

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Financial Planning*, *Financial Capability*, dan *Self efficacy* terhadap Keberlanjutan Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Pamekasan. UMKM memiliki peran strategis dalam menopang perekonomian daerah, namun keberlanjutan usahanya sering kali dipengaruhi oleh faktor internal seperti kemampuan dalam mengelola keuangan dan keyakinan diri pelaku usaha. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei deskriptif. Sampel penelitian terdiri dari 160 pelaku UMKM yang dipilih menggunakan teknik purposive sampling berdasarkan kriteria tertentu. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Structural Equation Modeling–Partial Least Square (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa ketiga variabel independen *Financial Planning*, *Financial Capability*, dan *Self-efficacy* berpengaruh positif dan signifikan terhadap Keberlanjutan UMKM. Nilai *R-square* sebesar 0,576 menunjukkan bahwa model penelitian ini mampu menjelaskan 57,6% variasi dalam keberlanjutan UMKM. Hal ini mengindikasikan bahwa semakin baik perencanaan dan kemampuan keuangan yang dimiliki pelaku UMKM serta semakin tinggi keyakinan diri mereka dalam mengelola usaha, maka semakin besar peluang usaha tersebut untuk bertahan dan berkembang. Penelitian ini menegaskan pentingnya sinergi antara aspek manajerial, finansial, dan psikologis dalam mewujudkan keberlanjutan usaha UMKM di tengah dinamika ekonomi yang kompetitif.

Kata Kunci: Financial Planning, Financial Capability, Self-Efficacy, Keberlanjutan UMKM

Abstract

This study aims to analyze the influence of Financial Planning, Financial Capability, and Self-efficacy on the Sustainability of Micro, Small, and Medium Enterprises (MSMEs) in Pamekasan Regency. MSMEs have a strategic role in supporting the regional economy, but their business sustainability is often influenced by internal factors such as the ability to manage finances and self-confidence of entrepreneurs. This study uses a quantitative approach with a descriptive survey method. The research sample consisted of 160 MSMEs selected using a purposive sampling technique based on certain criteria. Data were collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with the help of SmartPLS 4 software. The results showed that the three independent variables of Financial Planning, Financial Capability, and Self-efficacy had a positive and significant effect on MSME Sustainability. The R-square value of 0.576 indicates that this research model is able to explain 57.6% of the variation in MSME sustainability. This indicates that the better the planning and financial capabilities of MSMEs, and the greater their self-confidence in managing their businesses, the greater the chances of their businesses surviving and growing. This research emphasizes the importance of synergy between managerial, financial, and psychological aspects in achieving MSME business sustainability amidst a competitive economic climate.

Keyword: *Financial Planning, Financial Capability, Self-Efficacy, Sustainability MSMEs*