THE EFFECT OF BUSINESS CAPITAL, FINANCIAL LITERACY, AND CASH MANAGEMENT ON THE SUSTAINABILITY OF BEGINNER SELF-EMPLOYED WORKERS BUSINESS IN THE CITY OF BEKASI

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Abstact: This study aims to assess the impact of businnes capital, financial literacy, and cash management on business sustainability of beginer Self-Employed Workers in Bekasi City. This research is motivated by the importance of beginer Self-Employed Workers in the Indonesian economy and the challenges they face in maintaining business sustainability. The method used is quantitative analysis using the Partial Least Square (PLS) approach in Structural Equation Modeling (SEM), involving 100 respondents who are recipients of the beginer Self-Employed Workers assistance program in Bekasi City. The research findings show that business capital has no effect on business continuity. On the other hand, financial literacy and cash management have a positive and significant influence on business sustainability. This study provides information for the Ministry of Manpower as the provider of beginer Self-Employed Workers assistance, which can be used to evaluate the effectiveness and sustainability of the business. Thus, the ministry can design more targeted policies and programs to support the growth of these businesses, ensure long-term success, and strengthen the social and economic impacts generated by the beneficiaries.
Keywords: business capital, financial literacy, cash management, business sustainability, Beginner Self-Employed Workers.

Abstrak: Penelitian ini bertujuan untuk menilai dampak modal usaha, literasi keuangan, dan manajemen kas terhadap keberlanjutan usaha TKM Pemula di Kota Bekasi. Penelitian ini dilatarbelakangi oleh pentingnya UMKM dalam perekonomian Indonesia serta tantangan yang mereka hadapi dalam mempertahankan keberlanjutan usaha. Menggunakan metode analisis kuantitatif dengan menggunakan pendekatan *Partial Least Square* (PLS) dalam *Structural Equation Modelling* (SEM), dengan melibatkan 100 responden yang merupakan penerima program bantuan TKM Pemula di Kota Bekasi. Temuan penelitian menunjukkan bahwa modal usaha tidak memiliki pengaruh terhadap kelangsungan usaha. Di sisi lain, literasi keuangan dan manajemen kas memiliki pengaruh positif dan signifikan terhadap keberlanjutan usaha. Penelitian ini memberikan informasi bagi Kementerian Ketenagakerjaan sebagai pemberi bantuan TKM Pemula, yang dapat digunakan untuk mengevaluasi efektivitas dan keberlanjutan usaha TKM Pemula. Dengan demikian, kementerian dapat merancang kebijakan dan program yang lebih tepat sasaran untuk mendukung pertumbuhan usaha tersebut,

memastikan keberhasilan jangka panjang, serta memperkuat dampak sosial dan ekonomi yang dihasilkan oleh penerima bantuan.

Kata Kunci: Modal Usaha, Literasi Keuangan, Manajemen Kas, Keberlanjutan Usaha, TKM Pemula.

INTRODUCTION

Examining Indonesia's current demographic structure reveals that the country has the potential to benefit from a demographic dividend. Between 2020 and 2030, 180 million people of working age will emerge, contributing to the economy. This phenomenon is known as the productive-age demographic dividend (Kesumadewi & Aprilyani, 2024). However, major challenges arise in terms of labor absorption and rising unemployment rates, which hinder this potential.

The unemployment rate in Indonesia in August 2023 was 5.32%, leaving approximately 7.86 million people unemployed. This high unemployment rate indicates that, despite the Despite the opportunities presented by the demographic bonus, creating sufficient employment opportunities remains a major issue (Badan Pusat Statistik, 2023). Unemployment is an important issue in our country that needs to be addressed quickly by the government, private sector, and government agencies. If this unemployment issue is not resolved in the near future, it will lead to various problems affecting the economy, society, and the environment (Tandean, 2022).

Small, Micro and Medium Enterprises (MSMEs) or also known as self employed workers (SWs) are actions taken by the government to reduce poverty through methods of increasing community productivity, especially for those with low incomes. MSMEs play an important role in Indonesia's economic growth, covering up to 99 percent of the total existing business units. Data shows that the contribution of MSMEs to the Gross Domestic Product (GDP), reaches 60.5%, and they absorb 96.9% of the total workforce in the country. The role of MSMEs as the driving force of the country's economy continues to receive support from the government (Tandean, 2022). In times of crisis, MSMEs assume a particularly salient role in the national economy, given their contribution to employment, economic expansion, and the equitable distribution of development outcomes (Harisandi et al., 2023).

Government policies have been implemented with the objective of fortifying the economic recovery of micro, small, and medium-sized enterprises (MSMEs) (Harisandi et al., 2024). MSMEs have been shown to have a substantial impact on economic growth in Indonesia, with estimates indicating that they account for approximately 90% of this growth (Yahya et al., 2020). One of the government's strategic policies is the Self-Employed Worker Assistance Program, which is a measure to reduce unemployment. This objective is pursued by providing financial capital to new entrepreneurs and offering training in business skills (Kementrian Ketenagakerjaan RI, 2022). The Self-Employed Worker Program is divided into two categories: Self-Employed Workers for Beginners and Advanced Self-Employed Workers. The Beginner Self-Employed Worker initiative is designed to facilitate the development of nascent entrepreneurship. Conversely, the Advanced Self-Employed Workers constitutes an ancillary program for individuals who have successfully operated a business subsequent to participating in the

Beginner Self-Employed Workers (Yuliastuti, 2024). In such a scenario, the pursuit of business sustainability assumes paramount importance, ensuring the continuity of growth and the delivery of benefits to both entrepreneurs and the community.

Sustainability can be defined as a process in which businesses operate effectively. It encompasses the processes of growth and development, as well as the implementation of plans to ensure the continuity and expansion of the business (Rosyadah et al., 2022). The pursuit of business sustainability can generate opportunities for business actors, particularly MSMEs, to enhance their income and productivity. Furthermore, it has the capacity to engender prosperity derived from adequate business capacity.

The viability of a business is contingent upon a multitude of factors that fortify its resilience, thereby ensuring its continued existence. Among these factors, financial support or capital is arguably the most crucial. For business proprietors, capital is of paramount importance in maintaining the seamless operation of their enterprises (Dewi & Herawati, 2023). A significant challenge confronting entrepreneurs as they develop their businesses is the scarcity of capital (Hadyastiti et al., 2020). Research conducted by (Anggraini & Nawawi, 2023) has demonstrated a positive and significant relationship between business capital and the sustainability of MSMEs. This finding suggests that business capital plays a crucial role in promoting business sustainability. However, research conducted by (Dewi & Herawati, 2023) suggests that business capital does not influence business sustainability.

The subsequent factor that has the potential to influence business sustainability is financial literacy. Financial literacy exerts a significant influence on an individual's perception of their financial circumstances and the strategic decisions they make to enhance business financial management. This, in turn, has a direct impact on the sustainability of the business (Tan & Syahwildan, 2022). A superficial comprehension of finance frequently impedes business proprietors from overseeing their financial resources effectively, exerting a deleterious effect on capital management, cash flow, and business planning (Irdawati & Nurlia, 2025). According to the findings of previous research (Sugita & Ekayani, 2022) The findings indicate that financial literacy exerts a positive and significant influence on business sustainability. The findings of the present study contradict those of a previous study (Finatariani et al., 2024) that demonstrated financial literacy's ineffectiveness in promoting business sustainability. (Yahya et al., 2024) It has been posited that enhanced financial literacy will be concomitant with improvements in financial management within business entities. Individuals with superior financial literacy demonstrate a higher level of proficiency in managing their business finances (Nurjanah et al., 2022).

Another critical factor in ensuring business sustainability is effective cash management. Poor cash management can result in bankruptcy, even for a company with substantial revenues. The implementation of effective cash management practices, including the close monitoring of cash flow, the creation of realistic budgets, and the conscientious management of debt, can contribute to the long-term viability of MSMEs (Prasetyawati et al., 2023). A significant number of MSMEs have yet to fully comprehend and implement effective cash management principles. This phenomenon engenders

challenges in the effective management of financial resources and the optimization of profit potential (Rasmawati et al., 2024). Previous research conducted by (Irdawati & Nurlia, 2025) stated that cash management and business sustainability have no effect, while research conducted by (Perdana et al., 2024) have indicated that there is a positive and significant effect from the integration of cash management and business sustainability.

This study is of considerable importance because effective cash management, financial literacy, and sufficient business capital can provide a solid foundation for MSMEs to enhance their competitiveness and achieve business sustainability. The present study aims to investigate how these three factors influence the business sustainability of Beginner Self-Employed Worker recipients by focusing on the recipients of Beginner Self-Employed Worker assistance. Conversely, the present study offers insights to the Ministry of Manpower, the entity responsible for administering the Beginner Self-Employed Worker assistance program. These insights can serve as a basis for evaluating the effectiveness and sustainability of Beginner Self-Employed Worker businesses. Consequently, the ministry is in a position to formulate more targeted policies and programs to support the growth of these businesses, ensuring their long-term success.

THEORETICAL REVIEW
The Influence of Business Capital on Business Sustainability

Capital can be defined as the amount of funds utilized in conducting business activities (Kussoy et al., 2021). Capital is a critical component of entrepreneurial endeavors, encompassing financial resources and competencies. The absence of capital hinders the operational efficiency of a business (Faradillah et al., 2022). Business capital has been demonstrated to enhance business development, thereby ensuring the long-term viability of the enterprise (Anggraini & Nawawi, 2023). Capital is defined as more than mere monetary assets, it encompasses other resources that can facilitate the company's operational activities. In the absence of adequate capital, the long-term viability of the enterprise is jeopardized, which in turn has a deleterious effect on revenue generation (Dewi & Herawati, 2023).

According to the findings of research conducted by (Trisnadewi & Dewi, 2023) a specific category of company resources is constituted by physical assets, which are capital owned by micro, small, and medium enterprises. This capital plays a pivotal role in ensuring business continuity in the future. The availability of capital and ease of access to funds have been demonstrated to be significant factors in the acceleration of business growth. Research (Solikha et al., 2023) also indicates that the possession of substantial capital by businesses is associated with an increased probability of MSMEs surviving. Conversely, a decline in business capital will concomitantly diminish the survival prospects of MSMEs. Business capital plays a pivotal role in supporting the sustainability of MSMEs. In light of the extant literature, the researcher hereby puts forward the initial hypothesis to be examined in the present study.

H1 : Business capital has a significant effect on the sustainability of self-employed workers in Bekasi City

The Influence of Financial Literacy on Business Sustainability

The capacity to utilize knowledge about concepts and risks constitutes the foundation of financial literacy (Nurjanah et al., 2024). These competencies are imperative for optimal decision-making in financial management and business operations (Yahya, 2021). A solid grasp of financial literacy fosters a robust foundation for MSMEs, empowering them to make more informed decisions regarding financial management and investment in their enterprises (Golda et al., 2024). The significance of financial literacy lies in its capacity to assist entrepreneurs in planning and managing their finances more efficiently, thereby enhancing the sustainability of their businesses (Tandigau et al., 2024) .

Research (Sugita & Ekayani, 2022) demonstrates a positive correlation between financial literacy and the sustainability of micro, small, and medium enterprises, suggesting that enhancing financial literacy may promote sustainability. In order to enhance financial literacy, it is imperative to possess a foundation of accounting principles, proficient financial management, an understanding of bank loan requirements, and the capacity to evaluate performance, maintain daily cash records, and formulate monthly budgets. In addition, engaging in financial consultations, exercising caution in the use of credit, and formulating well-planned financial strategies and plans are also necessary. Research (Maulana & Suyono, 2023) states that the higher the financial literacy of business owners, the more sustainable the business will be and the more likely it is to achieve its targets and improve its performance. In order to ensure the success of a business capital, it is imperative that business actors possess three types of capital. These types of capital include human resources, social networks, and financial capital. In light of the extant literature, the researcher puts forward the second hypothesis for testing in this study.

H2 : Financial literacy has a significant impact on the business sustainability of Beginner Self-Employed Worker in Bekasi City

The Effect of Cash Management on Business Sustainability

Cash management can be defined as the process by which an organization administers its revenue and expenses. The objective is to ensure the availability of sufficient financial resources to support day-to-day activities and to facilitate long-term development (Gojali, 2022). Cash management encompasses the set of processes involved in the collection, organization, and utilization of cash. Furthermore, it encompasses the evaluation of market liquidity, cash flow, and investments (Oktora & Suleman, 2020). The primary responsibility in managing cash is to plan how to fund both short-term and long-term needs (Nurfitriyaningsih, 2018).

Research conducted by (Irdawati & Nurlia, 2025) indicates that MSMEs that implement simple financial recording methods can enhance their cash management. This can be an important step in ensuring business sustainability. A parallel finding was reported in the study by (Halawa & Th, 2024) which stated that small- and medium-sized enterprises (SMEs) that understand the critical importance of cash management tend to have better sustainability, as they are able to withstand uncertain market conditions and

manage operational expenses more effectively. In light of the aforementioned literature review, the researcher puts forward the third hypothesis to be examined in this study.

H3 : Cash management has a significant effect on the business sustainability of Beginner Self-Employed Worker in Bekasi City

Conceptual Framework

A review of the extant literature yielded the following framework for this study:

Picture 1. Conceptual Framework
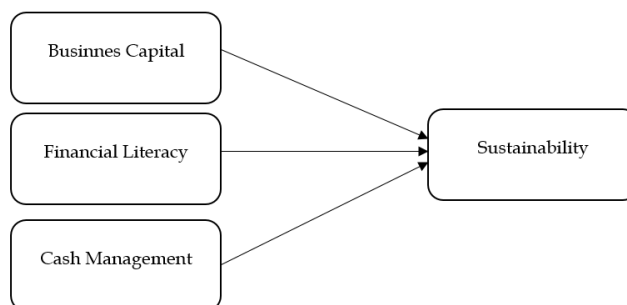
Source : processed by the author (2025)

RESEARCH METHOD

The present study employs a quantitative methodology, utilizing a survey design to assess the impact of business capital, financial literacy, and business sustainability on beneficiaries of beginer Self-Employed Workers assistance in Bekasi City. The survey method was selected because it enables researchers to obtain data directly from respondents using questionnaires. The researcher opted for a survey research design, as this method facilitates the direct collection of data from respondents through the administration of questionnaires. Furthermore, the present study aims to assess the relationship between various variables. The objective of this study is to evaluate the influence of business capital, financial literacy, and cash management on business sustainability for recipients of beginer Self-Employed Workers assistance in Bekasi City. The research population consists of recipients of beginer Self-Employed Workers assistance in Bekasi City. In the context of sampling, the researcher employed the Solvin formula, a calculation derived from a dataset comprising 99,812 beginer Self-Employed Workers recipients in Bekasi City who satisfied the stipulated criteria. This was rounded up to 100 beginer Self-Employed Workers recipients. The research was conducted over a period of two months, from April 2025 to May 2025.

In the course of the data analysis, the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was employed, with the implementation facilitated by the Smart-PLS 3.0 application. The initial step in this process is to validate and assess the reliability of the instruments to be utilized. Subsequent to this procedure, an analysis will be conducted for the measurement model and structural model. The objective of this analysis is to evaluate the direct impact of working capital, financial literacy, and cash

management on business sustainability for beneficiaries of the beginer Self-Employed Workers assistance program.

RESULTS AND DISCUSSION

Descriptive Analysis

Tabel 1. Descriptive Statistics

Variabel	N	Mean	Median	Modus	Std. Deviation	Min	Max
Business Capital	100	26,95	21,5	18	1,126572	9	45
Financial Literacy	100	39,77	42,5	45	7,110747	9	45
Cash Management	100	38,91	40	36	6,400907	9	45
Business Sustainability	100	39,88	42	45	6,153392	9	45

Source : Primary data processed in 2025

A study involving 100 recipients of the beginer Self-Employed Workers assistance program in Bekasi City was conducted. The average business capital (X1) score was 26.95, with a standard deviation of 1.13. The lowest score was 9, and the highest was 45. The average for the financial literacy variable (X2) was 39.77, with a standard deviation of 7.11 and a range of values from 9 to 45. The average for the cash management variable (X3) was 38.91, with a standard deviation of 6.40; the minimum and maximum values were 9 and 45, respectively. The average for the business sustainability variable (Y) was 39.88, with a standard deviation of 6.15; the lowest value was 9, and the highest was 45. All variables show positive data, with averages exceeding the standard deviation. This indicates that the data distribution is suitable for further analysis.

SmartPLS Test Results

Outer Model Test

Outer model testing was conducted to evaluate the validity and reliability of the research (Ghozali, 2019; Haryono, 2016).

Table 2. Evaluation of measurement models

Construct	Code	Loading Factor	Cornbach's Alpha	Composite Reliability	AVE
Business Capital (X1)	X1.1	0,866			
	X1.2	0,846			
	X1.3	0,889			
	X1.4	0,876			
	X1.5	0,903	0,965	0,970	0,783
	X1.6	0,936			
	X1.7	0,899			
	X1.8	0,899			
	X1.9	0,848			
Financial Literacy (X2)	X2.1	0,836			
	X2.2	0,827			
	X2.3	0,844			
	X2.4	0,826	0,949	0,957	0,711
	X2.5	0,884			
	X2.6	0,891			
	X2.7	0,861			

	X2.8	0,778			
	X2.9	0,833			
	X3.1	0,888			
	X3.2	0,846			
	X3.3	0,898			
Cash	X3.4	0,876			
Management	X3.5	0,879	0,964	0,969	0,779
(X3)	X3.6	0,861			
	X3.7	0,894			
	X3.8	0,876			
	X3.9	0,923			
	Y1	0,919			
	Y2	0,872			
	Y3	0,885			
Business	Y4	0,869			
Sustainability	Y5	0,856	0,964	0,969	0,776
(Y)	Y6	0,879			
	Y7	0,884			
	Y8	0,876			
	Y9	0,885			

Source : SmartPLS 2025 processed the primary data.

Two approaches were applied in this study to assess the validity of the concept. The first method involved testing the loading factor value of each element in the questionnaire using a convergent validity test. Convergent validity values evaluate the validity of a construct. Generally, indicators with loading factor values above 0.7 are considered valid (Hair et al., 2019). However, loading factor values between 0.5 and 0.6 are still considered acceptable for developing new models or indicators (Haryono, 2016).

Given that each statement item listed in **Table 2** has a factor loading value higher than 0.70, it can be confirmed that all validity indicator items are valid.

The second method is to calculate the average variance extracted (AVE) value for each variable in order to assess discriminant validity. Discriminant validity is considered good if the AVE value of a variable is equal to or greater than 0.500, in accordance with the predetermined criteria (Hair et al., 2021).

As shown in **Table 2**, the AVE values for each variable are as follows: business capital (0.783), financial literacy (0.711), cash management (0.779), and business sustainability (0.776). Therefore, it can be concluded that each variable has good discriminant validity, meaning that each variable is a distinct construct that can effectively measure different aspects of this study.

Table 3. Discriminant validity with the Fornell-Larcker Criterion

Variable	Business Capital (X1)	Financial Literacy (X2)	Cash Management (X3)	Business Sustainability (Y)
Business Capital	**0,885**			

Financial Literacy	0,224	**0,843**		
Cash Management	0,172	0,445	**0,883**	
Business Sustainability	0,159	0,494	0,797	**0,881**

Source *:* SmartPLS 2025 processed the primary data.

By comparing the relationship values between latent variables,average variance extracted (AVE), one can also prove discriminant validity. The square root of AVE must be greater than the correlation between latent variables using the Fornell-Larcker criteria (Ghozali, 2019). This is shown in **Table 3**, which indicates that the square root of AVE exceeds the correlation coefficients among the latent variables. Thus, each item included in this research instrument can be considered reliable and suitable for use as a measurement tool.

The researchers calculated Cronbach's alpha values and conducted composite reliability tests for each variable to assess the reliability of the research instruments. The instruments were considered reliable if their respective Cronbach's alpha and composite reliability values reached or exceeded 0.700 (Ghozali, 2019). As shown in **Table 2**, each variable studied exceeded the minimum threshold, including the Cronbach's alpha value and composite reliability. The presented data confirms that all applied variables in this study have a high level of reliability.

Inner Model Test Results

Next, we determined the value of the inner model of this study through measurement and indicated it by R-Square. In the initial stage, we evaluated the R-Square value corresponding to each endogenous latent variable. This allows us to more clearly see how several exogenous latent variables influence endogenous variables and determine if the influence is statistically significant. if the result is greater than 0.670, the influence is considered very strong; if the result is between 0.330 and 0.670, the influence is considered moderate; and if the result is between 0.190 and 0.330, the influence is considered weak (Hair et al., 2019). The results are shown in **Table 4** below.

Table 4. Hasil Uji *R-Square*

Variable	R Square	Adjusted R square
Business Sustainability	0,659	0,648

Source : SmartPLS 2025 processed the primary data.

As shown in the table, the variables of business capital, financial literacy, and cash management moderately influence business sustainability. An R-square value of 0.659 proves this. This figure indicates that 65.9% of changes in business sustainability are caused by variations in these three variables. The remaining 34.1% is influenced by factors not included in this study.

The Predictive Relevance (Q-Square) stage aims to understand how relationships in structural models influence measurements on endogenous variables through blindfolding procedures. The criteria for predictive relevance (Q-Square) values are as follows: if Q-Square > 0, the exogenous construct variables have predictive relevance for the endogenous construct variables, and values of 0.02, 0.15, and 0.35 indicate that the

model can be considered weak, moderate, or strong (Hair et al., 2021). The results are shown in **Table 5** below.

Table 5. Predictive relevance test results

Variable	*Q-Square (Q²)*
Business Sustainability	0,451

Source : SmartPLS 2025 processed the primary data.

Based on the table shown, it can be explained that the Q-Square value of 0.451 > 0, which means that the variables of business capital, financial literacy, and cash management have predictive relevance for the variable of business sustainability. It is known that the Q-square value of business sustainability of 0.451 > 0.35 indicates Strong Predictive Relevance.

Table 6. Model fit results

	Saturated model	Estiamted model
SMSR	0,073	0,073

Source : SmartPLS 2025 processed the primary data.

Table 6 demonstrates the relevance of this research model. This is evident from the standardized root mean square residual (SRMR) value of 0.073, which is below the recommended threshold of 0.080 (Hair et al., 2019).

Bootstrapping is used in hypothesis testing. If the T-statistic exceeds the minimum threshold of 1.96 and the P-value—which indicates the significance level—is equal to or less than 0.05, then the hypothesis can be accepted. This indicates a significant effect between the exogenous and endogenous variables. Conversely, if the P-value exceeds 0.05 and the T-statistic is below 1.96, the effect is deemed insignificant. This indicates that the relationship between the exogenous and endogenous variables is unaffected (Hair et al., 2019).

Table 7. Hypothesis test results

Hypotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P value
Business Capital → Business Sustainability	-0,004	-0,006	0,075	0,055	0,956
Financial Literacy → Business Sustainability	0,175	0,167	0,080	2,171	0,030
Cash Management → Business Sustainability	0,720	0,708	0,074	9,678	0,000

Source : SmartPLS 2025 processed the primary data.

According to Table 8, the initial value for the sample is -0.004, indicating a negative effect. Meanwhile, the p-value is 0.956, higher than the threshold of 0.050. Additionally, the t-statistic value is 0.055, lower than the t-table threshold value of 1.96. These results suggest that there is no relationship between working capital and business sustainability.

Therefore, the **first hypothesis**, which claims that working capital influences the business sustainability of Beginner Self-Employed Worker in Bekasi City, is **invalid**.

The initial sample value is 0.175, indicating a positive effect. Meanwhile, the p-value is 0.030, lower than the threshold of 0.050. Additionally, the T-statistic is 2.171, higher than the T-table threshold of 1.960. These findings suggest a positive, significant relationship between financial literacy and business sustainability among Beginner Self-Employed Worker program recipients in Bekasi City, thus the second hypothesis is **Valid**.

The initial sample value is 0.720, indicating a positive influence. Meanwhile, the p-value is 0.000, lower than the threshold of 0.050. Additionally, the T-statistic value is 9.678, higher than the T-table threshold of 1.96. These results indicate a significant, positive relationship between cash management and the sustainability of businesses receiving Beginner Self-Employed Worker in Bekasi City, thus supporting hypothesis 3. Cash management shows the highest initial sample value: 0.720, or 72 percent.

Discussion

The Effect of Business Capital on The Business Sustainability of Beginer Self-Employed in Bekasi City

Based on the results of the hypothesis testing conducted, business capital appears to have no impact on the sustainability businesses of receiving Beginner Self-Employed Worker assistance in Bekasi City. These results suggest that the Business sustainability of Beginner Self-Employed Worker recipient businesses in Bekasi City is not influenced by the amount of capital they have. These findings are consistent with those of (Azzahra et al., 2021; Dewi & Herawati, 2023) who also found that Business Capital does not influence business sustainability.

Although business capital is important, data shows that factors such as managerial skills, marketing strategies, and market access play a greater role in ensuring the sustainability of Beginner Self-Employed Worker businesses. Therefore, while mentoring programs that focus on providing capital are urgently needed, the main focus should be on equipping entrepreneurs with skills, improving financial literacy, and providing market access to ensure long-term business sustainability.

The results of this study suggest that the parties involved should not only focus on providing business capital, but also on improving the capabilities of Beginer Self-Employed Worker in terms of financial management, risk monitoring, and marketing strategy development. This will give new independent workers a better chance of surviving and growing in a competitive market.

The Effect of Financial Literacy on The Business Sustainability of Beginer Self-Employed in Bekasi City

The results of the hypothesis test show that financial literacy has a positive and significant effect on the business sustainability of Beginer Self-Employed Worker in Bekasi City. These results suggest that improving financial literacy among Beginer Self-Employed Worker could positively impact the sustainability of their businesses. These findings align with those of previous studies, such as those conducted by (Maulana & Suyono, 2023; Sugita & Ekayani, 2022) which also confirm the positive and significant impact of financial literacy on business sustainability. A high level of knowledge,

behavior, and attitude regarding financial matters greatly assists Beginer Self-Employed Worker in managing their businesses sustainably. Most respondents demonstrated a high level of awareness of the importance of good financial management, including understanding basic accounting, separating personal and business finances, and reinvesting profits for business development.

Thus, improving financial literacy is crucial to enhancing the business sustainability of Beginner Self-Employed Worker. Mentoring and training programs that focus on imparting financial knowledge and promoting wise financial behavior and a disciplined attitude toward managing finances are essential to supporting the long-term success of Beginer Self-Employed Worker businesses in Bekasi City.

The Effect Cash Management on The Business Sustainability of Beginer Self-Employed Worker in Bekasi City

The results of the hypothesis test show that cash management has a positive and significant effect on the sustainability of businesses in Bekasi City that receive Beginner Self-Employed Worker assistance. This suggests that the better a Beginer Self-Employed Worker manages its cash, the more sustainable its business will be. These findings are consistent with previous studies (Halawa & Th, 2024; Irdawati & Nurlia, 2025) which also found a positive and significant impact of cash management on business sustainability. Effective cash management plays a crucial role in maintaining the sustainability of Beginer Self-Employed Worker businesses. Neat record-keeping aids in financial monitoring, realistic cash budgets enable entrepreneurs to allocate funds wisely, and stable cash balance management ensures operational continuity without disruptions.

Therefore, mentoring programs focusing on effective cash management should be prioritized to support the sustainability of Beginner Self-Employed Worker businesses. Effective cash management enables Beginer Self-Employed Worker businesses in Bekasi City to avoid financial problems, optimize fund management, and strengthen their financial resilience in the face of an ever-evolving market.

CONCLUSION

This study shows that business capital does not significantly affect the sustainability of Beginer Self-Employed Worker businesses in Bekasi City. While capital is important for starting a business, financial and managerial management are more important for business sustainability. Financial literacy positively impacts business sustainability; the better the financial literacy, the better the financial management that supports business continuity. Good cash management also plays an important role in ensuring operational stability and avoiding financial problems that could disrupt business continuity.

This study has several limitations. First, the sample size was limited to 100 respondents, all of whom were recipients of Beginer Self-Employed Worker assistance in Bekasi City. Most of the respondents received Beginer Self-Employed Worker assistance in 2024. Future research should take a larger sample size and involve additional variables, such as marketing and managerial capabilities, to provide broader insights.

Training programs on financial literacy and cash management for Beginer Self-Employed Worker should be strengthened, with an emphasis on cash flow management, budgeting, and better financial decision-making. Additionally, ongoing financial

management and marketing assistance is needed to support business sustainability. Accessible financing programs are also important for helping Beginer Self-Employed Worker manage capital and support business development.

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