

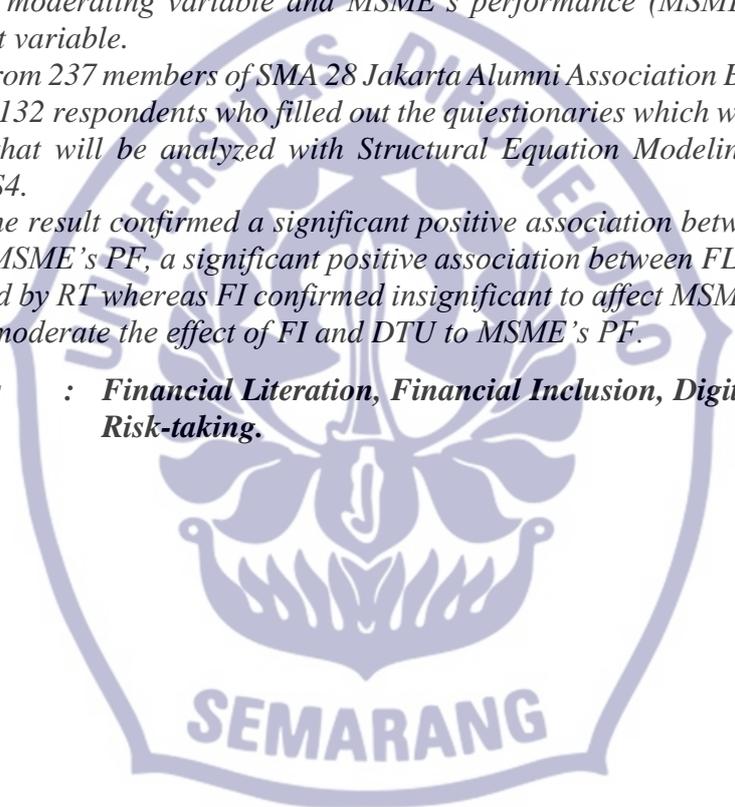
ABSTRACT

This research aims to know the impact of human resource superiority of Micro, Small and Medium Enterprises' (MSME's) to the performance of MSME's with risk-taking as the moderating variable. Human resource's superiority, as the independent variable, is measured from financial literacy (FL), financial inclusion (FI) and digital technology utilization (DTU) whereas risk-taking (RT) acts as a moderating variable and MSME's performance (MSME's PF) acts as dependent variable.

From 237 members of SMA 28 Jakarta Alumni Association Business Forum, there are 132 respondents who filled out the questionnaires which was filtered to 99 samples that will be analyzed with Structural Equation Modeling (SEM) using SmartPLS4.

The result confirmed a significant positive association between FL and the DTU to MSME's PF, a significant positive association between FL to MSME's PF moderated by RT whereas FI confirmed insignificant to affect MSME's PF, and RT couldn't moderate the effect of FI and DTU to MSME's PF.

Keywords : ***Financial Literation, Financial Inclusion, Digital Technology, Risk-taking.***



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