

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

This research examines the influence of financial literacy, e-wallet technology, and digital marketing on the financial performance of MSMEs in Purwokerto city area. According to the results of the tests and discussions presented in the previous chapter, the conclusions of this research are:

1. Financial literacy has a positive effect on the financial performance of MSMEs in Purwokerto. The results illustrate that higher financial literacy will also affect on the high level financial performance of MSMEs in Purwokerto.
2. E-wallet technology has a positive effect on the financial performance of MSMEs in Purwokerto. The results shows that if the use of e-wallet technology is high it will affect on the high level financial performance of MSMEs in Purwokerto.
3. Digital marketing has a negative effect on the financial performance of MSMEs in Purwokerto. The results shows that the high levels of digital marketing do not affect the high level on financial performance of MSMEs in Purwokerto.

B. Implications

According to the interpretation above, research results and discussion that have been represent, the following research implications can be obtained.

1. Theoretical implications

This research uses the RBV theory and diffusion of innovation to explain the relationship between financial literacy variables, e-wallet technology, and digital marketing with the financial performance of MSMEs in Purwokerto. The research results prove that the RBV theory could be used in a research model on the financial performance of MSMEs. RBV theory to explain the relationship between financial literacy and digital marketing variables is where the company's internal resources, in the form of knowledge about finance and resources that can reach digital marketing, can improve the financial performance of a business.

The diffusion of innovation theory is used to explain the relationship with e-wallet technology variables. The research results prove that the diffusion of innovation theory explains that innovation in e-wallet technology can improve the financial performance of MSMEs. It is suggested that this study will contribute theoretically to the application of RBV theory. and diffusion of innovation in explaining the effect of financial literacy, e-wallet technology, and digital marketing on the financial performance of MSMEs.

2. Implications for the government

Banyumas Regency Manpower, Cooperatives and SMEs Service, as the government's control in the economic sector, especially in the MSME sector, is expected to provide outreach related to digitalization literacy regarding business knowledge and abilities so that it can develop and advance in all MSME sectors. Through this research, it is hoped that the government will

obtain information related to the shortcomings of MSMEs in utilizing digital marketing and can provide solutions through outreach and training for business actors so they can utilize digital marketing as a product marketing process to improve the financial performance of MSMEs.

3. Implications for the MSMEs

In the age of digitization, MSME players are expected to keep learning, researching, and improving their skills when it comes to using digital financial service products to enhance and sustain the financial performance of their business.

C. Research Limitations

The limitation of this research is that during the process of distributing the questionnaire, the researcher needed to work on determining the right time to visit the MSME owners as research respondents. As a result, some respondents needed help filling out the questionnaire. Apart from that, the lack of assistance and understanding from the respondents resulted in the respondents' answers needing to be more open and honest when filling out the questionnaire. Then, the respondent takes a very long time to fill out and return the questionnaire that has been given. Distributing the questionnaire via Google Form experienced problems because some respondents needed help understanding how to fill out the questionnaire.

D. Suggestion

Based on the explanation of the research limitations explained above, it is suggested that further study should be conducted by the understanding to the

questions that will be asked and by allocating more time for data collection using questionnaires. Then, the suggestion for further research is to ensure in advance that respondents are ready to fill out the questionnaire accompanied by the researcher at the agreed time in order to obtain more in-depth information and more accurate data

