

## Determinants of Satyagraha MSMEs Performance In Bali Province

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### ABSTRACT

This research was conducted to determine the influence of financial literacy, capital aspects, quality of human resources, and marketing on the performance of Satyagraha MSMEs in Bali Province, both partially and simultaneously. The sample size was calculated using the Slovin method, resulting in 93 units of Satyagraha MSMEs from a population of 1,250 units of Satyagraha MSMEs in Bali Province. The selection of respondents was carried out by purposive sampling. The research method used is quantitative with data collection through the distribution of questionnaires. This research was conducted on Satyagraha MSMEs located in Bali Province. The data used is sourced from primary and secondary data. The data processing method used is multiple linear regression analysis. The results shown in this study show that financial literacy, capital aspects, quality of human resources, and marketing have a positive and significant partial and simultaneous effect on the performance of Satyagraha MSMEs in Bali Province. The researcher's advice to Satyagraha MSME actors is to maintain and improve financial literacy, capital aspects, quality of human resources, and marketing. And the next researcher is advised to consider other variables that allegedly affect the performance of Satyagraha MSMEs.

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## INTRODUCTION

The development of MSMEs (Micro, Small and Medium Enterprises) is part of the main focus in efforts to build the economy in Indonesia. The importance of this is because MSMEs can play a role in reducing the problems of poverty, social inequality and unemployment. The nawacita concept initiated by the government has underlined the policies and programs for empowering cooperatives and MSMEs. In the sixth objective of nawacita, there are efforts to increase community productivity and competitiveness in the context of the international market. Meanwhile, in the seventh goal of nawacita, emphasize efforts to achieve economic independence by developing crucial sectors in the domestic economy. This alignment between the sixth and seventh nawacita goals encourages the sustainable growth of MSMEs on a large scale, with the aim of supporting the creation of national economic

independence. If MSMEs and cooperatives become major actors in Indonesia's economic development, then the direction that can be achieved in the future is to achieve national economic independence in the context of Indonesia's economic development.

According to the Central Statistics Agency, the definition of MSMEs is based on the number of workers involved in operating their business. Small businesses are identified as business units employing 5 to 19 people, while medium enterprises are identified as business units with a workforce ranging from 20 to 99 people. MSMEs are believed to have the potential to contribute to increasing the rate of economic growth and income equality. In 2020, MSMEs managed to contribute 61.97 percent or equivalent to a value of 8.5 trillion of the country's overall GDP. In addition, MSMEs are also proven to be able to absorb a large proportion of labor, reaching 97 percent of the total workforce involved in the business sector.

The development of the MSME sector in Indonesia cannot be separated from the contribution of MSMEs in each existing region, including in Bali Province. Bali Province is an area that plays an important role in developing the tourism sector and supporting small businesses such as MSMEs. The role of the MSME sector is very large in the economic growth of Bali Province, therefore MSMEs are part of the mainstay sector. MSMEs have succeeded in absorbing a fairly large number of workers. Until 2021, there were 440,609 MSMEs in the Cooperatives and Micro, Small and Medium Enterprises Office of Bali Province, with an increase of 28,344 from 2020 spread across nine regencies/cities. This research was conducted in Bali Province because this area has great potential in the development and marketing of MSME products, which has proven to be one of the main contributors of foreign exchange for Indonesia through the creative economy sector.

The Satyagraha movement is one of the pioneers in advancing MSMEs in Bali. This movement refers to efforts to empower the economy of the Balinese community through the food business and merchant sectors, which essentially combines Hindu ethics with the perspective of the modern generation who have undergone various changes (Anggraeni, 2022). The Sukla Satyagraha movement basically aims to become a forum and center for the study of production results from MSME players in Bali, with each product having a unique packaging. MSME actors, especially those who adhere to Hindu beliefs, can use the Sukla Satyagraha logo as a sign that the products they produce have met sukla or sattwika standards (Kiswardi & Pariadnya, 2018).

**Table 1**  
**Number of Satyagraha MSMEs in Bali Province in 2023**

No	Regency	Number of MSMEs
1	Badung	260
2	Bangli	31
3	Buleleng	73
4	Denpasar	442
5	Gianyar	237
6	Jembrana	32
7	Karangasem	62
8	Klungkung	34
9	Tabanan	79
<b>Bali</b>		1.250

Source: Sukla Satyagraha Indonesia, 2023

Table 1 shows the number of Satyagraha MSMEs in Bali Province in 2023 of 1,250 businesses spread across nine regencies/cities. Denpasar City has the highest number of Satyagraha MSMEs, amounting to 442 businesses, followed by Badung Regency with 260 businesses, and Gianyar Regency with 237 businesses. Other districts have a smaller number of Satyagraha MSMEs, namely Tabanan with 79 businesses, Buleleng with 73 businesses, Karangasem with 62 businesses, Klungkung with 34 businesses, Jembrana with 32 businesses, and Bangli with 31 businesses.

Of the total number of Satyagraha MSMEs operating in Bali Province, there are various types of products offered to consumers. These types of products include culinary products, clothing, handicrafts, ceremonial facilities, services, and other types of products. Culinary products offered include Balinese specialties, such as lawar, satay lilit, and Balinese mixed rice. Meanwhile, the fashion products offered include clothes used daily as well as traditional Balinese clothing, such as kebayas and sarongs. In addition, Balinese handicraft products such as statues, wood carvings, and woven are also available at Satyagraha MSMEs. Satyagraha MSMEs also provide ceremonial facilities, such as banten and offerings, as well as services such as decoration services, photography, and massage services. Other products offered are jewelry, fashion accessories, beauty, property and lodging.

Seeing the huge potential of Satyagraha MSMEs in developing the potential of MSMEs in Bali Province by focusing on moral movements and humanism. In addition, the Satyagraha MSME Movement also applies Balinese local wisdom by selling products based on Hindu ethics. This makes the reason researchers use Satyagraha MSMEs as subjects in this study. In addition, when viewed from previous research, there has been no research focused on Satyagraha MSMEs in Bali Province as a subject in his research.

The development of Satyagraha MSMEs in Bali Province requires MSME players to maintain their existence and be ready to face competition, especially with migrant MSMEs. This encourages MSME players to create optimal performance in their businesses. With limited insight and knowledge, MSME actors tend to focus less on long-term aspects. In an effort to create performance improvement, it usually uses a conventional approach because of limited understanding in management. Determining the price of a product often refers to the situation on the ground, and rarely takes into account the role of labor. As a result, errors in assessing business productivity are often faced by MSME actors, and ultimately affect business performance.

Performance reflects the extent to which a business entity has successfully achieved its objectives. Performance is the result of efforts that are closely related to the company's strategic plan, customer satisfaction, and contribute to the economy. Thus, performance involves the execution of tasks and the impact resulting from those implementations. In addition, performance also involves what is done and the method of implementation. Through the researchers' search of previous studies that discussed business performance, problems often faced by MSME actors include financial management, capital, quality of human resources and marketing.

Financial management is one of the actions taken by MSMEs as part of an effort to reduce the decline in revenue, the aim is to maintain performance stability and prevent losses that can lead to bankruptcy. Expertise in managing finances certainly depends on a strong understanding of finance. In accordance with a statement from the Financial Services Authority (OJK) in 2019, financial literacy refers to understanding, beliefs, and skills that influence a person's attitude and behavior in making financial decisions and managing their financial aspects, in order to achieve prosperity. In improving business performance, the lack of understanding of proper financial management and the quality of financial reporting that is still relatively low are obstacles that are often experienced by Satyagraha MSME actors. According to research from Gede Wirayasa (2022) which stated that there was a significant positive impact on financial literacy on the performance of textile industry MSMEs in Klungkung District during the Covid-19 pandemic. Similar results were also obtained by Hidayatulloh (2020) who stated that there was a positive influence of financial literacy on the financial performance of MSMEs in Tegal Regency. However, the findings in this study are not in line with the research of Ningtyas and Andarsari (2021), which shows that financial literacy does not have a significant effect on business sustainability.

There are other factors that have the potential to affect business performance besides financial literacy, one of which is the capital aspect. Capital acts as a foundation in establishing a business and is often considered an obstacle. Capital sources can be sourced from personal funds or through loans from other parties. In accordance with the view expressed by Kurniawan (2019), business capital, which is often known as investment, refers to spending to obtain production equipment, capital assets have the aim of increasing resources that are useful in producing goods and services.

The capital aspect is very important in running the wheels of a business. Capital also affects business performance because if MSMEs have sufficient capital, then MSME performance will increase, and vice versa. Based on a study conducted by Kurniawan (2019), it was stated that capital has a significant impact on the performance of micro entrepreneurs operating in Siranindi Village. Similar findings were also obtained by Suardana (2020), showing the results that capital has a significant positive influence on the performance of MSMEs. However, different findings are shown in the research of Haryetti, Oktarina, & Efni (2015), which concluded that capital structure has a significant negative effect directly on company performance.

The quality of human resources is also one of the factors that affect the work of MSMEs. The HR factor is the main foundation in directing MSMEs towards a higher level of professionalism. This is because a business is largely determined by the contributions of individuals involved in managing the business. The success of MSME performance does not only depend on the achievement of work results, but also on the progress and development of the business as a whole. However, the growth of MSMEs also needs to be accompanied by an increase in human resource capabilities in various aspects. As stated by Prasetyo (2019), quality human resources are crucial, especially in the field of competence which includes knowledge, skills, and entrepreneurial abilities.

According to Prasetyo (2019), quality human resources are needed to create optimal MSME performance. Thus, the HR in question includes all working team members, including business owners who lead the corporate entity. In a study worked on by Wahyudiati & Isroah (2018), it was stated that there was a positive impact of HR Competence on the performance of MSMEs in Kasongan Village. Similar results were also obtained by Suryantini (2020), showing that the quality of human resources has a positive impact on the performance of MSMEs located in Buleleng District. However, these findings are not in line with the findings of Syafitri & Chairael's (2019) research, which shows that partially the quality of human resources has no influence on work productivity.

In addition to the quality of human resources, the performance of MSMEs is also influenced by the marketing carried out. According to Prasetyo (2019), what is meant by marketing is a social and managerial activity carried out by individuals and groups by creating, proposing, and exchanging valuable products with other parties that aim to meet their needs and desires. Marketing strategy is the main approach that will be implemented by a business to achieve predetermined goals. The marketing strategy includes decisions about the position of the product in the market, target market, estimated marketing costs needed, and marketing combinations.

According to Purwaningsih & Haryono (2019), in their research shows that marketing has an influence on the performance of MSMEs in the city of Surabaya. Similar findings were also revealed by Sarsa Rizky Prasetyo (2019), who concluded that there was a significant positive influence between marketing on the performance of Jamu Gendong SMEs located in Wonolopo Village, Mijen, Semarang. However,

these findings are not in line with the findings of Purwanti's (2013) research. The research found no significant influence between marketing strategies on the development of MSMEs in Dayaan Village. Referring to the description above and referring to previous studies, researchers are interested in conducting similar research by making Satyagraha MSME Performance as a dependent variable and Financial Literacy, Capital Aspects, Human Resource Quality and Marketing as independent variables. Thus, researchers conducted a study entitled Determinants of Satyagraha MSME Performance in Bali Province.

## **METHOD**

This research is classified as a quantitative approach, the data collection methods in the form of distributing questionnaires. In the test, it used all Satyagraha MSMEs in Bali Province as a population, namely as many as 1,250 Satyagraha MSMEs spread across nine regencies/cities. The determination of the number of samples was calculated using the Slovin method, so as to obtain the number of samples as early as 93 Satyagraha MSMEs. Then the number of samples in each district is determined using *stratified sampling proportions* according to the proportion of the population in each district/city. In determining respondents, researchers use *purposive sampling* with various respondent criteria. The data used is sourced from primary and secondary data. This research instrument is a questionnaire adopted from previous research. In the questionnaire, each variable consists of eight statements that have been proven valid and reliable through the results of validity tests and reliability tests. The questionnaire uses a Likert scale in which the answers of respondents are limited to the provision of alternative answers. The data processing method in research is multiple linear regression analysis. The data was analyzed using SPSS software version 23 for *the Windows* platform. In the hypothesis test, perform the Coefficient of Determination Test ( $R^2$ ), Model Feasibility Test, Statistical Test t, and Statistical Test F.

## **RESULTS AND DISCUSSION**

### **Research Results**

#### ***Multiple Linear Regression Test***

**Table 2** Multiple Linear Regression Test Results  
Coefficients

Type	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.258	3.402		-1.545	.126
Financial Literacy	.210	.104	.229	2.019	.047
Capital Aspect	.276	.099	.248	2.797	.006
HR Quality	.277	.139	.220	1.991	.050
Marketing	.276	.128	.214	2.151	.034

Source: Processed Data, 2023

Referring to the value of Unstandardized Coefficients Beta, the multiple linear regression equation in this study is:

$$Y = -5,258 + 0,210X_1 + 0,276X_2 + 0,277X_3 + 0,276X_4 + e$$

Thus can be interpreted patterns of influence between variables, as follows:

The value of constant which shows the number -5.258 means that if all variables X are equal to 0, then the performance of Satyagraha MSMEs in Bali Province is -5.258.

The coefficient value of financial literacy shows 0.210 (positive influence). That is, if the financial literacy variable increases, the performance level of Satyagraha MSMEs in Bali Province will also increase to a value of 0.210.

The value of the coefficient from the capital aspect shows 0.276 (positive influence). That is, if the variable capital aspect increases, the level of performance of Satyagraha MSMEs in Bali Province will also increase to a value of 0.276.

The coefficient value of HR quality shows 0.277 (positive influence). That is, if the variable quality of human resources increases, the level of performance of Satyagraha MSMEs in Bali Province will also increase to a value of 0.277.

The coefficient value of marketing shows 0.276 (positive influence). That is, if the marketing variable increases, the level of performance of Satyagraha MSMEs in Bali Province will also increase to a value of 0.276.

### ***Determinant Coefficient Test (R2)***

**Table 3** Determinant Coefficient Test Results  
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 <sup>a</sup>	.583	.564	3.099

Source: Processed Data, 2023

Looking at the test results in table 3, the coefficient of determination obtained through the Adjusted R Square value is 0.564 or 56.4 percent. That is, Financial Literacy ( $X_1$ ), Capital Aspects ( $X_2$ ), Human Resources Quality ( $X_3$ ) and Marketing ( $X_4$ ) have an influence or contribution to the Performance of Satyagraha MSMEs in Bali Province ( $Y$ ) by 56.4 percent, while 43.6 percent is contributed by other factors outside the model of this study.

### *Model Due Diligence*

**Table 4** Model Feasibility Test Results

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1180.586	4	295.147	30.724	.000 <sup>b</sup>
	Residuals	845.371	88	9.606		
	Total	2025.957	92			

Source: Processed Data, 2023

Through the results shown in table 4, it can be categorized as a model in this study classified as feasible to use. This is supported by the F value calculated  $> F$  table ( $30.724 > 2.48$ ) and the significance value which shows a value below 0.05 ( $0.00 < 0.05$ ).

### *Partial Statistical Test (t Test)*

**Table 5** Test Results Statistik t

Type	Coefficients			t	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (Constant)	-5.258	3.402		-1.545	.126
Financial Literacy	.210	.104	.229	2.019	.047
Capital Aspect	.276	.099	.248	2.797	.006
HR Quality	.277	.139	.220	1.991	.050
Marketing	.276	.128	.214	2.151	.034

Source: Processed Data, 2023

Based on the results of the statistical test t above, it can be observed that:

The Financial Literacy variable ( $X_1$ ) shows a positive relationship, with a coefficient value of 0.210.

In addition, the calculated t value obtained exceeds the table t value, which is  $2.019 > 1.662$ , and the



significance value is  $0.047 < 0.05$ . Thus, financial literacy variables have a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province.

The Capital Aspect variable (X2) shows a positive relationship, with a coefficient value of 0.276. In addition, the calculated t value obtained exceeds the table t value, which is  $2.797 > 1.662$ , and the significance value is  $0.006 < 0.05$ . Thus, the variable capital aspect has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province.

The HR Quality variable (X3) shows a positive relationship, with a coefficient value of 0.277. In addition, the calculated t value obtained exceeds the table t value, which is  $1.991 > 1.662$ , and the significance value is  $0.050 < 0.05$ . Thus, the variable quality of human resources has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province.

The Marketing variable (X4) shows a positive relationship, with a coefficient value of 0.276. In addition, the calculated t value obtained exceeds the table t value, which is  $2.151 > 1.662$  and the significance value is  $0.034 < 0.05$ . Thus, marketing variables have a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province.

### ***Simultaneous Statistical Test (F Test)***

**Table 6** Statistical Test Results F

ANOVA						
Type		<i>Sum of Squares</i>	Df	<i>Mean Square</i>	F	Sig.
1	Regression	1180.586	4	295.147	30.724	.000 <sup>b</sup>
	Residuals	845.371	88	9.606		
	Total	2025.957	92			

Source: Processed Data, 2023

Through the results of the F test shown in table 6, it can be observed that the results of the calculated F value of  $30.724 >$  the table of 2.48. In addition, the significance value is below 0.05 ( $0.000 < 0.05$ ). Therefore, all independent variables (Financial Literacy, Capital Aspects, HR Quality, Marketing) simultaneously have a significant influence on fixed variables (Performance of Satyagraha MSMEs in Bali Province).

## **DISCUSSION**

### ***The Effect of Financial Literacy on the Performance of Satyagraha MSMEs in Bali Province***

Referring to the results of the t test obtained, it can be realized that the financial literacy variable shows a positive relationship, with a coefficient value of 0.210. Meanwhile, the calculated t value obtained exceeds the table t value, which is  $2.019 > 1.662$ , and the significance value is  $0.047 < 0.05$ . Thus, it means that financial literacy (X<sub>1</sub>) has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province (Y). The influence shown between financial literacy variables

and the performance of Satyagraha MSMEs in Bali Province is a unidirectional influence. In other words, the higher the financial literacy formed, the performance of Satyagraha MSMEs in Bali Province in running their business will also increase.

Based on the results of categorization measurements, financial literacy shows a high category. Through this, it can be described that Satyagraha MSMEs in Bali Province have a high level of financial literacy, both in terms of personal financial management and corporate finance. In addition, Satyagraha MSME actors in Bali Province have also carried out planning, budgeting, management and control in their businesses. This is in accordance with the statement expressed by *The Association of Chartered Certified Accountants* (2018), namely the perception of financial literacy includes insight into finance, skills in managing personal or company finances, mastery of communication in finance and decision making finances in certain situations.

The findings of this study are in line with the results of previous research, including research conducted by Gede Wirayasa (2022) which stated that financial literacy had a significant positive impact on the performance of textile industry MSMEs in Klungkung District during the Covid-19 pandemic; Septiani & Wuryani (2020) which states that financial literacy has a significant positive influence on the performance of MSMEs located in Sidoarjo; Hidayatulloh (2020) who stated that financial literacy has a positive effect on the financial performance of MSMEs in Tegal Regency; Idawati & Pratama (2020), stated that financial literacy has a significant impact on the performance and sustainability of MSMEs in Denpasar City. And similar results were also obtained by Kasenda & Wijayangka (2019) who concluded that there was a significant positive impact of financial literacy on MSME performance.

### ***The Effect of Capital Aspects on the Performance of Satyagraha MSMEs in Bali Province***

Referring to the results of the t test obtained, it can be determined that the variable capital aspect shows a positive relationship, with a coefficient value of 0.276. Meanwhile, the calculated t value obtained exceeds the table t value, which is  $2.797 > 1.662$ , and the significance value is  $0.006 < 0.05$ . Thus, it means that the capital aspect ( $X_2$ ) has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province (Y). The influence between capital aspect variables on the performance of Satyagraha MSMEs in Bali Province shows a unidirectional influence. This means that the higher the capital aspect, the performance of Satyagraha MSMEs in Bali Province in running their business will also increase.

Based on the results of categorization measurements, the capital aspect shows a high category. Through this, it can be described as Satyagraha MSMEs in Bali Province have a high level of capital aspects, both in terms of capital use in the business development process and access to obtain capital itself. Money and energy (expertise) are needed in starting and operating a business. If the business mode increases, of course, all the needs needed in operating a business can be fulfilled and of course optimal business performance can be achieved.

The findings of this study are in line with the results of previous research, including research conducted by Kurniawan (2019), it was stated that capital has a significant impact on the performance of micro entrepreneurs operating in Siranindi Village, West Palu District, with an Islamic economic perspective. Similar results were also obtained by Suardana (2020), which showed that capital has a positive and significant impact on the performance of MSMEs; Ferdiansyah & Bukhari (2021), who stated that capital variables have a positive impact on the performance of fashion MSMEs located in North Bekasi; Mukoffi (2021), stated that there was a significant positive impact between business capital on the performance of MSMEs during the Covid-19 pandemic; Kumalasari & Asandimitra (2019) stated that there is an influence of business capital with the performance of MSMEs in Bojonegoro Regency.

### ***The Influence of Human Resource Quality on the Performance of Satyagraha MSMEs in Bali Province***

Referring to the results of the t test obtained, it can be observed that the HR quality variable shows a positive relationship, with a coefficient value of 0.277. Meanwhile, the calculated t value obtained exceeds the table t value, which is  $1.991 > 1.662$ , and the significance value is  $0.050 < 0.05$ . Thus, it means that the quality of human resources ( $X_3$ ) has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province (Y). The influence shown between the variables of human resource quality and the performance of Satyagraha MSMEs in Bali Province is a unidirectional influence. In other words, the higher the quality of human resources owned, the performance of Satyagraha MSMEs in Bali Province in running their business will also increase.

Based on the results of categorization measurements, the quality of human resources shows a high category. Through this, it can be described that Satyagraha MSMEs in Bali Province have a high level of quality human resources, both in terms of skills and experience. The skills possessed by human resources must be trained and developed because HR is a productive individual driving a company or organization. Proper management of human resources can have an influence on the creation of entrepreneur performance.

The findings of this study are in line with the results of previous research, including research conducted by Wahyudiati & Isroah (2018), stating that there is a positive influence between HR Competence and MSME performance in Kasongan Village. Similar results were also obtained by Suryantini (2020), mentioning that the quality of human resources has a positive influence on the performance of MSMEs located in Buleleng District; Oktaviana, D. (2017), stated that there is a significant influence between the quality of human resources and the performance of SMEs in Rimbo Bujang District, Tebo Regency; Sukmantari & Julianto (2022), stated that the quality of human resources has a positive and significant influence on the performance of Padas Stone Craftsman MSMEs located in Sukawati District; Azizah (2019), stated that human resource competence has a positive influence on the performance of pottery MSMEs in Kasongan Village.

### ***Marketing Influence on Satyagraha MSME Performance in Bali Province***

Referring to the results of the t test obtained, it can be observed that the marketing variable shows a positive relationship, with a coefficient value of 0.276. In addition, the calculated t value obtained exceeds the table t value, which is  $2.151 > 1.662$  with a significance value of  $0.034 < 0.05$ . Thus, it means that marketing ( $X_4$ ) has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province (Y). The influence shown between marketing variables and the performance of Satyagraha MSMEs in Bali Province is a unidirectional influence. In other words, the higher the marketing level, the performance of Satyagraha MSMEs in Bali Province in running their business will also increase.

Based on the results obtained from categorization measurements, marketing shows a high category. Through this, it can be described that Satyagraha MSMEs in Bali Province have a very high level of marketing, both in terms of pricing and determining market location. In addition, Satyagraha MSME players in Bali Province have also carried out promotions, established good relationships with consumers, and maintained the quality of the products marketed. Marketing strategies in introducing new products to the market are needed by business people who are just starting to run a business. Thus, planning an appropriate marketing strategy becomes a very important need in business growth.

The findings of this study are in line with the results of previous research, including research conducted by Purwaningsih and Haryono (2019), it was stated that marketing has an influence on the performance of MSMEs in the city of Surabaya. The same findings were revealed by Prasetyo (2019), by concluding that there was a positive and significant influence of marketing variables on the performance of Jamu Gendong SMEs in Wonolopo Village, Mijen District, Semarang; Sulistiyo, Putranto & Hartiyah (2022), stated that marketing access has a positive influence on the performance of MSMEs in Wonosobo Regency; Alyza (2019), stated that there is a positive impact between marketing aspects on the performance of Pineapple Chips MSMEs in Kualu Pineapple Village, Limestone Mining District.

### ***The Simultaneous Influence of Financial Literacy, Capital Aspects, Human Resource Quality, and Marketing on the Performance of Satyagraha MSMEs in Bali Province***

Referring to the results of the F test that has been obtained, it can be observed that the calculated F value shows a value greater than the F value of the table, which is  $30.724 > 1.474$ , with a significance level of 0.000 below 0.05. Thus, all independent variables (Financial Literacy, Capital Aspects, HR Quality, Marketing) simultaneously have a significant influence on fixed variables (Performance of Satyagraha MSMEs in Bali Province). In table 3, the determinant coefficient test yields an *Adjusted R Square* value of 0.564, which means that there is an influence of 56.4 percent between the four independent variables studied on the performance of Satyagraha MSMEs in Bali Province, while 43.6 percent is contributed by other factors outside the model of this research. Other factors include: entrepreneurial characteristics, innovation, owner perception and others.

Wirayasa (2022) stated that there is a positive and significant influence between entrepreneurial characteristics and the success of textile industry MSMEs during the Covid-19 pandemic in Klungkung District. Thus, if the characteristics of entrepreneurship increase, the level of business success obtained by MSME actors will also increase. The nature of a business actor such as having clarity of goals for the business owned, expert in determining business decisions, not giving up easily, creative and innovative, sensitive to existing opportunities, optimistic, enthusiastic and others related to entrepreneurial characteristics. With strong entrepreneurial characteristics, MSME players can manage resources creatively and innovatively, so that they can achieve business success.

In a study conducted by Iqbal & Yuliandari in 2019 on MSMEs located in Banyuwangi, stated that one of the factors that contribute to improving the performance of MSMEs in Banyuwangi is the innovation variable. The findings of the study prove that if MSME players have made innovations that are effective enough, it will have an impact on improving the performance of MSMEs economically.

Safitri & Bajuri (2022) stated that there is a significant influence on the owner's perception on the performance of MSMEs in Semarang City. This means that if the owner's perception increases, the performance of MSMEs also increases and vice versa. The management of business activities is more systematic and organized when MSME owners have a perception that the application of accounting is very useful in achieving business performance. Thus, the better the level of perception of the owner, the performance of MSMEs will also experience an increase.

## **CONCLUSION**

Based on the results of the analysis and discussion that have been described, the conclusions obtained in this study are: Financial Literacy has an appositive and significant influence on the performance of Satyagraha MSMEs in Bali Province. The Capital aspect has appositive and significant influence on the performance of Satyagraha MSMEs in Bali Province. The quality of human resources has a positive and significant influence on the performance of Satyagraha MSMEs in Bali Province. Capital has an appositive and significant influence on the performance of Satyagraha MSMEs in Bali Province. Financial Literacy, Capital Aspects, Human Resource Quality, and Marketing simultaneously have appositive and significant influence on the Performance of Satyagraha MSMEs in Bali Province.

The results of this research theoretically have implications for reducing the research gap from the results of previous research and the development of subsequent research that wants to re-examine the performance of a business. While the practical implications are as an evaluation for Satyagraha MSME actors in increasing understanding related to business finance, company human resources, and maximum product marketing so that targeted business performance can be achieved.

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