

**THE EFFECT OF BUSINESS CAPITAL, INNOVATION, FINANCIAL  
LITERACY, AND GOVERNMENT SUPPORT ON THE  
SUSTAINABILITY OF MICRO, SMALL, AND MEDIUM ENTERPRISES  
(MSMES) POST COVID-19 PANDEMIC  
(An Empirical Study in Cilacap, Central Java)**



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**2024**

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**THESIS**

Submitted to Fulfill the Requirements for a Degree Bachelor's Degree at the  
Faculty of Economics and Business, Accounting Study Program  
Yogyakarta Muhammadiyah University



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**2024**

## STATEMENT

### STATEMENT

I am a student with the following identity:

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Certify that the thesis entitled "THE EFFECT OF BUSINESS CAPITAL, INNOVATION, FINANCIAL LITERACY, AND GOVERNMENT SUPPORT ON THE SUSTAINABILITY OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) POST COVID-19 PANDEMIC (An Empirical Study in Cilacap, Central Java)" No work has ever been submitted for a bachelor's degree at any university. In addition, as far as I am concerned, no opinion or writing has ever been written or published by anyone else, except those mentioned in writing in the bibliography and referred to in this thesis. If it is proven that the work or opinion mentioned in this thesis has ever been written or published by someone else, then I am willing to publish it.

Yogyakarta, 26 March 2024

A yellow rectangular stamp with the text "METERAI TEMPEL" and a serial number "019E JAV X856863659". A handwritten signature in blue ink is written over the stamp.

Khadiva Salwa Anggraeni

## **MOTTO**

“Work hard until you don’t have to introduce yourself to anyone”

“If you don't work to achieve your dreams, then someone else will hire you to  
achieve theirs”

(Esther Natalia)

“Whether a career or being a housewife, a woman is obliged to be highly educated  
because she will become a mother”

(Dian Sastrowardoyo)

## OFFERING

By saying *hamdallah* to Allah SWT, I dedicate this work to people who endlessly continue to pray, support and help me in working on this paper.

1. To my parents, Mr Radimun, Mrs Tati Kurniawati, Mr Dirja, and Mrs Renny who have worked hard and always supported their daughter to complete her studies well.
2. To my sisters Ranny Ariana Putri and Agnes Chaniago who always helped me and encouraged me to finish this study on time.
3. To the author's thesis supervisor Mr Rudy Suryanto, S.E., M.Acc., Ph.D., Ak., CA. Thank you very much for the guidance, help and direction that has been given to me so that my thesis can be completed properly.
4. To the MSME business actors in Cilacap district, thank you for providing assistance and being willing to be the object of research so that hopefully can provide benefits later for the sustainability of MSMEs in Cilacap.
5. To my beloved friend and sister Mufidah Tahara Fajri S.Ak who has greatly helped the author in completing this thesis.
6. To my dearest friends Zaima, Sandra, Alya, and Serly who have been loyal to listen to the author's complaints and struggle together to achieve the S.Ak degree.

## PREFACE

Praise and gratitude to Allah SWT who always bestows gifts, grace and ease in writing this thesis, entitled **“THE EFFECT OF BUSINESS CAPITAL, INNOVATION, FINANCIAL LITERACY, AND GOVERNMENT SUPPORT ON THE SUSTAINABILITY OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) POST COVID-19 PANDEMIC (An Empirical Study in Cilacap, Central Java)”**

The writing of this thesis was prepared in order to complete requirements to obtain a Bachelor of Accounting Degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with hope that it can be used as a reference material for further researchers and as a policy consideration by the Government to support and advance MSMEs in Cilacap, Central Java.

The process of completing this thesis is inseparable from guidance and support from various parties. Therefore, I would like to say a big thank you to:

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4. To the MSME business actors in Cilacap district, thank you for providing

assistance and being willing to be the object of research.

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Finally, may Allah SWT bless and reward us all for the process of making this thesis. The author realises that this thesis still far from perfect and there are still many mistakes in it. So, for the sake of further improvement, the author really appreciates criticism and suggestions that the author will gladly accept. Hopefully, this thesis can be a useful reference for all parties in need.

Yogyakarta, 26 March 2024



Khadiva Salwa Anggraeni

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