

Research Article

The Influence of Business Capital, Accounting Knowledge, and E-Commerce Use on the Sustainability of MSMEs in Bantul Regency

Afifah Hayati ^{1,*}, Nugraeni ²

¹ Faculty of Economics, Universitas Mercu Buana Yogyakarta, Indonesia; e-mail : afifahhayati592@gmail.com

² Faculty of Economics, Universitas Mercu Buana Yogyakarta, Indonesia; e-mail : nugraeni@mercubuana-yogya.ac.id

* Corresponding Author: afifahhayati592@gmail.com

Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy, especially in Bantul Regency, where they significantly contribute to the Gross Regional Product (GRDP) and job creation. Despite a rise in MSMEs numbers from 2021 to 2024, their long-term viability is hindered by issues like insufficient funding, inadequate accounting skills, and underutilization of e-commerce platforms. This research investigates how businesses, accounting knowledge, and e-commerce adoption impact MSME sustainability in Bantul Regency. Employing a quantitative method, it collected primary data via questionnaires from 100 MSME operators selected through purposive sampling. Analysis involved multiple linear regression. Findings indicated that business capital had no significant influence on sustainability, while accounting knowledge and e-commerce use positively and significantly boosted it. The R² value of 29% shows that these factors collectively explain 29% of MSME sustainability variance, with the remaining 71% attributed to external variables. The study highlights the need to enhance accounting education and digital tools to boost MSME competitiveness and resilience.

Keywords: Accounting Knowledge; Bantul; Business Capital; E-Commerce; MSMEs Sustainability.

1. Introduction

Indonesia's economy depends on the strategic contribution of the Micro, Small and Medium Enterprise (MSMEs) sector. MSMEs encompass various types of small to medium-sized businesses such as agriculture, trade, food, fashion and other sectors. MSMEs contribute significantly to national development and economic growth, particularly through employment and increased economic activity in the community. The contribution of MSMEs is evident in income distribution, economic growth, and increased national stability.

MSMEs in Bantul play a crucial role in the economy of the Special Region of Yogyakarta (DIY), becoming one of the main pillars supporting the regional domestic product (PDRB) with a contribution of more than 60% of the total regional economy. In addition to playing a major role in absorbing up to 70% of the workforce, this sector is also a driving force for growth through creative industries, including batik crafts, kasongan ceramics, and local fashion products.

Table 1. Bantul Regency MSMEs data 2021-2024.

Years	Number of MSMEs (Unit)
2021	90.611
2022	89.986
2023	91.755
2024	93.846

Source: Bapperida.jogja.prov

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The expansion of MSMEs data in Yogyakarta City between 2021 and 2023 is shown in table 1. In 2021, there were 90,611 MSMEs, in 2022 the number decreased slightly to 89,986, in 2023 it increased to 91,755, and in 2024 it reached 93,846. This data shows that MSMEs continue to grow and remain the driving force of the regional economy.

However, behind this growth, there are still challenges that must be faced. One of the main obstacles is the difficulty SMEs have in accessing capital due to their low level of accounting knowledge. Limited accounting knowledge means that business actors are not yet able to prepare financial reports properly (Anggriyani & Nugraeni, 2024).

Several previous studies have shown that the sustainability of MSMEs is influenced by several factors such as business capital, accounting knowledge, and the use of e-commerce (Ayem & Hernindya, 2025) (Saputra & Mulya, 2022). However, the literature still shows inconsistent findings. Some studies conclude that business capital affects the sustainability of MSMEs (Pratiwi & Setiyono, 2024), while other studies find the opposite (Rusminah et al., 2025). A similar situation occurs with the accounting knowledge variable. Some studies emphasize the importance of accounting knowledge in business sustainability (Amanda & Rialdy, 2024), but other studies show that it is insignificant (Maya & Husda, 2024). One of the causes of MSMEs actors' indiscipline in preparing financial reports.

Differences in research results were also found in the utilization of e-commerce, demonstrating that it may contribute to sustainability of MSMEs (Putri & Suryaningrum, 2025) while other studies suggest that there is no effect (Ayu et al., 2024).

The study seeks to determine the impact of business capital. Accounting expertise, and the use of e-commerce on the sustainability of MSMEs.

2. Work of Literature Review

MSME Sustainability

Business sustainability reflects a business's ability to maintain, develop, and manage its resources while meeting industry demands (Putri et al., 2024). Sustainability includes business resilience in facing risks and the ability to remain competitive amid dynamic market conditions. With increasing uncertainty and business competition in the future, business managers need to have the ability to make the right decisions regarding various opportunities and challenges in order to maintain business sustainability (Ferli, 2023). MSMEs that are able to survive and be sustainable provide employment opportunities for the surrounding community (Ami & Hadyarti, 2024).

Business Capital

Working capital is an important component that ensures the smooth operation of MSMEs, including the purchase of raw materials, payment of labor, and fulfillment of various other financial obligations (Tahu et al., 2025). The availability of adequate business capital helps MSMEs maintain business stability and meet operational needs. Adequate capital can increase business capabilities and encourage business actors to be bold in making decisions (Wati et al., 2025). To reduce obstacles in operational activities, MSMEs need to prioritize more effective managing working capital as a means of ensuring the long-term viability of the company (Tenedero et al., 2025).

H1: MSME sustainability is significantly and positively impacted by company investment.

Accounting Knowledge

The level of accounting knowledge of business owners can be seen from how they manage and treat company finances (Tifano & Khairunnisa, 2025). The higher the accounting skills and knowledge, the greater the chances of business success (Paraswati & Aisa, 2025). With these skills, business owners can manage finances more accurately, minimize risks, and make more effective decisions. MSMEs with better knowledge are able to manage costs, determine selling prices, and plan business strategies more effectively (Aulia & Rizki, 2025). Accounting knowledge contributes significantly to the advancement of business sustainability.

H2: A knowledge of accounting has a favorable and substantial impact on the long-term viability of MSMEs.

Use of E-commerce

The development of information technology has made transactions more efficient, as traditional sales processes have now largely shifted to digital systems through e-commerce (Damiyana et al., 2024). Customer may shop from a variety of locations via online sales without physically visiting the store. has a very wide reach, allowing consumers from various locations to make purchases without having to come directly to the place of business.

The use of e-commerce is a form of utilizing digital platforms that help business actors adopt technology in their business activities. Companies that have experience in using e-commerce tend to have more time and resources for digital transaction activities (Amornkitvikai et al., 2022). Through online sales, business may improve their operational performance while strengthening business sustainability (Hasibuhan et al., 2025).

H3: The sustainability of MSMEs is positively and significantly impacted by the usage of e-commerce.

3. Proposed Method

This research adopts a quantitative methodology, drawing on primary data gathered via questionnaires. The study population includes (MSMEs) in Bantul Regency. Purposive random sampling was employed, a technique that selects samples according to defined criteria and attributes. The sample comprises 100 respondents.

4. Results and Discussion

Descriptive Statistical Analysis

Table 2. Result of Descriptive Statistical Test.

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Business Capital	100	10	22	16.35	1.897
Accounting Knowledge	100	11	17	14.18	1.473
Use of E-Commerce	100	10	20	16.39	1.524
Sustainability of MSMEs	100	7	16	12,97	1.487
Valid N (listwise)	100				

Source: SPSS Data Analysis Result, 23

The result of descriptive test result obtained, the data distribution for the business capital variable show significant variation. The lowest value of the business capital is 10, while the maximum amount is 22, the average value is 16.35, and the standard deviation of 1.897.

For the Accounting Knowledge variable, descriptive analysis reveals that the lowest value is 11, the highest value reaches 17, the average for the accounting knowledge variable in this study is 14.18 with a recorded standard deviation of 1.473.

Descriptive analysis of the e-commerce usage variable shows that the lowest value is 10, while the highest value reaches 20. The mean e-commerce usage from the sample data is 16.39 with a standard deviation of 1.524.

According to results of the descriptive analysis, the MSME sustainability variable exhibits value between 7 and 16, with an average of 12.97 and a standard deviation of 1.487.

Normality Test

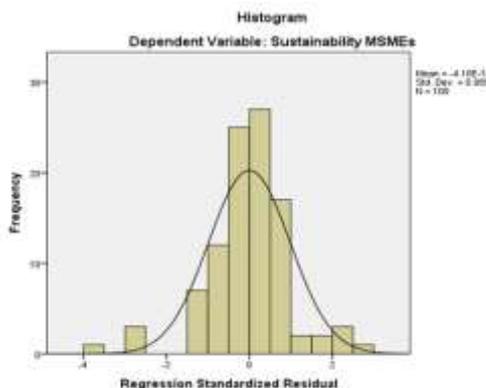


Figure 1. Normality Histogram.

Source: SPSS Data Analysis Result, 23.

The result of normality testing using histogram graphs show that the residual data points follow a normal curve. The fact that the data distribution is bell-shaped suggests that it is normally distributed. Figure 2 below shows the outcome of the analysis using a typical probability plot.

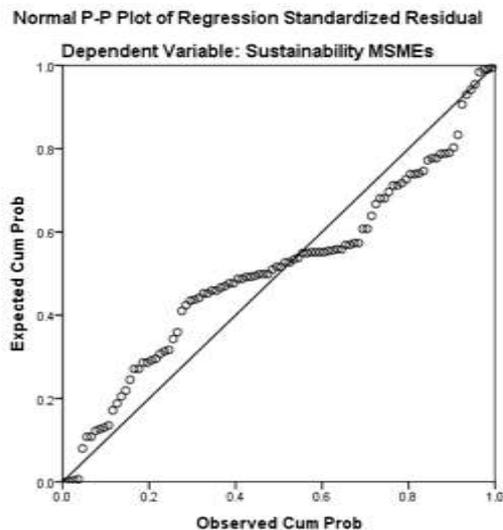


Figure 2. Normal P-Plot.

Source: SPSS Data Analysis Result, 23.

The result of the probability plot test show that all residual points are scattered closely around the indicating that the empirical distribution of the data is along a di-agonal line, consistent with the theoretical normal distribution. In addition, a non-parametric one-sample Kolmogrov-Smirnov statistical analysis was performed. The result Kolmogro-Smirnov test can be seen in table 3.

Table 3. Kolmogrov-Smirnov result.

Test Component	Unstandardized Residual
Negative Value	100
Mean	.0000000
Std. Deviation	.52556404
Absolute Value	.103
Positive Value	.103
Negative Value	-.072
	.103
Sig. (2-tailed)	.011 ^c

Source: SPSS Data Analysis Result, 23

According to table 3, the significance value of 0.11 exceeds 0.05, allowing us to conclude that the data follows a normal distribution. Therefore, the normality assumption is satisfied.

Multicollinearity Test

Table 4. Multicollinearity Test.

Model	Tolerance	VIF
(Constant)		
1 Business Capital	0,926	1,079
Accounting Knowledge	0,998	1,002
Use of E-Commerce	0,928	1,078

Source: SPSS Data Analysis Result, 23

The multicollinearity test findings in the table above reveal that there is no substantial link between the independent variables. The VIF value for each variable is below 10, and the tolerance value for all independent variables is above 0.10, indicating this.

Heteroscedasticity Test

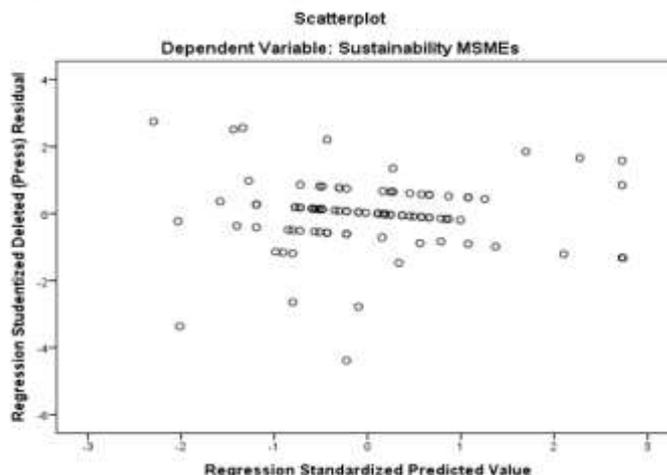


Figure 3. Heteroscedasticity Test.

Source: SPSS Data Analysis Result, 23.

The scatterplot above demonstrates that the data points are distributed at random around zero on the Y-axis and do not follow a clear pattern. Therefore, it may be concluded that the regression model does not have any heteroscedasticity issues.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Analysis Result.

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	7.201	1.139		6.323	.000
Business Capital	.074	.039	.160	1.892	.061
1 Accounting Knowledge	.171	.060	.258	2.857	.005
Use of E-Commerce	.253	.058	.394	4.374	.000

Source: SPSS Data Analysis Result, 23.

In table 5, the multiple linear regression formula this research is presented as follow:

$$Y = 7.201 + 0.074X_1 + 0.171X_2 + 0.253X_3$$

- 1) The constant value $a = 7.201$ implies that when the factors of business capital, accounting expertise, and the influence of e-commerce are assessed at 1.49
- 2) The value for the business capital variable faktor = 0.074 a positive value, meaning that every that a one unit capital will result in an enhancement in MSME sustainability of 0.074
- 3) The coefficient value of the accounting knowledge variable = 0.171 has a positive value, meaning a one-unit increase in accounting knowledge boosts in an increase in the MSME sustainability variable of 0.171
- 4) The coefficient value of the e-commerce usage variable = 0.253 has a positive value, this suggests that for each one-unit rise in the impact commerce, the MSMEs sustainability variable will increase by 0.253.

Partial Test(t)

Table 6. T Test Result.

Variables	t	Sig.
Business Capital	1.892	.061
Accounting Knowledge	2.857	.005
Use of E-Commerce	4.374	.000

Source: SPSS Data Analysis Result, 23.

Derived from the t-test table 5, the description for each variabel is as follows:

- 1) The results from the t-test show that the computed t-value is 1.892 while the critical t-value is 1.984, this show that the computed t-value is less than the critical value, and the p value of 0.061 exceeds 0.05. Therefore, we conclude that the factor of business capital does not have any impact.
- 2) The t-statisticscalculated using the statistical anaylisismentioned earlier can be expressed as 2.857, whereas the crirical t-value is 1.984. This indicates that the computed value surpasses the crtical value, with a p-value of 0.005 wich is below the threshold of 0. 05. Therefore, we determine that the factor of accounting knowledge has a positive and significant effect.
- 3) The results of the earlier statistical anaylisis show that the calculated t-statistic is 4.374, while the critical t-value is 1.984. This indicates that the calculated value exceeds the critical value, as evidenced by a p-value of 0. 000, which is less than 0.05. Consequently, we deduce that the factor of e-commerce implact has a positive and considerable.

Simultaneous Test

Tabel 7. Result of the F test.

Model	Source	Sum of Squares	df	Mean Square	F-Statistic	Significance.
1	Model	81.442	3	27.147	14.483	.000 ^b
	Error Term	179.948	96	1.874		
	Total	261.390	99			

Source: SPSS Data Analysis Result, 23.

According on the ANOVA table results the computed F-statistic of 14.483 exceeds the critical F-value of 2.70, and the p-value of 0.000 is below the 0.05 threshold. This indicates that regression coefficients for the three independent variables-business capital, accounting knowledge, and e-commerce usage-collectively exert a significant influence on the dependent variable, which is the sustainability of MSMEs.

Analysis of the Coefficient of Determination Test (R2)

Table 8. Coefficient of Determination Test Result.

Regression model	R Square	R2	Std. Error of Estimation
1	.312	.290	1,369

Source: SPSS Data Analysis Result, 23

As indicated by the information presented in table 7, the correlation coefficient (R) is measured at 0.312, and the adjusted R-squared (R2) value is 0.290, which is equivalent to 29%. This demonstrates that the fluctuation or alteration in the dependent variables namely business capital, accounting knowledge, and e-commerce usage, is 29%. Meanwhile, the remaining 71% is affected by additional factors that are not accounted for in this regression equation model.

Discussion

The Effect of Business Capital on the Sustainability of MSMEs in Bantul Regency

The results of this study show a t-value of 1.892 < t-table 1.984 at a significance level using alpha 5% where the significance value is 0.061 > 0.0. This indicates that the business capital variable is not meaningfully influenced by the sustainability of micro, small, and medium enterprises (MSMEs). According to the first hypothesis testing criteria, which asserts that business capital has a positive impact on the sustainability of MSMEs, this hypothesis is dismissed.

The findings show that business capital is not a factor that affects the sustainability of MSMEs. The level of financial resources does not ensure that a business will remain op-

erational. Simple access to extra funds, without sufficient knowledge of how to manage them, can prevent effective use of capital. Some MSMEs manage to thrive with limited capital by using strategies that do not rely on substantial financial resources. (Zein et al., 2025).

This research aligns with the findings of (Azzahra et al., 2022) which indicate that business capital does not influence the sustainability of MSMEs.

The Effect of Accounting Knowledge on the Sustainability of MSMEs in Bantul Regency

This study shows that accounting knowledge influences the sustainability of MSMEs in Bantul Regency. The hypothesis testing results obtained a t-value of $2.857 > 1.984$ at a significance level of $0.005 < 0.05$, the second hypothesis is accepted, meaning that accounting knowledge has a positive and significant effect on MSMEs sustainability.

Furthermore, the findings suggest that higher levels of accounting knowledge among business actors increase the likelihood of business continuity and growth. Hypothesis testing results indicate that the better the accounting knowledge possessed by business actors, the higher the potential for the business to survive and grow. This finding is reinforced by respondent data stating that most business actors already have an adequate level of accounting knowledge to carry out their daily operations. Every improvement in accounting understanding enables business actors to record financial transactions more easily and systematically (Susanti et al., 2024).

This findings of study are consistent with research conducted by (Rusanto & Ompusunggu, 2025) which demonstrates that accounting knowledge has a significant effect on MSME performance. Similar result were also reported by (Febriana et al., 2025) who found a positive and significant relationship

The Effect of E-commerce use on the Sustainability of MSMEs in Bantul Regency

This study also reveals that e-commerce usage has significant impact on MSME sustainability. Hypothesis testing show a calculated t-value of 4.374, which is greater than t-table value of 1.984, with a p-value of $0.000 < 0.05$, therefore, the third hypothesis is accepted, indicating that e-commerce usage has a positive and significant effect on the sustainability of MSMEs.

This finding indicate that the use of e-commerce adoption plays a crucial role in enhancing sustainability of MSMEs. E-commerce enables MSMEs expand their marketing reach, increase access to new consumers, and facilitate the promotion and transaction processes more efficiently. Additionally, it facilitates adaption to technological advancements and shifts in digital consumer behavior. These results suggest that higher levels of e-commerce utilization are associated with greater MSME resilience and growth.

The evidence corroborates the findings of (Pariska et al., 2024) who report that e-commerce usage affects MSMEs sustainability. Supporting evidence is also provided by (Umam et al., 2025) who reported a positive and significant relationship, indicating that higher levels of e-commerce utilization contribute to greater MSME sustainability.

5. Conclusion

Based on the empirical findings, this study concludes that business capital does not have a significant effect on the sustainability of MSMEs in Bantul Regency, indicating that sustained business performance depends more on the effectiveness of capital management than on the amount of capital available. This result highlights the importance of managerial capability in utilizing financial resources efficiently. Furthermore, accounting knowledge is found to have a positive and statistically significant impact on MSME sustainability, emphasizing its critical role in supporting managerial decision-making, producing reliable financial statements, and implementing effective financial planning and control systems. In addition, the adoption of e-commerce demonstrates a positive and statistically significant influence on MSME sustainability, as digital platforms enable business to expand market presence, reach new customer segments, and streamline marketing and sales processes. The practical implications of these findings underscore to assist MSME entrepreneurs in improving capital management practices, strengthening their competitive position, and ensuring long-term business sustainability.

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