

The Role of Financial Literacy in Strengthening the Effect of Digital Platforms and Financial Technology Peer-to-Peer Lending on Capital Access and MSME Growth: an Empirical Study of MSMEs in DKI Jakarta

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Abstract

The financial technology sector in Indonesia, particularly in DKI Jakarta, has experienced significant growth due to improvements in the country's technological infrastructure. As of the end of 2022, the Financial Services Authority (OJK), the financial regulator in Indonesia, listed 102 Fintech companies operating in the country. This study employs a quantitative approach using Smart PLS statistics and a sample of 272 respondents to investigate the relationship between digital platforms, financial technology peer-to-peer lending, access to capital, and MSME growth, with a particular focus on the role of financial literacy for MSMEs in five areas of DKI Jakarta. The study's findings demonstrate a positive impact of financial technology, digital platforms, and peer-to-peer lending on MSME productivity, sales, and growth, which are further enhanced by financial literacy.

Keywords: *Financial Literacy, Financial Technology Peer to Peer Lending, Digital Platform, Access to Capital and MSME Growth*

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) in Indonesia continue to face several challenges, with limited access to financing and capital being one of the major ones. Ahmad (2022) notes that this lack of access to financing often makes it challenging for MSMEs to establish contact with financial institutions, hindering their growth potential. However, the rapid development of MSMEs in Indonesia has been aided by the optimal use of technology and communication facilities, as highlighted by Kuncoro (2015). Despite this progress, several factors continue to inhibit the growth of MSMEs, including difficulties in obtaining market opportunities and expanding market share, limited sources of adequate capital, lack of understanding in HR organization and management, lack of cooperation partners, unfair competition, and inadequate guidance and training. Additionally, there is a lack of awareness and public trust in the potential of small businesses, which further hinders their growth. These factors underscore the need for continued efforts to improve access to financing and address other obstacles faced by MSMEs, to support their growth and development in Indonesia.

Table 1. Jakpreneur Data For Six Regions

NO	UKPD SUDIN PP	Registrati	Training	Assistance	Licensing	Marketing	Capital Finan	Capitalization
1	Jakarta Pusat	48.882	26.044	22.766	27.713	4.740	3.517	669
2	Jakarta Utara	44.093	32.090	30.414	23.973	5.347	4.543	1.134
3	Jakarta Barat	49.074	32.680	29.966	27.896	7.726	5.521	833
4	Jakarta Selatan	55.572	39.501	40.638	32.615	10.909	6.283	850

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5	Jakarta Timur	57.407	37.354	39.081	34.850	9162	6.165	877
6	Kepulauan Seribu	3.055	2.596	2.392	2.001	767	264	96
TOTAL		258.083	170.265	165.257	149.048	38.651	26.293	4.459

(Source: Data Jakpreneur Suku Dinas DKI Jakarta, 2023)

Based on Table 1, it can be seen that the Central Jakarta PPKUKM Sub-agency submitted 3,517 financial reports and obtained \$669 in capital with 48,882 registered users. However, the capital market industry ranks last, with financial literacy and inclusion levels 0.1% and 1.3% lower than those of other financial businesses, at 57.3% and 63.6%, respectively. Therefore, it can be said that Indonesia's use of financial goods is not evenly distributed across all financial service industries (Data Jakpreneur Suku Dinas DKI Jakarta, 2023).

Financial technology innovation (fintech) has also led to the creation of startups in Indonesia. This innovation, which is referred to as financial technology, has gained a positive response from the public, as seen by the expansion of financial technology companies in Indonesia (Harahap et al., 2017). Rapid technological advancements, which have changed people's lifestyles, have led to the development of financial technology. Financial technology can help to simplify and reduce transaction costs associated with borrowing, buying and selling, and payments more efficiently and economically.

The term "financial technology" refers to an online platform that links financial services with cutting-edge technology in day-to-day operations, regardless of the different definitions of the term that may be found in the literature (Susilo et al., 2019). Compared to traditional banking, financial technology is an internet-based tool, platform, or application that offers a range of online payment services, credit, capital financing, robo-advisors, and asset management (Arner et al., 2016). Financial technology enables investors and borrowers who were previously turned down by the financial sector to gain access to markets that support economic growth and the reduction of poverty (Bruhn and Love, 2014). The new financial technology platform offers several alternative payment methods and services at competitive prices to micro, small, and medium-sized businesses (Naysary & Daud, 2021).

According to the Organization for Economic Co-operation and Development (OECD), financial inclusion, financial literacy, and consumer protection must all be linked to strengthen the financial system and increase social welfare. Financial inclusion can help Indonesia overcome several issues, including the country's poor financial literacy rate. Financial intelligence, or the ability to manage one's financial assets, is one of the intelligences that modern individuals require. Having a working understanding of finances and managing personal resources are crucial for daily life, as people frequently must make concessions. Therefore, financial literacy is essential for avoiding financial issues, as one must give up one benefit for another (Cordier, 2019).

Not much has been done by previous studies related to the role of financial literacy in strengthening financial technology, Peer to Peer lending, and digital platforms for access to capital and MSME growth. Therefore, this research has a good level of originality, and this model can be generalized to MSME actors in developing countries.

LITERATURE REVIEW

Micro Small and Medium Enterprises (MSME)

The Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Businesses (PP Number 7 of 2021) states that the criteria for MSMEs are broken down into three categories, including micro, small, and medium enterprises. A micro enterprise is a company whose actors are people or separate legal entities that adhere to specified standards. "Little Business" refers to a business that operates independently, where the perpetrators are people or separate

legal entities, and that does not meet the requirements for inclusion in one of its branches or subsidiaries. Businesses that operate independently and whose perpetrators are people or other individual business entities, excluding subsidiaries, corporate branches, and portions of larger organizations that meet certain criteria (Muadz & Waluyo, 2022).

Financial Literacy

The Association of Certified Accountants (2014) found that financial literacy is knowledge of financial concepts, the ability to understand communication about financial concepts, individual or company financial management skills, and the ability to make financial decisions in certain situations. There is, according to the statement. Lusardi (2012) states that financial literacy is a set of skills and knowledge about a person's finances that allows them to manage or use money to improve their standard of living. Financial literacy is closely related to the influence of behavior, habits, and external factors. PISA 2012: Based on the Financial Literacy Assessment Framework (OECD INFE, 2012), financial literacy is formulated as a fundamental element of economic growth and financial stability. This leads to healthy competition in the industry, which encourages innovation in the products and services offered to consumers (Cordier, 2019). Furthermore, using sequential logit modeling techniques, the study reveals that education and age are the most important determinants of the three types of financial literacy. This finding is significant for policymakers because the level of entrepreneurial financial literacy can be increased by increasing the level of education.

Therefore, it is suggested that all schools, degree or diploma colleges, and institutions include courses related to basic finance in their curricula. Subjects must consist of various types of literacy, such as banking, pricing, financial planning, risk, taxation, and law. It should cover topics related to financial concepts, various sources of funds, internal fund creation, budget preparation, budget surplus and deficit, types of investments and risks, knowledge of financial reports, calculation of tax obligations, tax planning, and knowledge of the legal framework for management establishment that is firm and effective. Also, efforts need to be made to increase confidence among youth about matters related to money and financial risks by periodically organizing workshops, including practical classes that can be conducted by financial services companies (Anshika et al., 2021).

Access to Capital

The capacity of MSMEs to seek funding outside their business institutions or agencies is known as "access to MSME capital" (Bank Indonesia, 2015). MSMEs have challenges, such as restricted access to the financial sector and widespread institutional and institutional issues in Indonesia. To solve these challenges, the Indonesian government has undertaken various sectoral development initiatives, including establishing regulatory frameworks under the Indonesian Banking Policy to ensure MSMEs' access to finance. This has its own set of difficulties, including the issue of excessive interest rates and guarantees. often absent from MSMEs (Ramadhan, 2018).

MSME growth

Economic development based on micro, small, and medium enterprises into creative industries with potential innovative ideas that contribute to the development of goods and services. The creative industry offers services that can be used as input for the innovative activities of companies and organizations both within the creative industry environment and those outside the creative industry. The creative industry also uses technology intensively to encourage innovation in the field of technology. full of creativity. (Halim, 2020).

Inggawati and Kaudin (2010) stated, "The development of a small or medium business can be viewed from the aspect of the income (turnover) that comes in every month. Business development can also be measured by looking at sales growth, an increase in employees, an increase in profit from year to year, and an increase in asset value" (p. 168). If all of these have been

realized, the business can be said to have progressed. According to Afifah and Putri (2015), business development is an activity that can create several ways to develop and change various types of resources, such as services or goods, according to consumer wishes. According to Purwati (2012), the development of a business determines its success, as evidenced by its ability to seize opportunities, be creative in innovating, and have broad access to financial institutions to obtain business financing. Maribot (2010) also mentioned that development is one of an organization's objectives to increase its workers' knowledge and ability.

Financial Technology Peer To Peer Lending

The world is rapidly evolving, especially in science and technology, particularly in the financial sector. Financial digitization has given rise to a financial service innovation called Financial Technology, or fintech. Fintech products include Payment Channel Systems, Digital Banking, Online Digital Insurance, P2P Lending, and Crowd Funding (Muadz & Waluyo, 2022).

The Financial Services Authority Regulation 77/POJK.01/2016 concerning Information Technology-Based Money Lending Services regulate the legal activities of peer-to-peer lending in Indonesia. According to this regulation, peer-to-peer lending is defined as "Information Technology-Based Money Lending and Borrowing Services that provide financial services to connect lenders and borrowers in the context of entering into loan and borrowing agreements in the rupiah currency directly through an electronic system using the internet network" (OJK Regulation, 2016).

RESEARCH METHOD

In this study, a quantitative method will be employed by the researcher. The study includes four types of variables, namely dependent, independent, moderating, and intervening variables. The dependent variable in this study is the MSME organization (Y), while the independent variables are digital platforms (X1) and Financial Technology Peer-to-Peer Lending (X2). The moderating variable is Financial Literacy (M), and the intervening variable is Capital Access. The research design is presented as a problem model constellation, as shown in Figure 1 below.

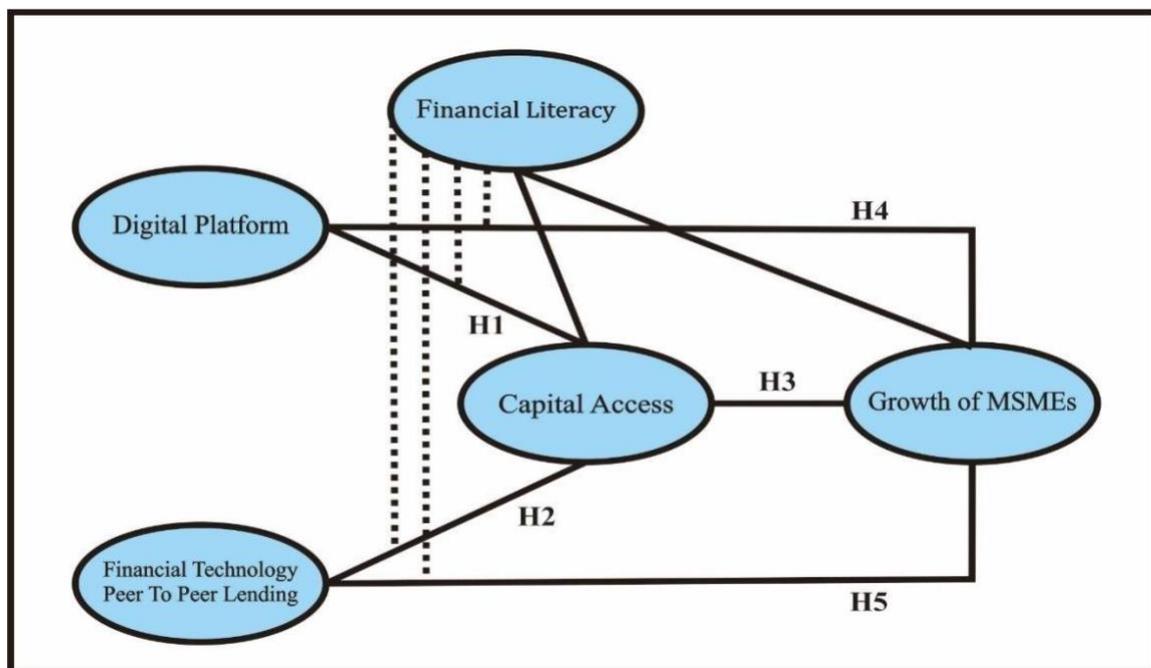


Figure 1. Research Design

Based on the framework above, the following describes the linkages for each research

variable based on previous studies, so this study will try to test, with the following hypothesis formulation:

- H1a : Digital Platform Has a Positive Influence on Access to Capital.
- H1b : Financial Technology Peer To Peer Lending Has a Positive Effect on Access to Capital.
- H1c : Financial Literacy Has a Positive Effect on Access to Capital.
- H2a : Digital Platform Has a Positive Influence on MSME Growth.
- H2b : Financial Technology Peer To Peer Lending Has a Positive Effect on MSME Growth.
- H2c : Financial Literacy Has a Positive Effect on MSME Growth.
- H2d : Access to Capital Has a Positive Effect on MSME Growth.
- H3a : Financial Literacy Moderates Digital Platforms Have a Positive Influence on Access to Capital.
- H3b : Financial Literacy Moderates Financial Technology Peer To Peer Lending Has a Positive Effect on Access to Capital.
- H4a : Financial Literacy Moderates Digital Platforms Have a Positive Influence on MSME Growth.
- H4b : Financial Literacy Moderates Financial Technology Peer To Peer Lending Has a Positive Effect on MSME Growth.
- H5a : Access to Capital Mediates Digital Platforms Have a Positive Influence on MSME Growth.
- H5b : Access to Capital Mediates Financial Technology Peer To Peer Lending Has a Positive Effect on MSME Growth.

In this study, data were obtained by distributing questionnaires filled out online using a Likert scale. The specific research population is Micro, Small and Medium Enterprises in DKI Jakarta Province. The sampling technique used was a stratified sampling technique, with the number of samples determined based on calculations by Haier et al and a sample of 272 Micro, Small and Medium Enterprises was taken. The data analysis method used in this research is statistical analysis. Testing the research hypothesis was carried out using the Partial Least Square (PLS) based Structural Equation Model (SEM) approach.

Validation and reliability testing (Outer Model)

From the outer loading value of all indicators both on digital platform variables, financial technology peer to peer lending, access to capital, MSME growth and financial literacy the value is above 0.5 so that it can be said that all research indicators are valid. The Cornbach Alpha and Composite Reliability values are also above 0.6 which indicates that the indicators used for each variable have good reliability or are able to measure construction.

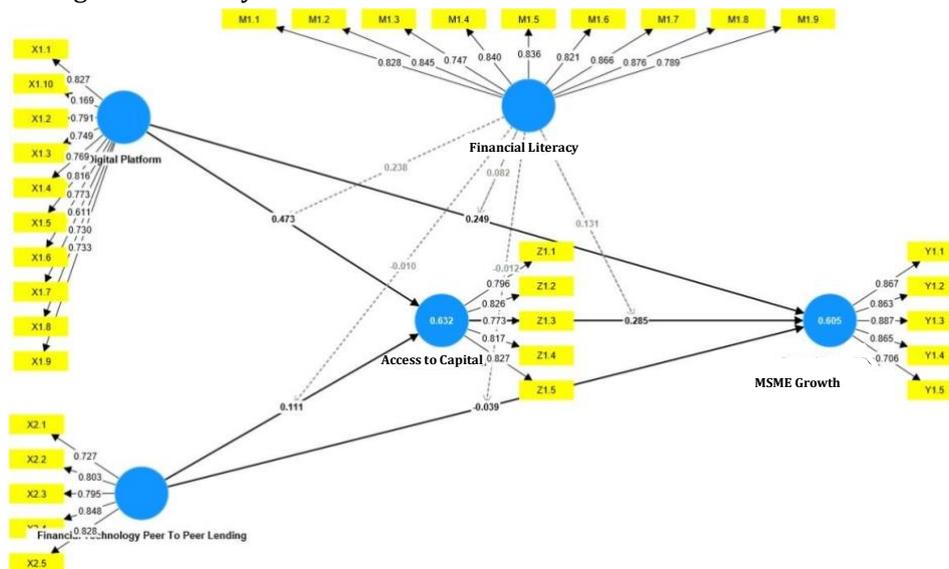


Figure 3. Inner Model

Table 2. R- Square

	R-square	R-square adjusted
MSME growth	0,694	0,686
Access to Capital	0,715	0,709

The inner research model is measured using the value of R-Square (R2). The R-Square (R2) value at the output is 0.694; the adjusted R-Square (Adj-R2) value is 0.686, meaning that the MSME growth model is 69%; the rest is explained by other variables. The R-Square (R2) value at the output is 0.715; the adjusted R-Square (Adj-R2) value is 0.709, meaning that the MSME growth model is 71%; the remaining 71% is explained by other variables.

Table 3. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
access to capital -> MSME growth	0,285	0,282	0,082	3,477	0,000
Digital Platform -> access to capital	0,473	0,475	0,054	8,787	0,000
Digital Platform -> MSME growth	0,249	0,244	0,069	3,594	0,000
Financial Technology Peer To Peer Lending -> access to capital	0,111	0,116	0,054	2,066	0,019
Financial Technology Peer To Peer Lending -> MSME growth	-0,039	-0,039	0,050	0,769	0,221
Financial Literacy-> access to capital	0,252	0,250	0,050	5,007	0,000
Financial Literacy-> MSME growth	0,302	0,303	0,057	5,321	0,000
Financial Literacy x Digital Platform -> access to capital	0,238	0,233	0,055	4,328	0,000
Financial Literacy x Digital Platform -> MSME growth	0,082	0,083	0,058	1,414	0,079
Financial Literacy x access to capital -> MSME growth	0,131	0,135	0,061	2,136	0,016
Financial Literacy x Financial Technology Peer To Peer Lending -> access to capital	-0,010	-0,009	0,054	0,194	0,423
Financial Literacy x Financial Technology Peer To Peer Lending -> MSME growth	-0,012	-0,010	0,044	0,268	0,394

All indicators for each variable have a statistical value greater than 1.96 (t table) based on the path diagram and the results of the above hypothesis testing, indicating that these indicators can assess each construct. In the meantime, the statistical value of the Smart PLS output is employed and compared to the t-table or the significance value of the P-value in order to assess the association between variables (hypothesis testing).

Table 4. Hypothesis testing

Relations Variables	Between	Parameter Coefficient	T statistics (O/STDEV)	P values	Information
access to capital -> MSME growth		0,285	3,477	0,000	significant**
Digital Platform -> access to capital		0,473	8,787	0,000	significant**

Digital Platform -> MSMEgrowth	0,249	3,594	0,000	significant**
Financial Technology Peer ToPeer Lending -> access to capital	0,111	2,066	0,019	significant**
Financial Technology Peer To PeerLending -> MSME growth	-0,039	0,769	0,221	No significant
Financial Literacy-> access tocapital	0,252	5,007	0,000	significant**
Financial Literacy-> MSMEgrowth	0,302	5,321	0,000	significant**
Financial Literacy x DigitalPlatform -> access to capital	0,238	4,328	0,000	significant**
Financial Literacy x DigitalPlatform -> MSME growth	0,082	1,414	0,079	No significant
Financial Literacy x access tocapital -> MSME growth	0,131	2,136	0,016	significant**
Financial Literacy x Financial Technology Peer To Peer Lending -> access to capital	-0,010	0,194	0,423	No significant
Financial Literacy x Financial Technology Peer To Peer Lending -> MSME growth	-0,012	0,268	0,394	No significant

Note: * Significant at 10% level, ** Significant at 5% level

Based on the preceding path diagram and hypothesis testing results, the indicators for each variable have an average statistical value of > 1.96 (t table). such that the link between the variables may be tested using these indicators to test the hypothesis.

1. The path parameter coefficient for the relationship between access to capital and MSME growth is 0.285, with a statistical value of $3.477 > 1.96$ (t table) at level = 0.05, indicating a favorable and significant relationship between the two. The parameter coefficient value of 0.285 indicates that growing MSMEs will likewise grow as access to finance increases. So, it is believed that having a basic understanding of finance affects one's behavior is accepted.
2. There is a statistically significant positive relationship between the digital platform and access to capital, as indicated by the path parameter coefficient obtained from the effect of the digital platform on access to capital, which is 0.473 with a statistical value of $8.787 > 1.96$ (t table) at level = 0.05. The parameter coefficient value of 0.473 indicates that as the digital platform grows, so does access to capital. Thus, it is agreed that the digital platform hypothesis has an effect on access to capital is accepted.
3. There is a statistically significant positive relationship between the Digital Platform and MSME Growth, as indicated by the path parameter coefficient obtained from the influence of the Digital Platform on MSME Growth, which is 0.249 with a statistical value of $3.594 > 1.96$ (t table) at level = 0.05. The parameter coefficient value of 0.249 indicates that as the Digital Platform expands, so will the growth of MSME. Consequently, the claim that the expansion of SMEs is influenced by digital platforms is confirmed is accepted.
4. The path parameter coefficient obtained from the influence of Financial Technology Peer- to-Peer Lending on Access to Capital is 0.111 with a statistical value of $2.066 > 1.96$ (t table) at level = 0.05, which states that there is a significant positive influence between Financial Technology Peer-to-Peer Lending and Access to Capital. The value of 0.111 in the parameter coefficient means that the increasing financial technology of peer-to-peer lending also increases access to capital. Thus, the financial technology peer-to-peer lending hypothesis that has an effect on access to capital is accepted. The results of this study are in line with Tambunan's (2014) and Widodo et al.'s (2019) findings that fintech has changed the payment system in society and helped startups reduce high capital costs and operational costs from the start. In this case, fintech can replace the role of formal financial institutions such as banks.
5. The path parameter coefficient obtained from the influence of Financial Technology Peer to Peer

Lending on MSME Growth is -0.039 with a statistical value of $0.769 > 1.96$ (ttable) at level $\alpha = 0.05$ which states that there is no significant effect between financial technology peers to peer lending and the growth of SMEs. The value of -0.039 in the parameter coefficient means that as peer to peer lending financial technology increases, it also decreases the growth of MSMEs. Thus, the financial technology peer to peer lending hypothesis has an effect on the growth of MSMEs is rejected.

6. The path parameter coefficient obtained from the influence of Financial Literacy on Access to Capital is 0.252 with a statistical value of $5.007 > 1.96$ (ttable) at the level $\alpha = 0.05$ which states that there is a significant positive effect between financial literacy and access to capital. The value of 0.252 in the parameter coefficient means that as financial literacy increases, access to capital also increases. Thus, the financial literacy hypothesis affects access to capital is accepted. The results of this study are in line with (Ramadhan, 2018) stating that financial literacy has a positive effect on access to capital, for this reason it is very necessary to understand the level of financial literacy for business continuity.
7. The path parameter coefficient obtained from the influence of Financial Literacy on MSME Growth is 0.302 with a statistical value of $5.321 > 1.96$ (ttable) at the level $\alpha = 0.05$ which states that there is no significant effect between financial literacy and MSME growth. The value of 0.302 in the parameter coefficient means that the increasing financial literacy will also increase the growth of MSMEs. Thus, the financial literacy hypothesis has an effect on the growth of SMEs is accepted. The results of this study are in line (Basuki & RR 2022) with micro, small and medium enterprises (MSMEs) which have long been considered to play an important role in the economic development of a country. In particular, the existence of MSMEs is said to be able to overcome the growth of MSMEs.
8. The path parameter coefficient obtained from the effect of Financial Literacy Moderating Digital Platforms on Access to Capital is 0.238 with a statistical value of $4.328 > 1.96$ (ttable) at level $\alpha = 0.05$ which states that there is a significant positive effect between Financial Literacy Moderating Digital Platforms and Access to Capital. The value of 0.238 in the parameter coefficient means that as Financial Literacy Moderates Digital Platforms increases, Capital Access also decreases. Thus, the hypothesis of Financial Literacy Moderating Digital Platform has an effect on Access to Capital is accepted.
9. The path parameter coefficient obtained from the effect of Financial Literacy Moderating Digital Platform on MSME Growth is 0.082 with a tstatistic value of $2.136 > 1.96$ (ttable) at level $\alpha = 0.05$ which states that there is no significant effect between Financial Literacy Moderating Digital Platform and MSME Growth. The value of 0.082 in the parameter coefficient means that the increasing Financial Literacy Moderating the Digital Platform will also increase the MSME Growth. Thus, the hypothesis of Financial Literacy Moderating the Digital Platform has an effect on MSME Growth is rejected.
10. The path parameter coefficient obtained by Financial Literacy Moderates Access to Capital on MSME Growth is 0.131 with a statistical value of $2.136 > 1.96$ (ttable) at the level $\alpha = 0.05$ which states that there is no significant effect between Financial Literacy Moderates Access to Capital and Growth MSMEs. The value of 0.131 in the parameter coefficient means that the increasing Financial Literacy Moderates Access to Capital on Growth the more MSME Growth. Thus, the Financial Literacy Hypothesis Moderates Access to Capital on MSME Growth is accepted.
11. The path parameter coefficient obtained by Financial Literacy Moderates Financial Technology Peer to Peer Lending on Access to Capital is -0.010 with a statistical value of $0.194 > 1.96$ (ttable) at level $\alpha = 0.05$ which states that there is no significant effect between Financial Literacy Moderating Financial Technology Peer to Peer Lending on Access to Capital. The value of -0.010 in the parameter coefficient means that the increasing Financial Literacy Moderating Financial Technology Peer to Peer Lending also decreases Access to Capital. Thus, the hypothesis of Financial Literacy Moderating Financial Technology Peer to Peer Lending on Access to Capital is rejected.

12. The path parameter coefficient obtained by Financial Literacy Moderates Financial Technology Peer to Peer Lending on MSME Growth is -0.012 with a statistical value of $0.268 > 1.96$ (ttable) at level $\alpha = 0.05$ which states that there is no significant effect between Financial Literacy Moderating Financial Technology Peer to Peer Lending on MSME Growth. The value of -0.012 in the parameter coefficient means that the increasing Financial Literacy Moderating Financial Technology Peer to Peer Lending has also decreased the growth of MSMEs. Thus, the hypothesis of Attitudes of Financial Literacy Moderating Financial Technology Peer to Peer Lending on MSME Growth is rejected.

FINDINGS AND DISCUSSION

Based on the results of the analysis, study show that digital platforms, financial technology Peer To Peer lending and financial literacy have a positive effect on access to capital, financial literacy moderates digital platforms and financial technology Peer To Peer lending on access to capital, financial literacy moderates digital platforms and financial technology Peer To Peer lending on growth MSMEs. Financial literacy possessed by MSMEs is able to motivate MSMEs to use digital platforms and understand Peer To Peer lending so that they can increase access to capital to develop their businesses and empirically proven to be able to increase MSMEs productivity, sales, growth.

CONCLUSIONS

In summary, this study found that access to capital has a significant positive effect on MSME growth. Digital platforms have a significant positive effect on access to capital and MSME growth. Financial Technology Peer-to-Peer Lending has a significant positive effect on access to capital, but no significant effect on MSME growth. Financial literacy was found to have a significant positive effect on both access to capital and MSME growth. Moreover, financial literacy was found to moderate the effect of digital platforms on access to capital and MSME growth, as well as the effect of access to capital on MSME growth. However, financial literacy was found to have no moderating effect on the relationship between Financial Technology Peer-to-Peer Lending and access to capital or MSME growth. These findings highlight the importance of financial literacy in improving MSME access to capital and growth, and the need for further research to explore the potential of digital platforms and Financial Technology Peer-to-Peer Lending in supporting MSME development.

LIMITATION & FURTHER RESEARCH

This study has several limitations that cannot be controlled. One of the limitations is the determination of variables that affect Access to Capital and MSME Growth. Besides the digital platform variable, Financial Technology Peer To Peer Lending, there are still many other variables that are thought to affect Access to Capital and MSME growth. This is indicated by the contribution of the Financial Literacy variable to Capital Access and Growth, which is only 69.0% and 71%, respectively, leaving 31% and 29% influenced by other variables outside the research model. Additionally, the research sample was only taken from 272 micro, small, and medium enterprises in DKI Jakarta, which is a portion of the entire study population. Although the instrument has been tested on respondents outside the sample, the instrument's validity varies for each respondent.

Several suggestions can be made based on the research's conclusions and limitations. First, the management of micro, small, and medium enterprises should further develop and improve the financial literacy of their employees as a moderation to digital platforms and financial technology peer-to-peer lending. Second, they should continue to innovate in technology in all business activities to improve and create something new, including products, methods of work, marketing models, and other business activities more effectively and efficiently. Third, the management of micro, small, and medium enterprises should promote and cultivate an entrepreneurial orientation

in every business activity by increasing creative and innovative capabilities as a basis and resource for seeking opportunities for business success, thereby increasing the growth of MSMEs.

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