helpful, it is most effective when paired with high financial intelligence from the user.

Suggestions

Based on the findings of this research, several recommendations are proposed to enhance the financial management of MSMEs. First, MSME owners are encouraged to

expand their utilization of digital financial technology, moving beyond simple transactions to using these platforms as strategic tools for more structured business recording and monitoring. This technological adoption, however, must be supported by a conscious effort to improve individual financial literacy to ensure that digital tools are used effectively and responsibly. Furthermore, it is highly recommended that local governments and relevant agencies develop integrated education programs that combine digitalization training with financial literacy mentoring, providing sustainable support for small business owners. Lastly, for future researchers, there is an opportunity to broaden the scope of this study by incorporating other influential variables such as business experience, digital literacy, or financial attitudes, while also increasing the number of respondents to achieve more comprehensive and generalizable results across different regions.

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