

THE EFFECT OF FINANCIAL LITERACY, ENVIRONMENTAL
TURBULENCE, AND DYNAMIC CAPABILITIES ON
BUSINESS GROWTH OF SHOPEEFOOD SMES
IN SURABAYA CITY



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2022

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IN SURABAYA CITY

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APPROVAL PAGE

THESIS

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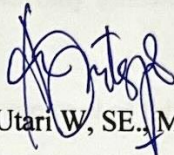
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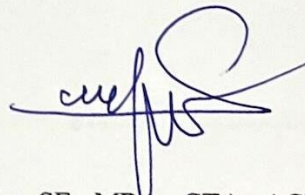
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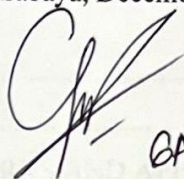
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Surabaya, December 5th 2022


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Researcher

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ABSTRACT

THE EFFECT OF FINANCIAL LITERACY, ENVIRONMENTAL TURBULENCE, AND DYNAMIC CAPABILITIES ON BUSINESS GROWTH OF SHOPEEFOOD SMES IN SURABAYA CITY

This research was conducted at ShopeeFood SMEs in Surabaya City. Researchers are interested in researching SMEs because SMEs are crucial for the economy of developing countries such as Indonesia. Several factors can influence SMEs' growth, including financial literacy, environmental turbulence, and dynamic capabilities.

The purpose of this study was to determine the effect of financial literacy, environmental turbulence, and dynamic capabilities on business growth. The method used in this study is an associative method with a quantitative approach. The sampling technique in this study used purposive sampling and in this case the ShopeeFood SMEs owners in the city of Surabaya, namely 100 people. The data analysis technique used is multiple linear regression analysis techniques, including the coefficient of determination test and hypothesis testing (t-test).

The results of the study used the coefficient of determination test as seen from the R square value of 0.600. This means that financial literacy, environmental turbulence, and dynamic capabilities account for 60% of business growth, and the remaining 40% is influenced by other factors not explained in this study. Based on the results of hypothesis testing, shows that there is a positive and significant influence between Financial Literacy on Business Growth, there is a positive and significant influence between Environmental Turbulence on Business Growth, and there is a positive and significant effect between Dynamic Capability on Business Growth.

Keywords: Financial Literacy, Environmental Turbulence, Dynamic Capabilities, Business Growth