

ABSTRACT

MSME actors often do not have proper financial planning due to a lack of understanding of financial literacy aspects. This condition can hinder business sustainability and make business actors vulnerable to financial risks. Good financial literacy is expected to improve the ability of MSME actors to prepare structured financial planning to support the sustainability and growth of MSMEs.

This study aims to determine the influence of financial literacy on the personal financial planning of MSME actors in the culinary sector in Bandung City positively and significantly. This research uses a quantitative approach using a survey method, where data is collected through questionnaires distributed to MSME actors in the culinary sector. Sampling was carried out using cluster random sampling with a total of 343 respondents from MSME actors. The data analysis techniques used are descriptive analysis and simple linear regression analysis.

Based on the results of the t-count test of $27,763 \geq t$ table 1,649 with a significance value of $0.000 < 0.05$, it can be concluded that financial literacy has a positive and significant influence on the personal financial planning of MSME actors in the culinary sector in the city of Bandung. Financial literacy has an influence of 69.3% on personal financial planning. Meanwhile, there are the remaining 30.7% that are influenced by other factors or variables that are not included in this study. The results of this study are expected to provide insight into the importance of financial literacy in personal financial planning for MSME actors.

Keywords: Financial Literacy, Personal Financial Planning, MSMEs