The Influence of Accounting Information Systems, E-Commerce, Financial Literacy, Financial Technology, and Product Innovation on the Performance of MSMEs in Jepara Regency

Fahdil Amjad Miqbas[1], Zuliyati[2], Retno Tri Handayani[3]

[1,2,3]Universitas Muria Kudus

Corresponding author:
Fahdil Amjad Miqbas
fahdilamjadmiqbas@gmail.com

ABSTRACT

MSMEs are a big contributor to the country's economy. This is evidenced by the ability of MSMEs to survive amid an economic crisis, even though many large companies have gone bankrupt or even stopped operating. This study empirically examines how accounting information systems, e-commerce, financial literacy, financial technology, and product innovation affect the performance of MSMEs. This study has a population of all MSMEs registered at Diskopukmnakertrans Jepara Regency. The sampling technique was a purposive sampling of 400 respondents. Multiple linear regression analysis techniques using SPSS version 26 are the analytical techniques used in this study. This study shows that the variables of accounting information systems, e-commerce, financial literacy, financial technology, and product innovation have a positive and significant influence on the performance variables of MSMEs, both simultaneously and partially.

Keywords: Accounting Information Systems, E-Commerce, Financial Literacy, Financial Technology, Product Innovation, MSME performance.

ABSTRAK

UMKM merupakan kontributor besar bagi perekonomian negara. Hal ini terbukti dengan mampu bertahannya UMKM di tengah krisis ekonomi, meski banyak perusahaan besar yang bangkrut atau bahkan berhenti beroperasi. Tujuan dari penelitian ini ialah menguji secara empiris bagaimana pengaruh sistem informasi akuntansi, *e-commerce*, literasi keuangan, *financial technology*, dan inovasi produk terhadap kinerja UMKM. Penelitian ini memiliki populasi dari seluruh UMKM yang terdaftar di Diskopukmnakertrans Kabupaten Jepara. Teknik pengambilan sampel ialah *purposive sampling* sejumlah 400 responden. Teknik analisis regresi linier berganda dengan menggunakan SPSS versi 26 merupakan teknik analisis yang digunakan dalam penelitian ini. Penelitian ini menunjukkan hasil bahwa variabel sistem informasi akuntansi, e-commerce, literasi keuangan, financial technology, dan inovasi produk memiliki pengaruh positif dan signifikan terhadap variabel kinerja UMKM, baik secara simultan maupun parsial.

Kata kunci: Sistem Informasi Akuntansi, *E-Commerce*, Literasi Keuangan, *Financial Technology*, Inovasi Produk, Kinerja UMKM.

INTRODUCTION

The digital era has had a significant impact on Micro, Small and Medium Enterprises (MSMEs). In order to fully exploit the potential of the digital era, it is important for MSMEs to continue to follow technological developments, improve digital skills, and adopt strategies that suit their business needs. MSMEs are small and independent economic activities run by individuals or family groups. MSMEs are major contributors to the country's economy. This is proven by the ability of MSMEs to survive in the midst of the economic crisis, even though many large companies have gone bankrupt or even stopped operating (Susanti *et al.*, 2023).

MSME performance results from work carried out optimally, exceeding the standards and targets determined by law. All parties need to support the development of MSMEs in Indonesia so that they can increase their productivity and competitiveness at the international level. MSMEs' performance can be used as a benchmark for achieving company goals. With continuously improving performance, MSMEs can survive intense competition (Susanti *et al.*, 2023).

Jepara Regency is known as the carving city. Apart from carving crafts, Jepara also has a variety of MSMEs, including food, drinks, money, and arts. These MSMEs have played an important role in Jepara's economic development.

The phenomenon regarding the performance of MSMEs in Jepara Regency is reflected in the turnover fluctuations over the last eight years. Based on data from the

Jepara Regency Department of Cooperatives, Small and Medium Enterprises, Manpower and Transmigration (Diskopukmnakertrans), in the period 2016 to 2023, the turnover of MSMEs experienced increases and decreases. This was reinforced by the statement by the MSME Staff of the Jepara Regency Diskopukmnakertrans, who revealed that the performance of MSMEs had not shown a stable increase in turnover. Based on existing data for the last eight years, MSME turnover tends to increase, but there are years when it also experiences a decline. This means that the turnover of MSMEs in Jepara is still vulnerable and could experience a decline at any time.

Various obstacles cause fluctuations in MSME turnover in Jepara. Ririn Hariyanti, Head of the UMKM Division of the Department of Cooperatives, Small and Medium Enterprises, Manpower and Transmigration (Diskopukmnakertrans) Jepara Regency, identified several problems, such as (1) weaknesses in financial management resulting in decision-making errors by MSMEs in managing cash flow, (2)) lack of consistency from MSME players which results in loss of consumer trust which hinders business growth, (3) there are no regulations governing financial reporting to the Diskopukmnakertrans service. Ririn emphasized that MSMEs must still learn about digitalizing sales and financial management. He also revealed dynamic changes in MSME business data, such as changes in MSME businesses, which were previously salon businesses, now changing to culinary businesses (Mustofa, 2023).

The first factor that influences MSME performance is the accounting information system. This system functions as a tool for collecting, storing, maintaining and processing information related to daily accounting transactions so that it can produce accounting and financial reports. The second influencing factor is electronic commerce (e-commerce), an online buying and selling process using a website as a transaction platform. With increasing competition in the business world, information technology has become very important to support business growth and sustainability. If an entrepreneur cannot compete, the sustainability of his business will be threatened. One form of application of information technology commonly used in business is e-commerce (Indahsari *et al.*, 2023).

The third factor that influences MSME performance is financial literacy. Financial literacy is important for individuals to make the right decisions when using money. This includes managing various information, perspectives, and behaviours related to financial matters. In addition, financial literacy involves adopting a mindset that supports responsible and efficient economic management (Kurniawan *et al.*, 2023). The fourth factor that influences MSME performance is financial technology (fintech). Fintech is a new financing service model developed through innovation in information technology. Entrepreneurs can take advantage of fintech, among other things, by partnering with digital programs that make it easier for consumers to make payments and provide discount promotions to customers. In this way, fintech can attract consumer interest more quickly, positively impacting MSMEs (Farhan *et al.*, 2023).

The fifth factor that influences MSME performance is product innovation. Innovation is one of the most important ways for companies to differentiate themselves from competitors in the market. Entrepreneurs need to provide high-quality products to create goods and various types of new products to be marketed so that customers can recognize the results of these innovations well. By taking

advantage of opportunities through product innovation, entrepreneurs can improve the performance of MSMEs. Innovative product development, cycle, connection and marketing aspects are very important added values for MSMEs so that people's purchasing power remains stable and even increases (Kurniawan et al., 2023). Based on the problems above, research on the influence of Accounting Information Systems, E-Commerce, Financial Literacy, Financial Technology, and Product Innovation on the Performance of MSMEs in Jepara Regency is important.

LITERATURE REVIEW

MSME performance results from work carried out optimally, exceeding the standards and targets set by law. According to Republic of Indonesia Law Number 7 of 2021, micro businesses are productive businesses owned by individuals or the private sector and by the criteria determined by law. The business capital criteria for micro businesses is a maximum of IDR 1 billion, excluding land and buildings where the business is located. Meanwhile, the annual sales criteria for micro businesses must not exceed IDR 2 billion. On the other hand, small businesses are relatively small in scale compared to large companies in the same industry. Business capital criteria for small businesses range from IDR 1–5 billion, excluding land and buildings. The annual sales criteria for small businesses is between IDR 2-15 billion (Indahsari *et al.*, 2023).

A medium business is a productive business that stands alone and is managed by an individual or company that is not a subsidiary or branch of another company, whether controlled directly or indirectly and is not part of a small or large company. The applicable provisions of the law determine annual turnover for medium-sized businesses. Business capital criteria for medium-sized businesses range from IDR 5–10 billion, excluding land and buildings where the business is located. Meanwhile, the annual sales criteria for medium-sized businesses is between IDR 15-50 billion (Indahsari *et al.*, 2023).

Support from all parties is necessary to develop MSMEs in Indonesia and increase productivity and competitiveness at the international level. MSME players continue to strive to improve their operational performance to ensure business continuity. MSME performance can be an indicator of achieving company goals. With continuous performance improvement, MSMEs can survive increasingly fierce competition (Susanti *et al.*, 2023).

Several factors can influence MSME performance, including accounting information systems, e-commerce, financial literacy, financial technology, and product innovation. Each of these factors has the potential to influence the performance of MSMEs significantly. This is based on theories relevant to each of these factors, including attribution theory, which was adopted for the accounting information system variable; Technology Acceptance Model (TAM) theory, which was adopted for the e-commerce and financial technology variables; Resource Based View (RBV) theory was adopted for the financial literacy variable, and the Theory of Planned Behavior (TPB) was adopted for the variable product innovation.

Attribution theory was first proposed by Fritz Heider in 1958, who argued that everyone acts like an amateur scientist who tries to understand other people's behaviour by collecting and analyzing data to get a logical explanation of why people behave in certain ways. This theory provides a framework for understanding how

individuals interpret their behaviour and that of others. Attribution theory also explains various events and the relationship between these events and individual thoughts and behaviour (Purba, 2023).

Davis introduced TAM in 1989, which is useful for explaining user acceptance of technology. According to Suyanto & Kurniawan (2019), TAM replaces much of the theory of reasoned action (TRA), a dual approach to research on technology acceptance, ease of use, and usability. TRA and TAM contain significant behavioural elements, assuming that once a person intends to act, they have the freedom to act without constraint. According to Saputro & Haryanto (2023), TAM's goal is to explain generally the factors that influence an individual's interest in using technology and provide insight into user behaviour.

RBV was first proposed by Wernerfelt in 1984. According to Khotimah (2017), RBV explains how a company's capabilities can generate a sustainable competitive advantage. This competitive advantage can create obstacles for other competitors when the resources owned are managed optimally, making it difficult for competitors to imitate or produce similar products.

TPB, developed by Ajzen in 1985, is a continuation of TRA. TRA explains that an attitude towards the behaviour and subjective norms influence a person's intention to behave. Behavioural intentions are influenced by three determinants: individual attitudes towards behaviour, subjective norms, and perceived behavioural control. TPB is a theory that predicts a person's intention to behave at a certain time and place. This theory is used to predict individual behaviour and is very suitable for describing behaviour that requires planning (Noviyanti & Erawati, 2021).

According to Silvia *et al*. (2022), an accounting information system is a tool that makes it easier for management to make decisions as long as company management can optimize the implementation of the system. This system not only manages financial information but also includes non-financial information. In the decision-making process, both financial and non-financial information is necessary. Accounting information systems are crucial for MSMEs in company management because they can be the basis for making financial management decisions, such as in market development, price setting, and preparing accounting reports that comply with standards.

The accounting information system functions to convey information to users of financial reports to support decision-making. This system produces financial information that is reliable, relevant, timely, and easy to understand, thus supporting a better decision-making process. A computerized accounting information system can also help MSMEs improve business operations and overcome the challenges they face (Zuliyati et al., 2022).

The effectiveness of an accounting information system measures the extent to which the objectives set by the resource group responsible for collecting, processing and storing electronic information have been achieved. The processed information is then used to support production decision-making. With the rapid development of technology today, MSMEs need to make the best use of this opportunity. MSME owners must be critical and creative in using this tool to increase efficiency and speed in their work (Zuliyati & Delima, 2021).

Accounting information systems are very relevant to attribution theory because attribution theory refers to giving meaning or explanation to an event or result. According to Indriyani et al. (2022) the relationship between attribution theory and the use of accounting information systems is influenced by individual efficiency, which supports the commercial continuity of the organization, thereby enabling decision-making that can improve the performance of MSMEs. Stability and control are very important so that internal parties can manage the system well, resulting in decisions that are beneficial for the common good in achieving company goals. The abilities and motivations of the individuals concerned influence internal factors in using accounting information systems. Understanding attribution can help organizations design more effective accounting information system implementation strategies. By paying attention to how individuals attribute system use, organizations can identify areas that need improvement in system design, user training, and organizational support. This will help increase the acceptance and use of accounting information systems among organizational members.

Research conducted by Indahsari et al. (2023), Prasetyo & Ambarwati (2021), and Fachruzzaman et al. (2021) states that accounting information systems have a positive effect on the performance of MSMEs. Based on the explanation above, the hypothesis formulation is as follows:

H$_1$: Accounting Information Systems have a positive effect on MSME Performance

Besides accounting information systems, e-commerce also has an important role for MSMEs. According to Setiawati *et al.* (2021), Electronic commerce (e-commerce) is a system for selling, buying and marketing products electronically. Apart from using e-commerce, MSMEs also need to communicate intensively by marketing their products through digital marketing and social media to reach customers directly. According to Susanti *et al.* (2023), e-commerce uses a computer system, namely a website, to purchase and sell various products, goods, and services online.

According to Silvia *et al.* (2022), e-commerce can be a great opportunity for MSMEs to market and develop their businesses. For MSMEs, e-commerce allows for expanding market access, creating jobs, and positively impacting various sectors that support e-commerce, which in turn can help increase Indonesia's economic growth. E-commerce is buying and selling goods or services electronically, which involves transactions using the Internet, networks and other digital technologies.

E-Commerce is very relevant to TAM. According to Susanti *et al.* (2023) the benefits and ease of using a system can encourage MSMEs to adopt e-commerce technology. E-commerce allows MSMEs to market their products to consumers easily, reaching a wider audience without distance and time limitations. TAM is a theory that explains the factors influencing user adoption and acceptance of information technology. Several factors of online transaction security, data privacy, and customer support can modify or expand the TAM model to cover specific aspects of e-commerce. Users will be more likely to accept a platform or application if they find it easy to use. This involves an intuitive interface, simple navigation, and efficient transaction processing. In examining TAM-based e-commerce, researchers can

measure the extent to which users find e-commerce easy to use and useful in online shopping. Analysis of the results can provide insight into the factors that influence consumers' adoption and acceptance of e-commerce.

Research conducted byIndahsari *et al*. (2023), Susanti *et al*. (2023), and Nurlaila *et al*. (2021) stated that e-commerce has a positive effect on the performance of MSMEs. Based on the explanation above, the hypothesis formulation is as follows:

H₂: E-Commerce has a positive effect on MSME performance

The next factor is financial literacy. According to Financial literacy is a combination of knowledge possessed by investors or consumers regarding (1) financial products and their concepts, (2) the ability and confidence to recognize financial risks and opportunities, (3) appropriate decision making, and (4) sources of assistance and making other effective decisions to improve financial conditions. Financial literacy is very useful in making complex financial decisions. Apart from that, financial literacy also supports increasing the efficiency of MSME performance. This includes understanding and skills in managing personal finances, such as budget management, investing, understanding financial risks, and utilizing financial products and services (Handayani *et al*., 2023).

Financial literacy can increase individual self-confidence and make entrepreneurs more aware and educated to take responsibility in financial matters and play a more active role in the financial services market. Entrepreneurial skills and abilities greatly influence a company's success. Thus, financial literacy plays an important role in helping MSMEs develop, increase profitability, and strengthen their competitive advantages in business (Fadilah *et al*., 2022).

Financial literacy is very relevant to the RBV theory. According to Hamzah *et al*. (2023), Based on RBV theory, a company's internal resources have an important role because competition is determined by core capabilities, which are the basis for decision-making. In the context of the RBV, resources include a variety of assets, capabilities, processes, and characteristics, such as knowledge and information, that are used to achieve organizational goals. Financial literacy can be considered a company resource because it functions as information. In addition, financial literacy provides financial information for its users.

Research conducted by Kurniawan *et al*. (2023), Fadilah *et al*. (2022), and Sulistiyo *et al*. (2022) stated that financial literacy has a positive effect on the performance of MSMEs. Based on the explanation above, the hypothesis formulation is as follows:

H₃: Financial Literacy has a positive effect on MSME performance

Another factor that also has the potential to influence the performance of MSMEs is financial technology (fintech). According to Farhan *et al*. (2023), fintech is a new financing service model developed through innovation in information technology. Entrepreneurs can take advantage of fintech by partnering with digital programs that make it easier for consumers to make payments and offer discount promotions to customers. In this way, fintech can attract consumer interest more quickly, positively impacting MSMEs, especially in the financial sector.

Fintech is a service that focuses on the financial sector and uses digital technology as software. Fintech aims to facilitate transactions and provide access to various financial products. Its presence can expand the scope of financial services and distribute money more efficiently and easily, thereby providing opportunities for traders to gain profits (Ansori, 2019). Using fintech can provide entrepreneurs with various opportunities to manage finances through technology and digitalization. In addition, fintech simplifies and speeds up the transaction process and offers alternative financial solutions compared to traditional banking financial services. With the convenience offered by fintech, the performance of MSMEs can increase (Fadilah *et al.*, 2022).

Fintech is particularly relevant to TAM, according to Jannah *et al.* (2023) the relationship between fintech and TAM is determined by two aspects: perceived usefulness, which is defined as a measure of how confident a person is that using the technology will increase efficiency, and perceived ease of use, which is defined as the extent to which a person believes that the technology is easy to use. In other words, if someone believes that fintech provides benefits, they will be more likely to use it. TAM can be used to understand user behaviour regarding the adoption and use of fintech by identifying factors influencing their perception of the technology. This understanding can help fintech companies and digital financial services developers design products, and user experiences that better meet user expectations and needs.

Research conducted by Farhan *et al.* (2023), Fadilah *et al.* (2022), and Rohmah *et al.* (2022) stated that fintech has a positive influence on the performance of MSMEs. Based on the explanation above, the hypothesis formulation is as follows:

H₄: Financial Technology has a positive effect on MSME performance

Product innovation is the fifth factor in this research that can influence the performance of MSMEs. Innovation can be defined as changes related to new products (Dewantoro *et al.*, 2023). Product innovation is one of the most important ways for MSMEs to create value for customers and gain a competitive advantage. The success of the innovation implemented must be sustainable. Innovation product development strategies need to continue to be developed and implemented. Companies that do not innovate will face the risk of losing competitiveness, while companies that continue to innovate can dominate the market with new products, models and appearances (Furyana *et al.*, 2013).

According to Bendatu & Dhewanto (2014) innovation is an integral part of business life because Innovation is the core of a growing company. Innovation can be developed anywhere and by anyone. It is not just big companies that are introducing it, but small companies also need to innovate to maintain the continuity of their operations. Apart from product innovation, the success of MSMEs also requires adequate market opportunities.

Product innovation is highly relevant to the TPB, according to Putri & Akbari (2021) competitive product innovation is the only predictor that significantly influences purchase intention. Based on the TPB concept, intentions to behave in certain ways can be predicted by analyzing attitudes towards these intentions. This attitude can be related to a positive or negative view of innovative products. In addition, individuals' perceptions of how much control or ability they have in

adopting product innovations also play an important role. If people feel they have a high level of control over using an innovative product, they tend to be more willing to adopt it. By implementing TPB, innovative product developers or marketers can understand the psychological factors that influence consumer intentions and behaviour in adopting product innovations.

Research conducted by Kurniawan *et al.* (2023), Sulistiyo *et al.* (2022), and Cyasmoro (2021) stated that product innovation has a positive effect on the performance of MSMEs. Based on the explanation above, the hypothesis formulation is as follows:

H₅: Product innovation has a positive effect on MSME performance

METHOD

This research uses quantitative methods. Quantitative methods are approaches that utilize data in the form of numbers or numerical variables to explain phenomena or test relationships between variables. Statistical procedures can analyze this numerical data. This method emphasizes collecting data that can be measured objectively and statistical analysis to conclude research results (Lestari & Baridwan, 2023). Quantitative research methods were used to test the influence of variable X (Accounting Information Systems, E-Commerce, Financial Literacy, Financial Technology, and Product Innovation) on variable Y (MSME Performance).

According to Juita (2016), the accounting information system variable indicators are: (1) Speed up work; (2) Increase effectiveness; (3) Support the decision making process; (4) Learn accounting information systems; and (5) Receive training to develop skills in accounting and financial management.

The e-commerce variable indicators according to Sopanah et al. (2021) are: (1) System quality; (2) Quality or accuracy of information; (3) Quality or quality of service; (4) Utilization; (5) User satisfaction; (6) Benefits.

The financial literacy variable indicators according to Sugiharti & Maula (2019) are: (1) Basic financial knowledge, meaning that business actors have good basic financial knowledge; (2) Savings and loans, meaning that business actors will make loans and make savings based on basic financial knowledge and income from the business; (3) Insurance, meaning that business actors will insure their business or transfer risks to anticipate negative things; and (4) Investment, meaning that business actors will invest capital from their business income to get dividends.

The financial technology indicators according to Mulasiwi & Julialevi (2020) are: (1) Perceived usefulness, meaning that the use of information technology applications will provide benefits to users; (2) Perception of ease of use, meaning that the use of information technology applications will make it easier for users to make transactions; and (3) Perceived risk, meaning that a person's perception of risks related to work so that they can anticipate all uncertainties and consequences of the work.

The product innovation indicators according to Avlonitis & Salavou (2007) are: (1) Product newness to costumer and (2) New product uniqueness. As well as the variable indicators for MSME performance according to Aribawa (2016) are: (1) There is sales growth, meaning there is an increase in sales in each period; (2) There is capital growth, meaning there is an increase in capital in the business; (3) There is an increase in workforce, meaning that there is an increase in workforce as business increases in

each period; (4) There is market and marketing growth, meaning the expansion of markets and product sales in businesses; (5) There is growth in profits and operating profits, meaning that the increase in MSME performance is marked by an increase in profits.

Meanwhile, to analyze the influence of each variable using multiple linear regression analysis techniques. The objects in this research are MSME owners registered with the Jepara Regency Cooperatives, Small and Medium Enterprises, Manpower and Transmigration Services. Data analysis in this research used the Statistical Package for the Social Science (SPSS) application using descriptive analysis test techniques, data quality tests, classical assumption tests, and hypothesis tests.

The population in this research is MSMEs registered with the Department of Cooperatives, Small & Medium Enterprises, Manpower and Transmigration of Jepara Regency for the period December 2023, a total of 81,909 MSMEs with details of 77,683 micro businesses, 3,979 small businesses and 247 medium businesses.

Sample selection was obtained using a purposive sampling method with criteria, including: (1) MSMEs registered with the Jepara Regency Cooperatives, Small & Medium Enterprises, Manpower and Transmigration Service; (2) MSMEs that use simple financial records; and (3) MSMEs that adopt internet innovation and technology in their businesses. Measurements to determine the number of samples use the Slovin formula as follows:

$$n = \frac{N}{\left(1 + N(e^2)\right)}$$

Information:

n   = Large sample size
N   = Large population size
e   = Percentage of allowance for inaccuracy due to sampling error that is still tolerable or desirable (5%)

$$n = \frac{81.909}{\left(1 + 81.909(0{,}05^2)\right)}$$
$$n = \frac{81.909}{\left(1 + 81.909(0{,}0025)\right)}$$
$$n = \frac{81.909}{1 + 204{,}7725}$$
$$n = \frac{81.909}{205{,}7725}$$
$$n = 398{,}056$$

Data collection was carried out by observation, distributing questionnaires, and documentation. Meanwhile, data processing in this research involves editing, scoring, and tabulating. The data analysis technique uses descriptive statistics. Validity and reliability tests are used to test data quality. Classic assumption tests include the normality, multicollinearity, and heteroscedasticity tests. The testing method uses multiple linear regression analysis. Model feasibility tests include the determinant coefficient test (R^2), simultaneous test (F statistical test), and partial test (t statistical test).

RESULTS AND DISCUSSION

RESULTS
Descriptive Statistics
Descriptive statistical analysis of all variables is presented in Table 1.

Table 1. Variable Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Standart deviation
Accounting Information System (X1)	400	10	20	14,61	2,488
E-Commerce (X2)	400	12	24	17,98	2,717
Financial Literacy (X3)	400	12	28	20,12	3,526
Financial Technology (X4)	400	10	20	14,75	2,238
Product Innovation (X5)	400	11	28	19,80	4,032
MSME Performance (Y)	400	10	20	15,01	2,279

Source: Primary data processed with SPSS 26 (2024)

Based on Table 1, it can be seen that the amount of data (N) is 400. In the accounting information system data (X1), 16 respondents answered with a minimum result of 10, and 12 answered with a maximum result of 20. The average (mean) for the variable accounting information system is 14.61, with a standard deviation of 2.488. The standard deviation value for the accounting information system variable is smaller than the average value. This shows that the large distribution of data indicates homogeneity of data on the accounting information system variable, indicating low or minimal differences in respondents' answers to the accounting information system questionnaire.

In the e-commerce variable (X2) with a total of 400 data (N), 10 respondents have a minimum answer value of 12, and there are 10 who have a maximum answer value of 24. The average (mean) for the e-commerce variable is 17.98. With a standard deviation of 2.717. The standard deviation value for the e-commerce variable is smaller than the average value. This shows that the large data distribution indicates homogeneity of data on the e-commerce variable, indicating low or minimal differences in respondents' answers to the e-commerce questionnaire.

In the financial literacy variable (X3), with a total of 400 data (N), 4 respondents have a minimum answer value of 12, and 7 respondents have a maximum answer value of 28. The average (mean) for the financial literacy variable is 20.12. With a standard deviation of 3.526. The standard deviation value for the financial literacy variable is smaller than the average value. This shows that the large spread of data indicates homogeneity of data on the financial literacy variable, which means it indicates low or minimal differences in respondents' answers to the financial literacy questionnaire.

In the financial technology variable (X4), with 400 data (N), 10 respondents have a minimum answer value of 10, and 8 respondents have a maximum answer value of 20. The average (mean) for the financial technology variable is 14.75. With a standard deviation of 2.238. The standard deviation value for the financial technology variable is smaller than the average value. This shows that the large data distribution

indicates homogeneity of data on the financial technology variable, indicating low or minimal differences in respondents' answers to the financial technology questionnaire.

In the product innovation variable (X5), with a total of 400 data (N), 6 respondents have a minimum answer value of 11, and 13 respondents have a maximum answer value of 28. The average (mean) for the product innovation variable is 19.80. With a standard deviation of 4.032. The standard deviation value for the product innovation variable is smaller than the average value. This shows that the large data distribution indicates homogeneity of data on the product innovation variable, indicating low or minimal differences in respondents' answers to the product innovation questionnaire.

In the MSME performance variable (Y) with a total of 400 data (N), 12 respondents have a minimum answer value of 10, and 6 respondents have a maximum answer value of 20. The average (mean) for the MSME performance variable is 15.01. With a standard deviation of 2.279. The standard deviation value for the MSME performance variable is smaller than the average value. This shows that the large data distribution indicates homogeneity of data on the MSME performance variable, indicating low or minimal differences in respondents' answers to the questionnaire.

Data Quality Test Results
1. Validity Test

The first data quality test is the validity test. The following are the results of the validity test:

Table 2. Accounting Information System Validity Test Results (X1)

Statement	r count	r tabel	Information
X1.1	0,802	0,098	Valid
X1.2	0,736	0,098	Valid
X1.3	0,759	0,098	Valid
X1.4	0,790	0,098	Valid
X1.5	0,786	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 2, which shows the results of the accounting information system validity test, it can be seen that each statement indicator used to measure the accounting information system variable has a calculated r > from the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

Table 3. E-Commerce Validity Test Results (X2)

Statement	r count	r table	Information
X2.1	0,723	0,098	Valid
X2.2	0,766	0,098	Valid
X2.3	0,782	0,098	Valid
X2.4	0,715	0,098	Valid
X2.5	0,721	0,098	Valid
X2.6	0,728	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Table 3 shows the results of the e-commerce validity test. Each statement indicator used to measure the e-commerce variable has a calculated r > from the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

Table 4. Financial Literacy Validity Test Results (X3)

Statement	r count	r table	Information
X3.1	0,744	0,098	Valid
X3.2	0,752	0,098	Valid
X3.3	0,753	0,098	Valid
X3.4	0,771	0,098	Valid
X3.5	0,794	0,098	Valid
X3.6	0,768	0,098	Valid
X3.7	0,733	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Table 4 shows the results of the financial literacy validity test. Each statement indicator used to measure the financial literacy variable has a calculated r > from the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

Table 5. Financial Technology Validity Test Results (X4)

Statement	r count	r table	Information
X4.1	0,671	0,098	Valid
X4.2	0,716	0,098	Valid
X4.3	0,753	0,098	Valid
X4.4	0,745	0,098	Valid
X4.5	0,751	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Table 5 shows the results of the financial technology validity test. Each statement indicator used to measure the financial technology variable has a calculated r > from the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

Table 6. Product Innovation Validity Test Results (X5)

Statement	r count	r table	Information
X5.1	0,760	0,098	Valid
X5.2	0,815	0,098	Valid
X5.3	0,792	0,098	Valid
X5.4	0,765	0,098	Valid
X5.5	0,840	0,098	Valid
X5.6	0,838	0,098	Valid
X5.7	0,828	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Table 6 shows the results of product innovation validity tests. Each statement indicator used to measure the product innovation variable has a calculated r > from

the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

Table 7. MSME Performance Validity Test Results (Y)

Statement	r count	r table	Information
Y.1	0,739	0,098	Valid
Y.2	0,745	0,098	Valid
Y.3	0,792	0,098	Valid
Y.4	0,681	0,098	Valid
Y.5	0,738	0,098	Valid

Source: Primary data processed with SPSS version 26 (2024)

Table 7 shows the results of the validity test of MSME performance. Each statement indicator used to measure the MSME performance variable has a calculated r > from the r table. This means that each indicator shows that the validity requirements of the measuring instrument are met.

2. Reliability Test

The second data quality test is the reliability test. The following are the results of the reliability test:

Table 8. Reliability Test Results

Variable	Items	Cronbach Alpha	Standard	Information
Accounting Information System (X1)	5	0,833	0,70	Reliable
E-Commerce (X2)	6	0,832	0,70	Reliable
Financial Literacy (X3)	7	0,877	0,70	Reliable
Financial Technology (X4)	5	0,778	0,70	Reliable
Product Innovation (X5)	7	0,910	0,70	Reliable
MSME Performance (Y)	5	0,790	0,70	Reliable

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 8, it can be seen that the Cronbach alpha value for the independent variables, namely accounting information systems, e-commerce, financial literacy, financial technology, and product innovation, as well as the dependent variable, namely MSME performance, is greater than 0.70. This shows that each variable can be said to be reliable.

Classic Assumption Test Results

1. Normality Test

The first classic assumption test is the normality test. The following are the results of the normality test:

Table 9. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

N	400
Asymp. Sig. (2-tailed)	0,235

Source: Primary data processed using SPSS version 16 (2024)

Based on Table 9, it can be seen that the normality test results show the Asymp value. Sig. (2-tailed) is greater than 0.05, namely 0.235 > 0.05, so it can be stated that the regression model for the independent variable and dependent variable is normally distributed, thus the normality test in this study is fulfilled.

2. Multicollinearity Test

The second classic assumption test is the multicollinearity test. The following are the results of the multicollinearity test:

Table 10. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Accounting Information System (X1)	0,496	2,017	Multicollinearity Free
E-Commerce (X2)	0,463	2,160	Multicollinearity Free
Financial Literacy (X3)	0,414	2,416	Multicollinearity Free
Financial Technology (X4)	0,635	1,575	Multicollinearity Free
Product Innovation (X5)	0,348	2,875	Multicollinearity Free

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 10, it can be seen that each variable has a tolerance value of more than 0.10 with a VIF value of less than 10. This can be concluded that in the research of all variables there are no multicollinearity problems, so it can be said that the multicollinearity test is fulfilled.

3. Heteroscedasticity Test

The third classic assumption test is the heteroscedasticity test. The following are the results of the heteroscedasticity test:

Table 11. Heteroscedasticity Test Results

Variable	Significance	Comparison	Information
Accounting Information System (X1)	0,062	0,062 > 0,05	Heteroscedasticity free
E-Commerce (X2)	0,838	0,838 > 0,05	Heteroscedasticity free
Financial Literacy (X3)	0,894	0,894 > 0,05	Heteroscedasticity free
Financial Technology (X4)	0,603	0,603 > 0,05	Heteroscedasticity free
Product Innovation (X5)	0,102	0,102 > 0,05	Heteroscedasticity free

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 11, it can be seen that each variable has a significance value of more than 0.05. It can be concluded that each independent variable in this study does not have heteroscedasticity problems, thus the heteroscedasticity test in this study is fulfilled.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence or relationship of several independent variables on the dependent variable. The following are the results of multiple linear regression analysis tests using SPSS version 26:

Table 12. Results of Multiple Linear Regression Analysis

Variable	*Unstandarized Coefficients* (Partial Regression Coefficient) β
(Constant)	4,312
Accounting Information System (X1)	0,155
E-commerce (X2)	0,124
Financial Literacy (X3)	0,092
Financial Technology (X4)	0,191
Product Innovation (X5)	0,078

Source: Primary data processed with SPSS version 26 (2024)

$$Y = 4,312 + 0,155X_1 + 0,124X_2 + 0,092X_3 + 0,191X_4 + 0,078X_5 + \varepsilon$$

Based on this equation, it can be seen that:

1. The constant α of 4.312 indicates that when the independent variables accounting information systems, e-commerce, financial literacy, financial technology and product innovation are constant, the average performance of MSMEs is 4.312.

2. The accounting information system regression coefficient β1 is 0.155, indicating that for every increase of 1 constant in the accounting information system variable, it will increase the performance of MSMEs by 0.155. The positive regression coefficient indicates that the better the accounting information system, the better the performance of MSMEs.

3. The e-commerce regression coefficient β2 is 0.124, indicating that for every increase of 1 constant in the e-commerce variable, the performance of MSMEs will increase by 0.124. The regression coefficient is positive indicating that the better e-commerce, the better the performance of MSMEs.

4. The financial literacy regression coefficient β3 is 0.092, indicating that for every increase of 1 constant in the financial literacy variable, the performance of MSMEs will increase by 0.092. The positive regression coefficient indicates that the better the financial literacy, the better the performance of MSMEs.

5. The financial technology regression coefficient β4 is 0.191, indicating that for every increase of 1 constant in the financial technology variable, the performance of MSMEs will increase by 0.191. The positive regression coefficient indicates that the better the financial technology, the better the performance of MSMEs.

6. The product innovation regression coefficient β5 is 0.078, indicating that for every increase of 1 constant in the product innovation variable, the performance of MSMEs will increase by 0.078. The positive regression coefficient indicates that the better the product innovation, the better the performance of MSMEs.

Model Feasibility Test
Determinant Coefficient Test (R²)

The first model feasibility test is the determinant coefficient test (R^2). The following are the results of the determinant coefficient test (R^2):

Tabel 13. Hasil Uji koefisien Determinan (R²)

R	R Square	Adjusted R Square
0,634	0,402	0,395

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 13, it can be seen that the R (correlation) result is 0.634, so that the R value obtained shows a double correlation between the variables Accounting Information Systems (X1), E-Commerce (X2), Financial Literacy (X3), Financial Technology (X4), and Innovation Product (X5) to MSME Performance (Y) in Jepara Regency has a strong correlation. According to Sugiyono (2010) strong correlation is more than 0.50 and less than 0.75.

The R Square value or coefficient of determination is 0.402 or 40.2%, but for multiple regression it is better to use Adjusted R Square which is obtained at 0.395 (always smaller than the R Square value) in interpreting the magnitude of the effect simultaneously. This value (0.395) shows the strength of the influence of the independent variable simultaneously on the dependent variable, which is in the quite strong category. According to Sugiyono (2010) A fairly strong correlation is more than 0.25 and less than 0.50.

The magnitude of the influence of the independent variable on the dependent variable using Adjusted R Square is 0.395. This means that the contribution of accounting information system variables, e-commerce, financial literacy, financial technology, and product innovation in explaining MSME performance variables is 39.5%. This result can be said to mean that the magnitude of the independent variable influencing the regression model equation is 39.5%, and the remaining 60.5% can be explained by other independent variables not used in this research.

Simultaneous Test (F Statistical Test)

The second model feasibility test is a simultaneous test (F statistical test). The following are the results of the simultaneous test (F statistical test):

Table 14. Simultaneous Test Results (F Statistical Test)

		ANOVA[b]				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	833,409	5	166,682	53,024	0,000[a]
	Residual	1238,551	394	3,144		
	Total	2071,960	399			

Source: Primary data processed with SPSS version 26 (2024)

Based on Table 14, it shows that the results of the simultaneous test (F statistical test) have an F value of 53.024 and a significance value of 0.000. Df is 5 which is the number of independent variables, and df2 is 394 obtained from n-k-1 so that Ftable is 2.24. It can be seen that in the results of the simultaneous test (F statistical test) the significant value is smaller than 0.05 (0.000 < 0.05) and Fcount > Ftable, namely (53.024 > 2.24) so it can be concluded that the independent variable (accounting information system, e-commerce, financial literacy, financial technology, and product innovation) simultaneously or together influence the dependent variable (UMKM performance).

Partial Test (T Statistical Test)

The third model feasibility test is the partial test (t statistical test). The following are the results of the partial test (t statistical test):

Table 15. Partial Test Results (t Statistical Test)

Hypothesis	Beta	t	Significance	Conclusion
H1 = Accounting Information Systems have a positive effect on MSME Performance	0,155	3,061	0,002	**H1 is accepted** X1 has a positive effect on Y
H2 = E-Commerce has a positive effect on MSME performance	0,124	2,580	0,010	**H2 is accepted** X2 has a positive effect on Y
H3 = Financial Literacy has a positive effect on MSME Performance	0,092	2,354	0,019	**H3 is accepted** X3 has a positive effect on Y
H4 = Financial Technology has a positive effect on MSME Performance	0,191	3,833	0,000	**H4 is accepted** X4 has a positive effect on Y
H5 = Product Innovation has a positive effect on MSME Performance	0,078	2,080	0,038	**H5 accepted** X5 has a positive effect on Y

Source: Primary data processed with SPSS version 26 (2024)

DISCUSSION

The influence of Accounting Information Systems on MSME Performance

Based on the data testing that has been carried out, the accounting information system affects the performance of MSMEs. This is proven by the significant value of $0.002 < 0.05$ and tcount of $3.061 > 1.966$, and the regression coefficient ($\beta 1$) value is positive (0.155), indicating the effect is positive. Thus, the first hypothesis (H1), which states that accounting information systems positively affect the performance of MSMEs, is accepted.

The existence of an accounting information system greatly facilitates MSMEs in Jepara Regency because of the efficiency obtained, which is in accordance with the accounting information system indicators, namely supporting the decision-making process. Thus, MSMEs in Jepara Regency are able to make better decisions, which can improve their performance.

This research aligns with attribution theory, where information systems can provide clear and accurate data, making it easier for users to determine the causes of good or bad performance. Users use the information generated by the system to make better financial and operational decisions, which can improve the performance of MSMEs.

The influence of E-Commerce on MSME Performance

Based on data testing, e-commerce affects the performance of MSMEs. This is proven by the significant value of $0.010 < 0.05$ and tcount of $2.580 > 1.966$, and the regression coefficient ($\beta 2$) value is positive (0.124), indicating the influence is positive. Thus, the second hypothesis (H2), which states that e-commerce positively affects the performance of MSMEs, is accepted.

The ease of use of e-commerce encourages MSMEs in Jepara Regency to use e-commerce technology. This is in accordance with e-commerce indicators, namely benefits, user satisfaction, and utilization. With e-commerce, MSMEs' marketing reach can expand, which can improve their performance.

This research is in line with the technology acceptance model theory because the benefits and ease of use of a system can encourage the needs and attitudes of MSME players to use e-commerce technology. E-commerce allows MSMEs to easily market their products to a wide range of consumers without distance and time restrictions, which can improve their performance.

The influence of Financial Literacy on MSME Performance

Based on data testing, financial literacy influences the performance of MSMEs. This is proven by the significant value of 0.019 < 0.05 and tcount of 2.354 > 1.966, and the regression coefficient (β3) value is positive (0.092), indicating the effect is positive. Thus, the third hypothesis (H3), which states that financial literacy positively affects the performance of MSMEs, is accepted.

This is one indicator of financial literacy, namely basic financial knowledge. Good financial knowledge can help MSMEs in Jepara Regency manage production costs, optimize supply chains, and navigate market challenges, thereby increasing their competitiveness and performance.

This research is in line with the RBV theory. Understanding and skills in managing finances are important resources in business. With good financial literacy, business owners can make smarter financial decisions, such as capital allocation, debt management, and investment, which can ultimately increase the company's competitiveness and improve the performance of MSMEs.

The influence of Financial Technology on MSME Performance

Based on data testing, fintech influences the performance of MSMEs. This is proven by the significant value of 0.000 < 0.05 and tcount 3.833 > 1.966, and the regression coefficient (β4) value is positive (0.191), indicating the effect is positive. Thus, the fourth hypothesis (H4), which states that fintech positively affects the performance of MSMEs, is accepted.

This is based on financial technology indicators, namely the perceived benefits of use. Financial technology greatly facilitates MSMEs in Jepara Regency because payments from buying and selling transactions can be more structured, and counterfeit money can be avoided. Apart from that, by utilizing fintech, MSMEs in Jepara Regency can obtain business capital quickly and easily, increasing production capacity and improving MSMEs' performance.

This research is in line with TAM theory, benefits, and ease of use, as well as additional factors such as trust and security. The application of fintech in business can help create innovative solutions and gain widespread acceptance in society, which encourages more effective adoption and use of financial technology to improve the performance of MSMEs.

The influence of Product Innovation on MSME Performance

Based on data testing, product innovation influences the performance of MSMEs. This is proven by the significant value of 0.038 < 0.05 and tcount of 2.080 > 1.966, and the regression coefficient (β5) value is positive (0.078), indicating the influence is positive. Thus, the fifth hypothesis (H5), which states that product innovation positively affects the performance of MSMEs, is accepted.

This is based on the product innovation indicator, namely the novelty of the product for customers. MSMEs in Jepara have adopted product innovation. MSMEs accommodate suggestions given by consumers, where suggestions given by consumers are used as the basis for creating product innovation. The demand and supply of product innovation can increase selling and marketing power so that the performance of MSMEs can increase.

CONCLUSION

Conclusion

This research examined the influence of accounting information systems, e-commerce, financial literacy, financial technology and product innovation on the performance of MSMEs. Based on the data that has been tested, Accounting information systems positively affect MSME performance. Information systems can provide clear and accurate data and make it easier for users to determine the causes of good or bad performance. Users use the information generated by the system to make better financial and operational decisions to improve the performance of MSMEs. E-commerce has a positive effect on the performance of MSMEs. The benefits and ease of use of a system can encourage the needs and attitudes of MSME players to use e-commerce technology. E-commerce allows MSMEs to easily market their products to various consumers without distance and time restrictions. This can improve the performance of MSMEs.

Financial literacy has a positive effect on the performance of MSMEs. Understanding and skills in managing finances are important resources in business. With good financial literacy, business owners can make smarter financial decisions, such as capital allocation, debt management and investment, which, in the end, can increase the company's competitiveness and improve the performance of MSMEs. Financial technology has a positive effect on the performance of MSMEs. With benefits and ease of use, as well as additional factors such as trust and security, the application of fintech in business can help create innovative solutions and gain widespread acceptance in society, encouraging more effective adoption and use of financial technology to improve the performance of MSMEs. Product innovation has a positive effect on MSME performance. Competitive product innovation is the only predictor that significantly influences purchase intention. By focusing on attitudes towards behaviour, subjective norms, and perceived behavioural control, companies can design more effective products and marketing strategies so that they can improve the performance of MSMEs.

Suggestion

Based on the research results and research limitations that have been explained, there are several suggestions for further researchers, namely researchers can add other independent variables related to MSME performance such as the implementation of accounting, financial reports and payment gateways carried out by Evitiria *et al*. (2024) as well as employee engagement, financial sustainability, operational costs, and digital branding carried out by Afiani & Wijaya (2024). Future researchers can expand the coverage area of the research population, so that the scope of research and generalization of research becomes wider.

DAFTAR PUSTAKA

Afiani, S., & Wijaya, R. S. (2024). Pengaruh Keterlibatan Karyawan, Keberlangsungan Financial, Biaya Operasional, dan Digital Branding terhadap Kinerja UMKM Padang Timur. *Jurnal Akuntansi Keuangandan Bisnis*, *1*(4), 874–880. https://jurnal.ittc.web.id/index.php/jakbs/article/view/785/692

Ansori, M. (2019). Perkembangan dan Dampak Financial Technology (Fintech) terhadap Industri Keuangan Syariah di Jawa Tengah. *Wahana Islamika: Jurnal Studi Keislaman*, *5*(1), 31–45. https://core.ac.uk/download/pdf/211976427.pdf

Aribawa, D. (2016). Pengaruh Literasi Keuangan terhadap Kinerja dan Keberlangsungan UMKM di Jawa Tengah. *Siasat Bisnis*, *20*(1), 1–13. https://doi.org/10.1007/s10006-013-0431-4

Avlonitis, G. J., & Salavou, H. E. (2007). Entrepreneurial Orientation of SMEs, Product Innovativeness, and Performance. *Journal of Business Research*, *60*(5), 566–575. https://doi.org/10.1016/j.jbusres.2007.01.001

Bendatu, M., & Dhewanto, W. (2014). *Manajemen Inovasi: Peluang Sukses Menghadapi Perubahan* (Andi (ed.); 1st ed.). Wahana Komputer Semarang.

Cyasmoro, V. (2021). The Role of Government Cash Subsidy Assistance, Entrepreneurship Orientation and Product Innovation on the Performance of MSMEs in Gelamjaya Village, Pasar Kemis, Tangerang Regency. *Enrichment: Journal of Management*, *12*(1), 102–108. https://www.enrichment.iocspublisher.org/index.php/enrichment/article/view/164

Dewantoro, B., Putranto, A., & Purwanto, H. (2023). Pengaruh Kompetensi Sumber Daya Manusia, dan Inovasi Produk terhadap Kinerja UMKM (Studi Empiris pada UMKM di Kabupaten Wonosobo). *Journal Economic, Management and Business*, *2*(1), 60–72. https://ojs.unsiq.ac.id/index.php/magna/article/view/4153/2107

Evitiria, N., Supartini, & Abdullah, S. (2024). Pengaruh Penerapan Akuntansi, Laporan Keuangan, dan Payment Gateway terhadap Kinerja UMKM Usaha Rumah Makan di Kabupaten Sukoharjo (Tahun 2023). *Journal of Economic, Business and Accounting*, *7*(4), 8016–8024. https://journal.ipm2kpe.or.id/index.php/COSTING/article/view/10436/6316

Fachruzzaman, Indriani, R., Mediastuty, P. P., Fitranita, V., & Zaman, A. A. P. (2021). The Accounting Information System Impact on Micro, Small, Medium-Sized Enterprises Performances in Bengkulu. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, *18*(2), 236–246. https://doi.org/10.31106/jema.v18i2.12530

Fadilah, I., Rahman, S., & Anwar, M. (2022). Analisis Pengaruh Literasi Keuangan,

Inklusi Keuangan, dan Financial Technology terhadap Kinerja Usaha Mikro Kecil Menengah (UMKM) di Kota Bandung. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, *5*(3), 1347–1354. https://doi.org/10.32670/fairvalue.v5i3.2419

Farhan, A., Ramadhani, S., & Yanti, N. (2023). Pengaruh Aspek Keuangan, Financial Technology, Kompetensi Sumber Daya Manusia (SDM) dan Kebijakan Pemerintah terhadap Kinerja Usaha Mikro Kecil Dan Menengah (UMKM) di Kota Medan. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, *8*(1), 640–662. http://jurnal.plb.ac.id/index.php/JRAK/article/view/949/583

Furyana, S. A., Wahyudi, E., & Handini, Y. D. (2013). Inovasi Produk Batik Pesisiran pada Perusahaan Batik Virdes di Banyuwangi (Product Innovations on Coastal Batik at Batik Company Virdes in Banyuwangi). *Artikel Ilmiah Hasil Penelitian Mahasiswa*, 1–6. https://repository.unej.ac.id/handle/123456789/58809

Hamzah, R. S., Gozali, E. O. D., Efriandy, I., & Gusmiati, D. M. (2023). Pengelolaan Modal Kerja, Literasi Keuangan dan Performa UMKM di Masa Pandemi Covid-19. *Jurnal Nominal Barometer Riset Akuntansi Dan Manajemen*, *12*(2), 177–188.

Handayani, R. T., Harsanti, P., Wismar'ein, D., & Budiman, N. A. (2023). Peningkatan Literasi Keuangan : Langkah Menuju Masyarakat Mandiri Finansial di Karang Taruna. *DHIGANA: Jurnal Pengabdian Kepada Masyarakat*, *1*(2), 68–75. https://scholar.google.com/citations?view_op=view_citation&hl=id&user=ifpgAZMAAAAJ&citation_for_view=ifpgAZMAAAAJ:dhFuZR0502QC

Indahsari, W. N., Halim, M., & Aspirandy, R. M. (2023). Pengaruh Sistem Informasi Akuntansi dan E-Commerce terhadap Kinerja UMKM di Wilayah Banyuwangi. *JRAK (Jurnal Riset Akuntansi Dan Bisnis)*, *9*(1), 80–89. https://doi.org/10.38204/jrak.v9i1.949

Indriyani, S., Yuliani, N. L., & Purwantini, A. H. (2022). Analisis Anteseden Kinerja Usaha Mikro Kecil Menengah (UMKM). *Review of Applied Accounting Research (RAAR)*, *2*(2), 166–179. https://doi.org/10.30595/raar.v2i2.13795

Jannah, S. I., Khusnah, H., & Anugraini, M. (2023). Efek Mediasi Penggunaan Financial Technology pada Pengaruh Literasi Keuangan terhadap Inklusi Keuangan. *AKUNESA: JurnalAkuntansi Unesa*, *12*(1), 35–44. https://doi.org/10.26740/akunesa

Juita, V. (2016). Pemanfaatan Sistem Informasi Akuntansi pada Usaha Mikro, Kecil, dan Menengah (UMKM) Sektor Jasa Perdagangan di Padang, Sumatera Barat. *JURNAL RISET AKUNTANSI TERPADU*, *9*(1), 120–137. https://jurnal.untirta.ac.id/index.php/JRAT/article/view/4291/3055

Khotimah, K. (2017). Pandangan Berbasis Sumber Daya (RBV) dalam Pembahasan Organisasi Ekonomi. *Jurnal Manajemen Dan Akuntansi*, *5*(1), 31–41. www.jurnal.uniyap.ac.id/index.php.future

Kurniawan, A., Darmayanti, E. F., & Mahardika, G. I. S. (2023). Pengaruh Literasi Keuangan, Orientasi Pasar dan Inovasi Produk terhadap Kinerja UMKM pada Pelaku Usaha Kuliner di Kota Metro. *RISTANSI: Riset Akuntansi*, *4*(1), 53–67. https://doi.org/10.32815/ristansi.v4i1.1723

Lestari, D. P., & Baridwan, Z. (2023). Faktor yang Menentukan Sikap dan Pengaruhnya terhadap Minat Keperilakuan dalam Menggunakan E-commerce. *Reviu Akuntansi, Keuangan, Dan Sistem Informasi*, *2*(1), 111–125.

Mulasiwi, C. M., & Julialevi, K. O. (2020). Optimalisasi Financial Teknologi (Fintech)

terhadap Peningkatan Literasi dan Inklusi Keuangan Usaha Menengah Purwokerto. *Jurnal Personalia, Financial, Operasional, Marketing Dan Sistem Informasi*, 27(1), 12–20. http://jos.unsoed.ac.id/index.php/performance/article/view/2284/1371

Mustofa, A. (2023). *UMKM Jepara Tak Perlu Khawatir, Pemkab Siap Turun Tangan Bantu Perizinan*. Radarkudus.Jawapos.Com. https://radarkudus.jawapos.com/ekonomi/691642853/umkm-jepara-tak-perlu-khawatir-pemkab-siap-turun-tangan-bantu-perizinan

Noviyanti, A., & Erawati, T. (2021). Pengaruh Persepsi Kemudahan, Kepercayaan dan Efektivitas terhadap Minat Menggunakan Financial Technology (Fintech) (Studi Kasus: UMKM di Kabupaten Bantul). *Jurnal Ilmiah Akuntansi Dan Finansial Indonesia*, 3(2), 65–74.

Nurlaila, Desmiyawati, & Nurulita, S. (2021). The Influence of Human Resources Competence, E-commerce, and Working Capital on MSME Performance Post Covid-19. *The 4th International Seminar on Business, Economics, Social Science, and Technology (ISBEST)*, 45–55. http://conference.ut.ac.id/index.php/isbest/article/view/611

Prasetyo, A. S., & Ambarwati, L. (2021). Pengaruh Sistem Informasi Akuntansi terhadap Kinerja UMKM Daerah Istimewa Yogyakarta. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 1(1), 73–84. https://doi.org/10.32477/jrabi.v1i1.xxx

Purba, R. B. (2023). *Teori Akutansi: Sebuah Pemahaman untuk Mendukung Penelitian di Bidang Akuntansi* (C. M. K. Group (ed.); 1st ed., Issue April). CV. Merdeka Kreasi Group. https://www.researchgate.net/publication/369793571%0ATEORI

Putri, I. S., & Akbari, A. D. (2021). Extended Theory of Planned Behavior (TPB) to Analyze the Batik Purchase Intention of Indonesian Millennials and Gen Z. *International Journal of Industrial Engineering and Engineering Management*, 3(2), 97–104. https://doi.org/10.24002/ijieem.v3i2.5546

Rohmah, S., Abidin, R., & Cahyo Kurniawan, P. (2022). Peran Fintech, Inklusi Keuangan, Locus of Control terhadap Kinerja UMKM (Studi Pada UMKM Sentra Batik Pekalongan). *Jurnal Manajemen, Bisnis Dan Kewirausahaan*, 2(2), 61–69. http://ejurnal.politeknikpratama.ac.id/index.php/JUMBIKU/article/view/1537

Saputro, I. F. E., & Haryanto, H. (2023). Determinan Niat Penggunaan Aplikasi Akuntansi pada UMKM Makanan dan Minuman: Pendekatan Technology Acceptance Model (TAM). *Jurnal Akuntansi Indonesia*, 12(1), 24–42. https://doi.org/10.30659/jai.12.1.24-42

Setiawati, E., Nur Diana, & Mawardi, M. C. (2021). Pengaruh E-commerce, Pengetahuan Akuntansi dan Budaya Organisasi terhadap Kinerja UMKM di Kota Malang. *E-Jra*, 10(04), 37–46. https://jim.unisma.ac.id/index.php/jra/article/view/10555/8345

Silvia, D., Sari, M. S., & Salma, N. (2022). Pengaruh Sistem Informasi Akuntansi dan E-commerce terhadap Kinerja UMKM di Kota Bandar Lampung. *Journal of Finance and Business Digital*, 1(2), 119–128. https://doi.org/10.55927/jfbd.v1i2.1278

Sopanah, A., Zulkifli, Bahri, S., Hermawati, A., Candra, D., Wiwin, Purnomowati, Anggarani, D., Puspitosarie, E., Hasan, K., Mulyono, Hastuti, T., Purwanto, A.,

Puspitosarie, E., Gunarianto, At, M., Survival, Trilaksono, J., S, R. P., … Sasongko, B. (2021). *Bunga Rampai Ekonomi dan Bisnis: Isu Kontemporer Ekonomi dan Bisnis* (A. Sopanah (ed.)). Scopindo Media Pustaka.

Sugiharti, H., & Maula, K. A. (2019). Pengaruh Literasi Keuangan terhadap Perilaku Pengelolaan Keuangan Mahasiswa. *Accounthink : Journal of Accounting and Finance*, *4*(2), 804–818. https://doi.org/10.35706/acc.v4i2.2208

Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sulistiyo, A., Putranto, A., & Hartiyah, S. (2022). Pengaruh Literasi Keuangan, Kompetensi Sumber Daya Manusia, Inovasi Produk, dan Akses Pemasaran terhadap Kinerja UMKM di Kabupaten Wonosobo. *JAMASY Jurnal Akuntansi, Manajemen & Perbankan Syariah*, *2*(1), 97–113. https://ojs.unsiq.ac.id/index.php/jamasy/article/view/2558/1583

Susanti, D. A., Zuliyati, & Laili, K. N. (2023). Pengaruh E-commerce, Pengetahuan Akuntansi, Modal Usaha, dan Karakteristik Wirausaha terhadap Kinerja UMKM di Kabupaten Demak. *Jurnal Akuntansi Edukasi Nusantara ICMA*, *01*(01), 23–29. https://journal.icma-nasional.or.id/index.php/JADURA/article/view/12/18

Suyanto, S., & Kurniawan, T. A. (2019). Faktor yang Mempengaruhi Tingkat Kepercayaan Penggunaan Fintech pada UMKM dengan Menggunakan Technology Acceptance Model (TAM). *Akmenika: Jurnal Akuntansi Dan Manajemen*, *16*(1), 175–186. https://doi.org/10.31316/akmenika.v16i1.166

Zuliyati, Robiyanto, F., & Karimah, I. (2022). Pengaruh Attitude, Subjective Norm, Perceived Behavior Control, Herding dan Pengetahuan Akuntansi terhadap Niat Penggunaan Sistem Akuntansi Terkomputerisasi pada UMKM di Kudus. *Borobudur Accounting Review*, *2*(1), 70–79. https://doi.org/10.31603/bacr.7280

Zuliyati, Z., & Delima, Z. M. (2021). The Impact of Accounting Information Technology on Employee Performance at MSMEs in Jepara District. *KnE Social Sciences*, *2021*, 212–224. https://doi.org/10.18502/kss.v5i7.9336