International Journal of Society Reviews (INJOSER) https://injoqast.net/index.php/INJOSER
Vol. 3 No. 9 (2026), pages: 133~149 e-ISSN: 3030-802X

THE EFFECT OF FINANCIAL KNOWLEDGE AND SKILLS ON MICRO BUSINESS PERFORMANCE MODERATED BY DIGITAL SECURITY AWARENESS

(A Study of Micro Food and Beverage Enterprises in Sidoarjo Regency)

Diani Arditya Siwi Widhiatmi[1], Achmad Zaki[2]
[1,2]Department of Management, Faculty of Economics, Nahdlatul Ulama University of Sidoarjo
E-mail: widhidiani345@gmail.com
Corespondensi author email: Diani Arditya Siwi Widhiatmi

Abstract

This study aims to examine and analyze the effects of financial knowledge and skills on the performance of micro enterprises in the food and beverage industry in Sidoarjo Regency, with digital security awareness serving as a moderating variable in these relationships. Based on the Resource-Based View (RBV) framework, this study conceptualizes internal capabilities and digital security awareness as strategic resources that support business performance. The research employed a quantitative causal approach involving owners of micro food and beverage enterprises. The sample was determined using the Slovin formula with a 10% margin of error through a simple random sampling technique, resulting in 78 respondents. Data were collected using a structured questionnaire based on a five-point Likert scale. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings indicate that financial knowledge has a positive and significant direct effect on micro business performance. Entrepreneurial skills also have a positive and significant effect on micro business performance. Likewise, digital security awareness positively and significantly influences micro business performance. Furthermore, digital security awareness significantly moderates and strengthens the relationship between financial knowledge and micro business performance, as well as the relationship between entrepreneurial skills and micro business performance. The coefficient of determination indicates that financial knowledge, skills, and digital security awareness collectively explain a substantial proportion of the variance in micro business performance.

Keywords: Financial Knowledge, Skills, Digital Security Awareness, Micro Business Performance.

INTRODUCTION

Micro enterprises constitute one of the primary pillars of the economy, as they help maintain the purchasing power of low-income communities, generate employment opportunities, and demonstrate strong adaptability during periods of economic crisis. Consequently, strengthening governance has become a crucial factor in promoting regional economic resilience and independence (Bowo, 2023; Wulandari & Setiawan, 2025). At the same time, the digitalization of micro enterprises has continued to expand, with technology adoption reaching approximately 65%. However, this development has been accompanied by an increasing risk of cybercrime, making transaction data protection a major challenge in the digital transformation of Micro, Small, and Medium