The Effect of Financial Technology, Financial Literacy, and Financial Inclusion on Business Sustainability of Micro, Small, and Medium Enterprises (MSMEs) in Badung Regency

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Abstract

Business sustainability is a business that continues to experience growth from time to time by utilizing business resources and competitive capabilities. This study aims to determine the effect of financial technology, financial literacy, and financial inclusion on the business sustainability of MSMEs. The research method used is quantitative research, with primary data obtained from questionnaire data measured on a Likert scale. The sampling technique used was snowball sampling. The population and sample in this study were active MSME players who used financial technology services in as many as 100 MSMEs in the Badung Regency. Data analysis using multiple linear regression with data presentation assisted by the SPSS 26 application. The results of this study indicate that financial technology has a positive and significant effect on business sustainability, financial literacy has a positive and significant impact on business sustainability, and financial inclusion has a positive and significant effect on the business sustainability of MSMEs in Badung Regency.

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INTRODUCTION

Business sustainability is defined as the business being run will continue to operate or develop for the long term (Fario et al., 2022). Business sustainability or what is called business continuity means sustainability, continuous, so that business resilience remains from time to time and is influenced by the owner's perspective on risk, responsibility, hard work, business experience, self-confidence, and innovative attitude (Andriyani et al., 2022). The existence of a business will be beneficial if the business environment can accept the existence of the business, where the business can prevent negative effects on the environment and society so that future generations will have adequate resources to meet their needs (Rizaldi et al., 2022). The role of MSMEs is considered important and strategic in the national economy due to the large number of industries found in every economic sector, the potential to absorb labor, become a source of livelihood, provide employment opportunities to people with relatively low knowledge and skills and the contribution of MSMEs in the formation of GDP (Sarfiah et al., 2019). The number of MSMEs continues to increase as time goes by economic developments. The development of MSMEs in Bali Province, especially in Badung Regency, can be said to be productive and has tended to increase in the last five years (Nugraha et al., 2022). The growth of MSMEs, which continues to increase yearly, is accompanied by the rapid use of financial technology by some people and business people (Kisin et al., 2024). According to Bank Indonesia (2018), fintech has created various new financial services and products that provide financing solutions, and payment facilities, and alleviate MSME problems related to savings, borrowing funds, and capital investment. However in practice, the use of fintech is still carried out optimally, such as consumers having difficulty adapting to accessing existing functions in a service provider application that uses fintech itself (Sriyono et al., 2023). Another problem lies in the resources of MSMEs which are not yet optimal, which has an impact on the business sustainability of MSMEs themselves. Based on Association data Fintech Indonesian Joint Funding (AFPI), 73% of MSMEs in Indonesia do not yet have access to capital from either the banking sector or non-bank

financial institutions (Dewi et al., 2023), this is due to the low level of knowledge or literacy about finance, such as not being able to record every transaction carried out and prepare financial reports properly by MSME players (Putu et al., 2024). Problems with access to capital where MSME players have difficulty getting financing due to several things such as administrative obstacles which are quite complicated and take a long time in the process of applying for loans to financial institutions, and banks have difficulty minimizing the risk of bad credit which may enter MSMEs(Budyastuti et al., 2021). This makes it difficult for MSME players to obtain loan financing to support their business operations and becomes an obstacle to business development, expanding business networks, and business sustainability (Suardana et al., 2020).

In line with business sustainability hence, the theory of Resource Based View (RBV) is the basis of this research. RBV explains that to achieve business sustainability a business or venture must-have resources that have valuable value and capabilities, and a business must have the ability to manage resources well to create strategic accuracy to realize a competitive advantage and business sustainability in the long term (Huang et al., 2023). A business that can sustain are those that can adapt to change, and use the fintech considered easy and safe which will help MSMEs obtain financial resources because it can eliminate limited access to banking services (Maulana et al., 2022), in other words, increasing ease of access and a sense of trust in the use of fintech accompanied With correct service information, MSME resources will experience positive progress. This will increase competitive advantage and maintain the sustainability of MSMEs (Kisin et al., 2024). Apart from that, research conducted by (Nantungga, 2022) stated that fintech significantly impacts business sustainability. However, research conducted by Budyastuti (2021) obtained the following results fintech does not affect business sustainability. Kisin (2024) also found that the same results were obtained FinTech is not influential and not significant on business sustainability.

Financial literacy in MSMEs is very important to implement as a factor in increasing the capabilities of human resources. MSME players who have good financial literacy skills in practice will carry out good financial management so that they can encourage development and business sustainability (Maulana et al., 2022). Apart from that, the results of research conducted by Ardila (2021), Febriyati (2021), and Astuti (2021) state that financial literacy has a positive and real influence in supporting the sustainability of MSMEs. Meanwhile, research conducted by Budyastuti (2021) obtained results that financial literacy did not affect business sustainability in MSMEs.

Financial inclusion is a fundamental factor that can help business resilience in the long term (Nurohman et al., 2021). Increasing financial inclusion can help MSMEs to maintain and develop their businesses, in this case, financial inclusion shows that the use of non-formal financial services and products tends to be more easily accessed compared to formal financial services (Yulaikah et al., 2023). This will have a positive impact on maximizing resources for MSMEs so that MSME players can make improvements in competitive aspects which will later have an impact on increasing business sustainability (Kisin et al., 2024). Apart from that, research conducted by Maulana (2022) and Sugita (2022) states that financial inclusion has a positive and significant effect on business sustainability. Meanwhile, research conducted by Ruli and Kusmaningtias (2021) obtained results that financial inclusion did not affect business sustainability.

LITERATURE REVIEW

Resource Based View

Resource view was first pioneered by Wernerfelt (1984), the view that company resources and capabilities are important for the company because they are the principal or basis of the company's competitive capabilities and performance. This RBV can be used to identify a company's resources and capabilities as a source of sustainable competitive advantage (Lee et al., 2020). The focus of attention in the RBV concept is internal resource issues (Ruli et al., 2021). According to Barney (2001) in (Rahadian, 2017), the success of an organization is determined by internal resources which are grouped into three categories, namely: 1) physical resources, 2) human resources, and 3) organizational resources. Application of RBV theory in research as a basis for explaining that using fintech supported with financial literacy and good financial inclusion, can support the running of a business to achieve competitive advantage and sustainability of MSMEs (Kisin et al., 2024).

Business Sustainability

Entrepreneurs certainly want the business they run to develop and be sustainable. The existence of a business will be beneficial if the business environment can accept the existence of the business. Sustainability means

that the business being run will continue to operate or develop for the long term (Nantungga, 2022). Some businesses can be found to have business sustainability until hereditary. Leadership passed down from the first owner to his descendants, making business sustainability will keep running. This long-term value can be increased with consistent and stable business performance that can implement economic, social, and environmental values (Zumaroh, 2021).

Financial Technology

Financial technology or fintech according to Bank Indonesia Regulations (2017) is the use of financial system technology to create new products, services, technology, and business models that have an impact on monetary stability, efficiency, flexibility, and security of the financial system and reliability of the payment system. Fintech gives convenience to consumers in utilizing various digital financial services such as payments, loans, investments, and insurance.

Financial Literacy

According to the Financial Services Authority (OJK), as stated in POJK No.17 of 2016, financial literacy is knowledge, skills, and confidence that influences attitudes and behavior to improve the quality of decision-making and financial management to achieve prosperity.

Financial Inclusion

According to Bank Indonesia (2020), financial inclusion is all efforts to increase community access by utilizing financial services by eliminating all forms of price and non-price barriers. The World Bank defines financial inclusion as making it easier for individuals and business units to have access to useful and affordable financial products to meet their needs responsibly. According to Umar (Erlando et al., 2020) Bank Indonesia established the Financial Inclusion Index (IKI) as an alternative way to measure financial inclusion by combining information regarding various dimensions of an inclusive financial system, namely access, usage, and quality of banking services.
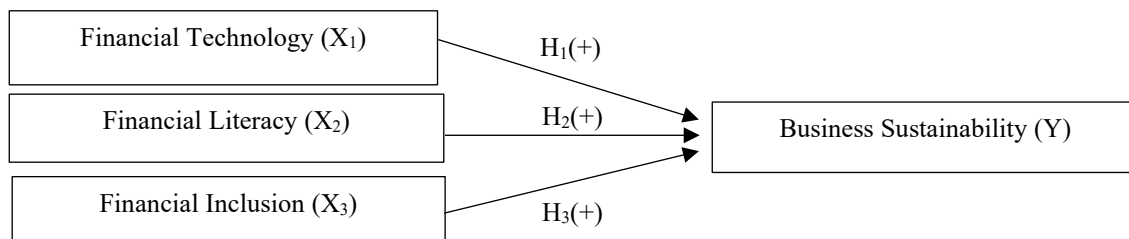

Figure 1. Research Framewor

Research Hypothesis

Influence Financial Technology on Business Sustainability Micro, Small and Medium Enterprises (MSMEs) in Badung Regency

In the current technological era, financial technology (fintech) has a connection to business sustainability. This can be seen by MSME players who initially used transactions traditionally using cash and had to meet face to face to carry out transactions, now they have started to switch to non-cash transactions and have easy access anywhere (Riady et al., 2022). Presence fintech plays a role in strengthening financial inclusion and sustainable growth in MSMEs. However, there are obstacles in the form of limited access for business actors to financial services. Low financial penetration makes it difficult for MSME business players to obtain financial loans. The quite complicated requirements and administration often make them stumble over collateral problems when they want to apply for a loan from a bank or other financial institution to finance their company's various needs (Shofawati, 2019).

According to the research results of Rizaldi, Wahalini, and Yuliani (2022), financial management and the use of influential fintech are significant to business sustainability. According to research conducted by Khafidloh, Hermuningsih, and Maulida (20222), financial technology has a significant effect on the development of MSMEs. Based on previous research above, the researcher formulates the hypothesis as follows:

H_1: Financial technology has a positive influence on business sustainability MSMEs.

The Effect of Financial Literacy on Business Sustainability Micro, Small and Medium Enterprises (MSMEs) in Badung Regency

Financial literacy is knowledge and understanding of fundamental financial ideas as well as the capacity to work with numbers in financial settings (Lusardi, 2019). Financial literacy has a long-term goal for all levels of society, especially MSMEs, namely increasing the number of MSMEs who use financial products and services (Budyastuti et al., 2021). Knowledge is one of the supporting factors for business success, financial literacy is needed by MSME players, especially in the financial management process, preparing business financial reports (Ruli et al., 2021). A business owner needs financial knowledge to make it easier to control finances so that business performance can be more optimal and sustainable (Kusuma et al., 2022). A person with a good level of financial literacy can make various appropriate decisions regarding the business they run, they can respond strategically to changes in business, financial, and economic situations that occur so that they can compete well to achieve business sustainability (Kisin et al., 2024).

Research conducted by Jianmu Ye, and Kulathunga (2019) shows that financial literacy has a positive effect on the sustainability of MSME businesses through financial access and business financial risks. This is supported by the results of research conducted by Maulana, Murniningsih, and Prasetya (2022) that financial literacy has a significant effect on business sustainability. Based on the results of previous research, the researcher formulated the following hypothesis:
H_2: Financial literacy has a positive effect on business sustainability MSMEs.

The Effect of Financial Inclusion on Business Sustainability Micro, Small and Medium Enterprises (MSMEs) in Badung Regency

The basic ideas regarding financial inclusion, namely scalability or affordability of location, costs, time, technological systems, risk mitigation, and other factors will be taken into consideration in carrying out transactions or requests for financial access made by MSME players as an effort to increase financial inclusion and business continuity, with an increase in financial inclusion will help MSMEs to maintain and develop their businesses (Yulaikah et al., 2023). Financial inclusion is a determining factor in the success of MSMEs. History in (Maulana et al., 2022). Increasing access to financial services, especially access to credit financing for MSMEs, will be able to increase market share, number of workers, sales, and profits which can support the performance of MSMEs (Ratnawati, 2020). Financial inclusion is a fundamental factor that can help business resilience in the long term (Nurohman et al., 2021).

According to research results by Sugita and Ekayani (2022), financial inclusion has a positive effect on the sustainability of MSMEs. The results of research by Le, Chuc, and Taghizadeh (2019), state that financial inclusion has a positive effect on financial sustainability. Based on the results of previous research above, the researcher formulated the following hypothesis:
H_3: Financial inclusion has a positive effect on business sustainability MSMEs.

RESEARCH METHODS

Population and Sample

This research method is a quantitative associative-causal method using primary data. This research was conducted in the Badung Regency area among MSMEs using financial technology (fintech). Based on data collected from the Bali Province Cooperatives, Small and Medium Enterprises Service, data on the performance of MSMEs in Badung Regency in 2023 is 21,699 MSMEs. The sampling technique used in this research is snowball sampling by using the Slovin formula as follows:

$$n = N/(1 + N (e)^2)$$

The following is where:
n = Number of Samples
N = Total Population
e = 5% Error Tolerance Limit
n = 21.699 / (1 + 21.699 × (0,05)2) = 392,763 = 400

Based on the formula above, the sample in this research can be obtained from as many as 400 MSMEs.

Operational Definition of Variables

Table 1. Operational Definition of Variables

No	Variable	Indicator	Statement
1	Business sustainability (Y) (Wickham, 2016)	1) Business financial growth such as changes in assets and profits 2) Growth in business strategies such as changes in production costs and the number of customers 3) Structural business growth such as changes in the number of employees and business location	1) Total assets from business ventures have increased 2) Profits from business ventures have increased 3) The amount of goods produced by business ventures has increased 4) Improvement customer/ customers of a business venture 5) Increase in the number of workers from business ventures 6) Strategic business location
2.	Financial technology (X_1) (Davis, 1989)	1) Perceived Usefulness 2) Perceived Ease of Use 3) Perceived of Risk	1) Fintech makes business transactions easier 2) Business transactions become more numerous and efficient with fintech 3) Can be learned easily 4) Can be operated easily 5) Security in transactions 6) There is no risk of misuse by other parties
3	Financial Literacy (X_2) (Organization for Economic Cooperation and Development (OECD), 2016)	1) Financial Knowledge 2) Financial Behaviour 3) Financial Attitude	1) Know information on requirements from credit provider institutions 2) The importance of investing/saving 3) Using financial tools such as opening an account, using an ATM 4) Budget and financial planning 5) Prepare business financial reports 6) Know the amount of business income and expenses
4	Financial Inclusion (X_3) (Bank Indonesia, 2014)	1) Access Dimensions 2) Usage Dimensions 3) Quality Dimension	1) Ease of transactions at the bank 2) The place or location of the financial institution is easy to reach 3) Know the services and products available at financial institutions 4) Businesses run using financial services, both transactions and capital 5) Financial institutions provide services quickly and precisely 6) Financial institutions provide appropriate services

Data Analysis Techniques

Multiple linear regression analysis is a data analysis technique used in this research, by testing classical assumptions first as a prerequisite for regression testing. The following is the equation of multiple linear analysis:

$$Y = a + b1X1 + b2X2 + b3X3 + e \tag{1}$$

Information:
Y : Business sustainability
a : Constant
b_1 : Regression Coefficient X1
b_2 : Regression Coefficient X2
b_3 : Regression Coefficient X3
X_1 : Financial Technology
X_2 : Financial Literacy
X_3 : Financial Inclusion
e : Standard Error

RESULTS AND DISCUSSION

Analysis

Table 2. Descriptive Statistic Results

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
Financial technology	100	9.00	30	24.42	4.198
Financial literacy	100	10.00	30	24.82	3.981
Financial inclusion	100	9.00	30	24.05	4.164
Business sustainability	100	10.00	30	24.16	3.994
Valid N (listwise)	100				

Based on Table 2, the descriptive statistical results of the variables can be seen in financial technology. The minimum value obtained is 9 while the maximum value is 30. The average value of the variable financial technology of 24.42 and a standard deviation of 4.198. The financial literacy variable obtained a minimum value of 10 and a maximum value of 30. The average value of the financial literacy variable was 24.82 and the standard deviation was 3.981. The financial inclusion variable obtained a minimum value of 9 and a maximum value of 30. The average value of the financial inclusion variable was 24.05 and the standard deviation was 4.164. Variable business sustainability The minimum value obtained is 10, and the maximum value is 30. The average value of the variable business sustainability of 24.16 and a standard deviation of 3.994.

Table 3. Normality Test Result

	Unstandardized Residual
N	100
Test Statistic	0,090
Asymp. Sig. (2-tailed)	0,145

Based on Table 3, it can be seen that the Asymp. Sig. (2-tailed) of 0.145 which is greater than 0.05 (0.145 > 0.05), indicating that the data is normally distributed so it can be used in this research.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Financial technology	0,351	2,849
Financial literacy	0,400	2,501
Financial inclusion	0,398	2,515

Based on the analysis results in Table 4, it can be seen that the tolerance coefficient for all independent variables has a value > 0.10 and a VIF value < 10.00. These results indicate that there are no multicollinear symptoms in the regression model created.

Table 5. Heteroscedasiticy Test Results

Model	Sig.	Keterangan
(Constant)	0,264	
Financial technology	0,503	Passed the test
Financial literacy	0,892	Passed the test
Financial inclusion	0,264	Passed the test

Table 6. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	4,559	1,780		2,562	0,012
1 Financial technology	0,382	0,107	0,402	3,572	0,001
Financial literacy	0,387	0,106	0,385	3,657	0,000
Financial inclusion	0,268	0,077	0,292	3,478	0,001

Based on the analysis results in Table 5, shows that the significance value of each independent variable is greater than 0.05. This result means that the regression model is free from symptoms of heteroscedasticity in the research.

Based on the results of multiple linear regression analysis in Table 5, the linear regression equation can be seen as follows:

$$Y = 4,559 + 0,382X1 + 0.387X2 + 0,268X3$$

From this equation, it can be concluded that:

a: A constant value of 4.559 means that if the variables Financial Technology (X_1), Financial Literacy (X_2), and Financial Inclusion (X_3) are considered zero, then the Business Sustainability variable is 4.559.

b_1: Variable regression coefficient value financial technology a positive value of 0.382 means that every increase in the variable financial technology then it can increase the sustainability business

b_2: The regression coefficient value for the financial literacy variable is positive at 0.387, meaning that every increase in the financial literacy variable can increase the sustainability business

b_3: The regression coefficient value for the financial inclusion variable is positive at 0.268, meaning that every increase in the financial inclusion variable can increase the sustainability business.

Table 7. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.757[a]	0,574	0,560	2,649

The test results in Table 7 show the amount of Adjusted ($R2$) is 0.560 this shows that 56% of business sustainability MSMEs in Badung Regency are influenced by financial technology, financial literacy, and financial inclusion, while the remaining 44% is influenced by other outside factors this research.

Table 8. Model Feasibility Test Results (F Test)

Model		Some of Squares	df	Mean Square	F	Sig.
1	Regression	905,815	3	301,938	43,030	0,000
	Residual	673.625	96	7,017		
	Total	1579.440	99			

Based on Table 8, shows that the F value = 43.030 and the Sig value. = 0.000. This means that statistically at α (confidence level) = 5%, simultaneously financial technology, financial literacy, and financial inclusion) have a simultaneous and significant effect on business sustainability.

Table 9. Hypothesis Test Results (t-Test)

Model		Unstandardized Coefficient		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,559	1,780		2,562	0,012
	Financial technology	0,382	0,107	0,402	3,572	0,001
	Financial literacy	0,387	0,106	0,385	3,657	0,000
	Financial inclusion	0,268	0,077	0,292	3,478	0,001

Based on the t-test analysis, it can be seen that the variable testing financial technology with the resulting coefficient t-count obtained was 3.572 with a significance value of 0.001. When compared to the t value coefficient t-count greater than the t value table and the significance value is smaller than 0.05, it means that H0 is rejected or H1 accepted, until financial technology positive influence on business sustainability.

Based on the t-test analysis, the financial literacy variable with the t-coefficient results count obtained was 3.657 with a significance value of 0.000. When compared the t-value coefficient count is greater than the t-value table and the significance value is smaller than 0.05, which means that H0 is rejected or H1 accepted, so financial literacy has a positive effect on business sustainability.

Based on the t-test analysis, the financial inclusion variable is tested with the t coefficient result obtained was 3.478 with a significance value of 0.001. When compared to the t-value coefficient t-count is greater than the t-value table and the significance value is smaller than 0.05, which means that H0 is rejected or H1 accepted, so financial inclusion has a positive effect on business sustainability.

Discussion

Influence Financial Technology on Business Sustainability Micro, Small, and Medium Enterprises (MSMEs) in Badung Regency

Effect testing results in financial technology on business sustainability, partially carried out by carrying out a t-test, namely by comparing the significance of t with $\alpha=(0.05)$. Based on the results of the t-test, the significance value was obtained financial technology $0.001 < \alpha$ (0.05), and t value count of 3.572 is greater than t table 1.660 means rejection of H0 and H1 acceptable, up to financial technology positive and significant effect on business sustainability. From the results of this research, it can be interpreted that it is easier for MSMEs to adopt and use financial technology, the greater the benefits obtained from its use, the more positive the impact on the business sustainability of MSMEs. The achieved statistical significance also strengthens the relationship between financial technology and business sustainability MSMEs in a real and meaningful way. Based on the RBV theory point of view utilization of financial technology properly and correctly, the resources of MSMEs will experience positive progress. In the context of financial technology, the greater the ease of access and the feeling of trust in its use, the greater the benefits received by the business actors themselves.

The results of this research are in line with research conducted by Rizaldi, Waharini, and Yuliani (2022) which states that the use of influential fintech is positive towards business sustainability, and also Nurohman (2021) who states that financial technology has a positive influence on business sustainability MSMEs. Apart from that, research conducted by Nantungga (2021) shows that financial technology significant effect on business sustainability MSMEs, and research conducted by Khafidloh, Hermuningsih, and Maulida (20222), financial technology has a significant effect on the development of MSMEs.

The Effect of Financial Literacy on Business Sustainability Micro, Small and Medium Enterprises (MSMEs) in Badung Regency

Effect testing results in financial literacy on business sustainability, partially carried out by carrying out a t-test, namely by comparing the significance of t with $\alpha=(0.05)$. Based on the results of the t-test, the significance value was obtained financial technology $0.000 < \alpha$ (0.05), and t value count 3.657 is greater than t table 1.660 means rejection of H0 and H1 acceptable, so financial literacy has a positive and significant effect on business sustainability. The results of this research can be interpreted that the higher or better the level of financial literacy, the more it will improve business sustainability in MSMEs.

In line with the RBV theory, literacy or knowledge is a factor that can increase the capabilities of human resources. Financial literacy influences the way a person makes decisions related to finances and how to manage them. MSME players with a good level of financial knowledge can make the right decisions regarding complex financial problems and can respond to changes in business and financial situations so they can compete well. The higher the level of financial literacy among MSME players, the better the competitive aspect of MSMEs will be, which will then have an impact on the business sustainability of MSMEs. The results of this research support previous research conducted by Kulathunga (2019) and Ardila (2021), stating that financial literacy has a positive effect on business sustainability in MSMEs. Apart from that, research conducted by Hilmawati and Kusumaningtias (2021) shows that financial literacy has a significant effect on business sustainability MSMEs, as well as the results of research conducted by Maulana, Murniningsih, and Prasetya (2022), financial literacy has a significant effect on the sustainability of MSMEs.

The Effect of Financial Inclusion on Business Sustainability Micro, Small and Medium Enterprises (MSMEs) in Badung Regency

Effect testing results in financial inclusion on business sustainability, partially carried out by carrying out a t-test, namely by comparing the significance of t with $\alpha=(0.05)$. Based on the results of the t-test, the significance value obtained was financial technology $0.001 < \alpha$ (0.05), and t value count 3.478 is greater than t-table 1.660 means rejection of H0 and H1 acceptable, so financial inclusion has a positive and significant effect on business sustainability. The results of this research can be interpreted that the higher or better the level of financial literacy, the more it will improve business sustainability in MSMEs. Supported by the RBV theoretical perspective, namely, financial inclusion shows that the use of non-formal financial services and products tends to be easier to access compared to formal financial services, which will have a positive impact on maximizing

resources for MSMEs so that MSME players can improve their competitive aspects. which will later have an impact on increasing business sustainability.

These results are in line with research conducted by Yang and Zhang (2020) which states that the financial inclusion variable is an influencing factor for business sustainability MSMEs in China. Apart from that, according to Farhad and Hesari (2019), the financial inclusion variable has a positive influence on business sustainability. Maulana (2022) and Sugita (2022) state that financial inclusion has a significant influence on business sustainability.

CONCLUSIONS

Based on the discussion described previously, the following conclusions are obtained:
1) Financial technology's positive influence on business sustainability Micro, Small, and Medium Enterprises (MSMEs) in Badung Regency. From the results of this research, it can be interpreted that it is easier for MSMEs to adopt and use financial technology, the greater the benefits obtained from its use, the more positive the impact on the business sustainability MSMEs.
2) Financial literacy has a positive effect on business sustainability in Micro, Small, and Medium Enterprises (MSMEs) in Badung Regency. From the results of this research, it can be interpreted that the higher or better the level of financial literacy, the more it will improve business sustainability in MSMEs.
3) Financial inclusion has a positive effect on the business sustainability of Micro, Small, and Medium Enterprises (MSMEs) in Badung Regency. From the results of this research, it can be interpreted that the better financial inclusion, the more it will improve business sustainability in MSMEs.

Suggestion

The following suggestions can be given to MSME actors and similar research:
1) For MSMEs
   a. Continue to maximize implementation and use financial technology such as applications for digital payment transactions, bookkeeping, financing, and marketing, for example, the QRIS, OVO, Flip, BukuKas, Tokopedia, and so on applications effectively, so that they can support the smooth running of the business or enterprise being run.
   b. Have basic skills in understanding business financial management as well as information and access to financial services offered, both formal and non-formal.
   c. Participate in relevant government training programs to improve entrepreneurship skills, so that businesses can run sustainably.
2) Future researchers should use other variables such as economic conditions, interest rates, financial management, employee satisfaction and motivation, and others that can influence business sustainability MSMEs also use more specific objects such as MSMEs operating in the fields of fashion, culinary, and so on to get even better measurements.

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