

ABSTRACT

Melli Andriani / 2100861201066 / Faculty Economic Of Management / The Influence Of Financial Literacy, Planning And Management For Sustainability Of Msmes In Jelutung District Of Jambi City / 1st Advisor Dr. Ali Akbar, SE, MM, CRP, and 2nd Advisor Masnun, SE, MS.Ak

This research aims first, to determine the financial literacy, planning, management and sustainability for MSMEs in Jelutung District Jambi City. To simultaneously and partially identify and analyse the financial literacy, planning, management and sustainability for MSMEs in Jelutung District Jambi City.

The research methodology is descriptive and quantitative analysis methods. Data used is primary data. The object in this research is MSMEs in Jelutung District Jambi City. Tool of the analysis multiple regression, hypothesis test so determinant coefficient F test and t test.

Jelutung Subdistrict is one of the subdistricts located in the administrative area of Jambi City, Jambi Province. This area has developed into a strategic region with a relatively high population density and dynamic economic activity, particularly in the trade, services, and micro, small, and medium enterprises (MSMEs) sectors.

Result of line regression $Y = 38.576 + 0,373 X_1 + 0,641X_2 + 0,323X_3$ Ftest result, it is known that independent variable is financial literacy, planning, management on sustainability for MSMEs in Jelutung District Jambi City and have significant effect F_{count} larger than F_{table} or comparing the significant level of 0.05 then $(0.000 < 0.05)$ then H_0 is rejected and H_a accepted. In addition for partial effect, financial literacy, planning, management has significant effect. As t_{count} has larger than t_{table} and sig small than 0,005

Conclusion of research is that simultaneously independent financial literacy, planning, management has significant effect on dependent variable is sustainability. With a large effect of 88.1%. Partially independent third variable with sustainability.