ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Peer to Peer Lending*, Literasi Keuangan, dan Inklusi Keuangan Digital terhadap Kinerja Keuangan UMKM di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 350 pelaku UMKM dipilih menggunakan teknik simple random sampling. Data dianalisis menggunakan metode SEM-PLS dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *Peer to Peer Lending* berpengaruh positif namun tidak signifikan terhadap kinerja keuangan UMKM, sedangkan Literasi Keuangan dan Inklusi Keuangan Digital berpengaruh positif dan signifikan terhadap kinerja keuangan UMKM. Nilai R-*Square* sebesar 0,598 menunjukkan bahwa 59,8% variasi kinerja keuangan UMKM dapat dijelaskan oleh ketiga variabel tersebut, sedangkan 40,2% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci : *Peer to Peer Lending*, Literasi keuangan, Inklusi Keuangan Digital, Kinerja Keuangan, UMKM

ABSTRAK

This study aims to analyze the effect of Peer to Peer Lending, Financial Literacy, and Digital Financial Inclusion on the Financial Performance of Micro, Small, and Medium Enterprises (MSMEs) in Lhokseumawe City. This research employed a quantitative approach using a survey method involving 350 MSMEs in the trade sector in Lhokseumawe City, selected through the simple random sampling technique. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. The results indicate that Peer-to-Peer Lending has a positive but insignificant effect on the financial performance of MSMEs, while Financial Literacy and Digital Financial Inclusion have a positive and significant effect on the financial performance of MSMEs. The R-Square value of 0.598 indicates that 59.8% of the variation in the financial performance of MSMEs can be explained by the three independent variables, while the remaining 40.2% is influenced by other factors outside the research model.

Keywords: Peer to Peer Lending, Financial Literacy, Digital Financial Inclusion, Financial Performance, MSMEs.