

ABSTRACT

NURWINDA, 2022, *The effect of financial literacy on the sustainability of MSME businesses in Sinjai Regency*. Thesis majoring in Accounting. Faculty of Economics and Business, University of Muhammadiyah Makassar. Guided By : Mr. Muhammad Nasrun And Mr. Ramly.

This study aims to determine the influence of financial literacy on the sustainability of MSME businesses in Sinjai Regency. The type of research used in this study is Quantitative research. The population in this study is MSME business actors in Sinjai Regency. technical determination of samples is the type of explanatory research. The research samples are several MSMEs in Sinjai Regency. Data analysis in this study, namely The t-Test and multiple r-Test using statistical calculations through the Statistical Package For The Social Science (SPSS) Version 26 application.

The result of this study is that the Financial Literacy variable has a positive effect on the variables of MSME business sustainability. Where, this research shows the better the financial literacy owned by MSME actors in Sinjai Regency.

Keywords: *Financial Literacy, Business Sustainability*