



Original Article

Impact of Accounting Knowledge, Use of Accounting Information, and Financial Inclusion on Business Growth: A Case Study at BRI Pagesangan

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Abstract. In the current era of globalization, trade is essential for a country to boost its economy, including both micro and macro trade. The development of MSMEs requires MSME actors to be ready to compete with other businesses. This pushes MSME entrepreneurs to continuously innovate by creating unique, superior products; in addition, MSMEs are expected to have sound financial management. This study employs an associative research method with multiple linear regression to examine the relationship between accounting knowledge, accounting information utilization, and financial inclusion on the business development of Bank BRI KCP Pagesangan Unit clients. Based on multiple linear regression analysis results, it is concluded that accounting knowledge, accounting information utilization, and financial inclusion significantly influence business development. Accounting knowledge has been shown to have a positive and significant effect on business development, while accounting information utilization also plays an important role in supporting business development. Additionally, financial inclusion has a significant impact on client business development. Based on these findings, it is recommended that Bank BRI KCP Pagesangan Unit prioritize training and outreach programs on accounting knowledge, accounting information utilization, and the importance of financial inclusion for their clients. By enhancing clients' understanding and skills in accounting, they can more effectively manage their finances and make better business decisions.

Keywords: Financial Inclusion, Business Development, Accounting Knowledge, Use of Accounting Information, MSMEs.

1. Introduction

In the current era of globalization, trade has become essential for any country to boost its economy, whether through micro or macro-level trade activities [1]. The largest source of economic growth comes from the industrial sector, followed by large-scale and small-scale trade [2]. This economic growth has a direct impact on increasing employment opportunities. This indicates that the role of both large and small entrepreneurs significantly supports economic growth. The development of MSMEs requires MSME actors to be prepared to compete with other MSMEs [3]. This compels MSME actors to continuously innovate by creating new, distinct, and superior products. Additionally, MSMEs are expected to have effective financial management [4]. One of the issues currently faced by SMEs is financial management. SMEs often experience delays in their development due to various common issues that have not been fully addressed, such as human resource capacity, ownership, finance, marketing, and many other aspects related to business management [5].

Accounting knowledge is essential for both profit-oriented and non-profit organizations or companies [6]. Accounting knowledge is reflected in how business owners or managers handle financial management. For MSMEs, accounting knowledge provides benefits by facilitating financial record-keeping, enabling business owners to track their capital and revenue [7]. In addition, the accounting knowledge possessed by

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business owners serves as a foundation for decision-making. It is also crucial for achieving a professional level of performance

Accounting information can serve as a basis for business decision-making, thereby having a significant impact on the success of a business, including MSMEs [8]. The use of accounting information, including operational information, management information, and financial accounting information, can assist MSME actors in business planning, controlling business activities, making decisions in business management, and conducting evaluations. By doing so, this information can support the success of the business [8]. Accounting information has a significant impact on the achievement of business success, including for MSMEs

In addition to accounting knowledge and the use of accounting information, financial inclusion refers to efforts made to eliminate barriers for individuals in accessing financial services at affordable costs [9]. People often face difficulties in accessing financial institutions due to the stringent requirements set by banks, which hinder business owners from obtaining financing for their ventures. Improving financial performance and increasing community participation in the economy would be more achievable with simpler requirements and broader access to financial institutions.

Bank BRI KCP Unit Pagesangan in West Nusa Tenggara faces challenges in ensuring effective financial inclusion for MSME customers in the region. Although access to capital has been provided through various financial products, not all MSME actors possess a deep understanding of how to optimally manage their business finances. One common issue is the low level of accounting knowledge among MSME actors, which results in their inability to utilize accounting information for strategic decision-making. This hinders business development, particularly in ensuring business sustainability amidst increasingly fierce competition. Therefore, it is essential for institutions like BRI to not only provide access to capital but also to offer education on the effective use of financial information for their customers.

Furthermore, although BRI KCP Unit Pagesangan has made efforts to enhance financial inclusion by expanding the reach of services and financial products for MSMEs, there remains a gap in the utilization of financial information among its customers. Limitations in access to systematic training or financial education have led many MSME actors to struggle with integrating sound accounting practices into their operations. This creates challenges for their business development, as without the ability to understand and utilize accounting information, it becomes difficult for them to engage in effective business planning, access additional capital, or scale their operations. Further research is needed to explore how financial inclusion, combined with improved accounting literacy, can serve as a solution for the development of MSMEs in this region.

Data from previous studies indicate that financial literacy, financial inclusion, and access to capital have a positive impact on the sustainability of MSMEs across various sectors, including the fashion industry in Denpasar, the Palu Barat district, and the city of Surabaya [10], [11], [12]. These studies provide important insights in the context of the development of micro, small, and medium enterprises (MSMEs). Additionally, there is prior research that investigates how accounting knowledge and accounting practices influence the business development of bamboo craftsmen. [9]. However, there is room for further research that specifically explores how these factors interact with financial inclusion in the context of financial institutions with a wide reach. Such research could provide more comprehensive insights into effective business development strategies for their customers.

Although several previous studies have investigated the impact of financial literacy, financial inclusion, and access to capital on the sustainability of micro, small, and medium enterprises (MSMEs) in various contexts and sectors, there is a lack of research specifically exploring the relationship between accounting knowledge, the use of accounting information, and financial inclusion in the context of business development within financial institutions focused on empowering MSMEs. Existing research tends to emphasize general aspects of financial literacy or specific sectors, while the direct influence of accounting knowledge and the use of accounting information on business development has not been thoroughly explored.

Furthermore, there is very limited research examining the influence of these three factors simultaneously, particularly in the context of financial institutions that have a strong commitment to financial inclusion and broad access for MSMEs. Therefore, there is a need for more in-depth research on how accounting knowledge, the use of accounting information, and financial inclusion can synergistically contribute to the business development of customers on a larger scale, as will be explored in this study.

2. Literature Review

Agency theory is a framework that discusses the relationship between two parties: the principal (the owner or grantor of authority) and the agent (the manager or executor), where the agent is granted authority by the principal to conduct business or perform specific actions on their behalf [13]. This relationship often occurs in the business world, where the owner of a company (the principal) delegates operational control to a manager or another party (the agent) to achieve specific objectives [14]. However, in practice, agency problems often arise due to differences in interests between the principal and the agent. The principal desires the agent to act in accordance with their interests, but the agent may be more inclined to maximize their own personal interests, such as profit or personal comfort, which may diverge from the primary goals of the company [15]. This issue is exacerbated by the presence of asymmetric information, where the agent possesses more information about daily operations than the principal, allowing the agent to conceal important information.

In agency theory, there is a relationship between business owners (the principal) and management or parties executing business operations (the agent), where both parties have different interests. This theory emphasizes the importance of oversight and transparent reporting mechanisms to minimize agency problems, such as asymmetric information and conflicts of interest [16]. Accounting knowledge is a crucial element in this context as it enables business owners to understand the financial condition of the business comprehensively, thereby reducing the risks arising from the information imbalance between the agent and the principal.

Accounting knowledge also plays a role in enhancing accountability and trust between the principal and the agent [17]. By understanding the fundamental principles of accounting, business operators can perform more accurate financial recording, reporting, and analysis. Furthermore, based on *financial literacy theory*, Accounting knowledge assists business operators in making more informed decisions regarding investments, cost management, and overall business strategy [18]. Decision usefulness theory posits that relevant and reliable accounting information is essential for strategic decision-making [18]. With a strong ability to utilize financial statements, micro, small, and medium enterprises (MSMEs) can develop more structured business plans and regularly evaluate their business performance.

Financial inclusion provides broader access for micro, small, and medium enterprises (MSMEs) to obtain capital and other financial services, including for those with low incomes or without access to formal banking. According to Financial Inclusion Theory, widespread access to financial services enhances the ability of business operators to utilize capital for business development, such as technology investment and product development [19]. However, despite the opportunities for obtaining capital that financial inclusion presents, accounting knowledge and the ability to use financial information are crucial to ensure that such capital is used effectively.

If business operators lack adequate accounting knowledge or cannot effectively use accounting information, the potential offered by financial inclusion will not be maximally utilized. Therefore, a synergy between accounting knowledge, the use of accounting information, and access to financial inclusion is essential for sustainable business development. In the context of MSME business development, it is important to create a synergy among accounting knowledge, the use of accounting information, and financial inclusion. According to Growth Theory, efficient resource management, including capital, is a crucial factor in driving business growth [19].

3. Methods

This study employs an associative research method, which aims to determine the relationship between two or more variables [20]. The research was conducted at Bank BRI KCP Unit Pagesangan, Nusa Tenggara Barat. The population of this study includes all Micro, Small, and Medium Enterprises (MSMEs) that are active customers of the institution, with a total population of 257 MSMEs. Through the method of *stratified random sampling* Using the Cochran formula adjusted for a population of 257 MSMEs, a sample size of 149.56 respondents was calculated and then rounded to 150 respondents. The application of stratified random sampling ensures that each group of MSMEs is proportionally represented in this study.

Data were collected using a survey method, with data collection techniques involving a questionnaire distributed through Google Forms. The variables in this study consist of independent and dependent variables. The independent variables include accounting knowledge (X1), use of accounting information (X2), and financial inclusion (X3), while the dependent variable is business development (Y). The data analysis in this study began with validity and reliability tests of the research instruments. The validity test is used to measure the legitimacy of the questionnaire, which is considered valid if the questions are able to reveal what is being measured. The validity test was conducted using Pearson correlation analysis, with the criterion that at a significance level of 5%, the calculated r value must be greater than the table r value to state that the instrument items are valid [21]. Next, the reliability test was conducted to measure the consistency of the questionnaire. A questionnaire is considered reliable if the responses are consistent over time, which is measured using the Cronbach's Alpha statistical test with the criterion that the Cronbach's Alpha value must be greater than 0.6 [20]. The results of the research instrument test can be seen in **Table 1**.

Table 1. Research Instrument Test Results

Question items	rCalc.	Sig.	Cronbach's Alpha	Information
X1.1	0.356**	0.000	0.769	Pass the Test
X1.2	0.734**	0.000		Pass the Test
X1.3	0.821**	0.000		Pass the Test
X1.4	0.776**	0.000		Pass the Test
X1.5	0.718**	0.000		Pass the Test
X1.6	0.761**	0.000		Pass the Test
X1.7	0.770**	0.000		Pass the Test

Question items	rCalc.	Sig.	Cronbach's Alpha	Information
X1.8	0.744**	0.000	0.777	Pass the Test
X1.9	0.703**	0.000		Pass the Test
X1.10	0.630**	0.000		Pass the Test
X2.1	0.746**	0.000		Pass the Test
X2.2	0.828**	0.000		Pass the Test
X2.3	0.754**	0.000		Pass the Test
X2.4	0.867**	0.000		Pass the Test
X2.5	0.544**	0.000		Pass the Test
X2.6	0.788**	0.000		Pass the Test
X2.7	0.824**	0.000		Pass the Test
X2.8	0.751**	0.000	Pass the Test	
X2.9	0.641**	0.000	Pass the Test	
X2.10	0.831**	0.000	Pass the Test	
X3.1	0.766**	0.000	0.774	Pass the Test
X3.2	0.754**	0.000		Pass the Test
X3.3	0.718**	0.000		Pass the Test
X3.4	0.684**	0.000		Pass the Test
X3.5	0.696**	0.000		Pass the Test
X3.6	0.729**	0.000		Pass the Test
X3.7	0.644**	0.000		Pass the Test
X3.8	0.810**	0.000		Pass the Test
X3.9	0.779**	0.000		Pass the Test
X3.10	0.740**	0.000		Pass the Test
Y1	0.676**	0.000	0.781	Pass the Test
Y2	0.809**	0.000		Pass the Test
Y3	0.883**	0.000		Pass the Test
Y4	0.765**	0.000		Pass the Test
Y5	0.765**	0.000		Pass the Test
Y6	0.862**	0.000		Pass the Test
Y7	0.788**	0.000		Pass the Test
Y8	0.780**	0.000		Pass the Test
Y9	0.778**	0.000		Pass the Test
Y10	0.798**	0.000		Pass the Test

Note: *. The correlation is significant at the 0.05 level (2-tailed); **. The correlation is significant at the 0.01 level (2-tailed).

After the instrument testing, the data were analyzed using multiple linear regression to determine the effect of the independent variables (accounting knowledge, use of accounting information, and financial inclusion) on the dependent variable (business development). The multiple linear regression model is expressed by the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y represents business development, X1 denotes accounting knowledge, X2 indicates the use of accounting information, X3 signifies financial inclusion, a is the constant, b1, b2, and b3 are the regression coefficients, and e represents the standard error [22].

Classical assumption tests are conducted to ensure that the regression model meets specific requirements. The normality test is performed to examine the distribution of data using the Kolmogorov-Smirnov (Monte Carlo) test, with normality assessed based on a significance value above 0.05. Data are considered to be normally distributed if the real data points follow the diagonal line on the plot. The multicollinearity test is carried out to ensure that there are no high linear relationships among the independent variables, with the criterion being that the correlation coefficients among the independent variables must be less than 0.60. The heteroscedasticity test is performed

by examining the scatter plot, where the absence of any particular pattern indicates that heteroscedasticity does not occur.

Hypothesis testing is conducted using the F test and t test. The F test is employed to assess the overall feasibility of the regression model, with the criterion that the model is considered viable if the significance value is < 0.05 . The t test is used to examine the partial effects of each independent variable on the dependent variable, with the criterion that the relationship is considered significant if the t significance value is < 0.05 . Additionally, the coefficient of determination (R^2) is utilized to measure the extent of the contribution of the independent variables to the dependent variable. An R^2 value approaching 1 indicates that the independent variables have a significant influence on the dependent variable, while an R^2 value approaching 0 indicates a minimal effect.

4. Result and Discussion

4.1 Results of Respondent Characteristics

Based on the research conducted with 150 respondents through the distributed questionnaires, a description of the respondent characteristics was obtained, including gender, age, duration of cooperation, and education, as presented in **Table 2**. The following table consolidates all the characteristics of the respondents:

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	125	83.4 %
	Female	25	16.6 %
Age	20-30	62	41.4 %
	31-40	48	32 %
	41-50	21	14 %
	51-60	19	12.6 %
Cooperation Period	<3 years	27	18 %
	3-5 years	67	44.6 %
	6-9 years	30	20 %
	>10 years	26	17.4 %
Education	elementary-high school	15	10 %
	Diploma	34	22.6 %
	Bachelor	79	52.6 %
	Masters	22	14.8 %
Total		150	100%

Based on the frequency distribution, the respondents in this study were predominantly male, totaling 125 individuals (83.4%), while female respondents numbered 25 (16.6%). This may be attributed to the company's need for male employees for fieldwork or installation tasks. The frequency distribution of respondents by age indicates that the largest age group is 20-30 years, comprising 62 individuals (41.4%). The age group of 31-40 years consists of 48 individuals (32%), those aged 41-50 years total 21 individuals (14%), and the group aged 51-60 years comprises 19 individuals (12.6%). From these results, it can be concluded that the company prioritizes employees in their productive years, particularly those aged 20-30.

Based on the duration of cooperation, respondents who have worked together for less than 3 years totaled 27 individuals (18%), those who have collaborated for 3-5 years numbered 67 (44.6%), those with 6-9 years of cooperation comprised 30 individuals (20%), and those who have been with the company for more than 10 years totaled 26 individuals (17.4%). This indicates that the company has a significant proportion of employees with a duration of cooperation between 3-5 years. The frequency distribution of respondents by educational level reveals that 15 individuals (10%) have completed

education at the elementary to high school level, 34 individuals (22.6%) hold a diploma (D3), 79 individuals (52.6%) possess a bachelor's degree (S1), and 22 individuals (14.8%) have attained a master's degree (S2). Thus, it can be concluded that the majority of respondents in this study hold a bachelor's degree (S1) as their highest level of education.

4.2 Classical Assumption Test Results

The results of the normality test and multicollinearity test can be seen in **Table 3**.

Table 3 Classical Assumption Test Results

Variable	Collinearity statistic Tolerance	VIF	Sig. (Kolmogorov-Smirnov)	Sig. (Gletsjer)	Information
PA	0.533	1.877		-0.767	Pass
PIA	0.392	2.554	0.297	-0.402	Pass
IK	0.411	2.434		0.131	Pass

Tables 3 indicate that the significance value from the Monte Carlo test is 0.294, which suggests that the data are normally distributed. Table 4 also presents the results of the multicollinearity test, showing that the tolerance value for the independent variable of Accounting Knowledge (AK) is 0.533 (> 0.10), and the Variance Inflation Factor (VIF) is 1.877 (< 10). For the variable of Information Utilization (IU), the tolerance value is 0.392 (> 0.10) and the VIF is 2.554 (< 10). Meanwhile, for the Financial Inclusion (FI) variable, the tolerance value is 0.411 (> 0.10) with a VIF of 2.434 (< 10). These results indicate that there is no correlation among the independent variables, or in other words, there are no multicollinearity issues present in this study. The results of the heteroscedasticity test can be seen in Table 5. Based on Table 3, it is observed that the data has a significance value above 0.05, allowing us to conclude that heteroscedasticity does not occur. Thus, the conditions for a good and ideal regression model are satisfied.

4.3 Multiple Linear Regression Analysis Results

Multiple linear regression is a measurement tool that assesses the relationship between a dependent variable and two or more independent variables. In this study, the dependent variable is influenced by the independent variables. Therefore, to test or estimate a problem that consists of more than one independent variable, simple regression cannot be employed. The analytical tool used in this research is multiple regression. The following is the formula for multiple linear regression [20]:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Explanation:

Y = business development

a = constant

b_1 = regression coefficient of variable X1 (accounting knowledge)

X_1 = accounting knowledge

b_2 = Multiple regression coefficient of variable X2 (use of accounting information).

X_2 = Use of accounting information

b_3 = Multiple regression coefficient of variable X3 (financial inclusion).

X_3 = financial inclusion

e = Standard error

When the values of accounting knowledge (PA), use of accounting information (PIA), and financial inclusion (IK) are zero, business development has a baseline value of 5.487. This indicates that other factors not included in the model may influence business development. A coefficient of 0.148 shows that each unit increase in accounting knowledge will increase business development by 0.148 units, assuming other variables

remain constant. This effect is significant at a level below 0.05, as indicated by the t-value (1.996).

Table 4. Multiple Regression Analysis

Model	Unstandard Coefficient		Standard Coefficient	TCalc.	FCalc.
	B	S.E.	Beta	(1,996)	(3,12)
(Constant)	5.487	2.677	-	2.049**	-
PA	0.301	0.082	0.263	3.690**	74.717**
PIA	0.390	0.078	0.417	5.017**	
IK	0.209	0.088	0.193	2.383**	

Note: **significance at values below 0.005, R² value is 0.696.

Based on **Table 4** above, the results can be formulated as follows:

$$Y = 5.487 + 0.301X_1 + 0.390X_2 + 0.209X_3 + e$$

4.4 F Test Results

Based on **Table 4**, the F-test results indicate an F-value of 74.717 with a significance level of less than 0.000, which is smaller than the standard significance level of 0.05. Using a confidence level of 95% or $\alpha = 5\%$, the calculated F-value of 74.717 is greater than the F-table value of 3.12. Therefore, the decision is to accept the alternative hypothesis (H_a), meaning that the study on the influence of accounting knowledge (PA), use of accounting information (PIA), and financial inclusion (IK) on business development among Bank BRI KCP Unit Pagesangan customers is deemed valid. This result demonstrates that the regression model used meets the suitability assumptions of a research model with the analyzed data.

Based on the above calculations, the numerator degrees of freedom (df) (N_1) is 3, and the denominator degrees of freedom (df) (N_2) is 146. The degrees of freedom are calculated using the formulas: df numerator (N_1) = $k - 1$, or $4 - 1 = 3$, and df denominator (N_2) = $n - k$, or $150 - 4 = 146$. This indicates that the F-table value is located at column 3 for the numerator df and column 146 for the denominator df, amounting to 3.12. Observing the F-calculated (Fhitung) and F-table (Ftabel) values in this study, it is evident that Fcalculated is greater than F-table, specifically $5.517 > 3.12$. This confirms that accounting knowledge, use of accounting information, and financial inclusion variables have a significant simultaneous effect on business development among Bank BRI KCP Unit Pagesangan customers.

4.5 t-Test Results

Based on **Table 4**, it can be observed that the calculated t-value for the accounting knowledge (AK) variable is 2.590, with a significance level of 0.001. Since the calculated t-value > critical t-value ($2.590 > 1.996$), there is a significant partial effect of accounting knowledge on business development among customers of Bank BRI KCP Unit Pagesangan. The calculated t-value for the use of accounting information (UAI) variable is 3.843, with a significance level of 0.006. Since the calculated t-value > critical t-value ($3.843 > 1.996$), there is a significant partial effect of the use of accounting information on business development among customers of Bank BRI KCP Unit Pagesangan. The calculated t-value for the financial inclusion (FI) variable is 2.455, with a significance level of 0.004. Since the calculated t-value > critical t-value ($2.455 > 1.996$), there is a significant partial effect of financial inclusion on business development among customers of Bank BRI KCP Unit Pagesangan.

4.6 Test Results of the Coefficient of Determination (R²)

Based on the information presented in Table 4 above, the adjusted R Square value is 0.696, which translates to a coefficient of determination of 69.6%. This indicates that

the independent variables can explain 69.6% of the variance in the dependent variable, while the remaining 30.4% may be influenced by other variables outside the scope of this study, such as factors related to financial inclusion.

4.7 Discussion

4.7.1 The Impact of Accounting Knowledge on Business Development

Based on the multiple linear regression analysis presented in **Table 4**, the calculated t-value for the accounting knowledge variable (X1) is 2.590, with a significance level of 0.001. This value exceeds the critical t-value of 1.996 at a significance level of 5%. Therefore, it can be concluded that $t\text{-calculated} > t\text{-table}$ ($2.590 > 1.996$) and the significance value < 0.05 . This indicates that accounting knowledge has a significant impact on the business development of customers at Bank BRI KCP Unit Pagesangan.

Accounting knowledge is a crucial factor in business management [9]. Accounting assists business owners in recording, analyzing, and reporting accurate financial information, which in turn can be utilized to make informed business decisions [23]. In this study, accounting knowledge demonstrated a significant influence on business development among customers of Bank BRI KCP Unit Pagesangan. One study indicates that strong accounting knowledge can enhance managerial capabilities in planning, controlling, and supervising company operations [24], [25], [26]. By understanding accounting well, entrepreneurs can evaluate financial performance and plan more effective financial strategies.

In the context of customers of Bank BRI KCP Unit Pagesangan, accounting knowledge aids in better financial management, encompassing cash flow management, financial performance assessment, and effective budgeting planning. Customers with strong accounting knowledge are capable of producing accurate and reliable financial statements, which can serve as a foundation for strategic decision-making by their business management [23]. Accounting knowledge also plays a role in managing operational costs and determining competitive selling prices, as well as helping MSMEs access financing or business credit [27]. With effective financial management, small and medium enterprises (SMEs) can enhance operational efficiency and competitiveness in the market. Therefore, training and development in accounting skills for customers are highly recommended to improve the overall performance of their businesses.

Overall, the results of the study indicate that a strong understanding of accounting is not only essential for internal management but also for building trust with external parties, such as investors, creditors, and regulators. Therefore, enhancing accounting knowledge among customers of Bank BRI KCP Unit Pagesangan is highly recommended to support more sustainable and successful business development. Accounting knowledge significantly influences the growth of businesses among customers of Bank BRI KCP Unit Pagesangan. This influence reflects the importance of accounting skills in facilitating accurate business decisions, efficient financial management, compliance with financial regulations, and contributing to the growth and sustainability of enterprises [28].

4.7.2 The Influence of Accounting Information Utilization on Business Development

Based on the results of the multiple linear regression analysis presented in **Table 4**, the t-value for the variable of accounting information utilization (X2) is 3.843 with a significance level of 0.006. This value is greater than the t-table value of 1.996 at the 5% significance level. Therefore, it can be concluded that $t\text{-value} > t\text{-table}$ ($3.843 > 1.996$) and the significance value < 0.05 . This indicates that the utilization of accounting information has a significant influence on the business development of customers at Bank

BRI KCP Unit Pagesangan. The utilization of accounting information plays a crucial role in supporting accurate business decision-making. Accurate and relevant accounting information helps business owners understand their financial condition, identify opportunities and threats, and make more informed decisions. [27].

In this study, the utilization of accounting information shows a significant influence on business development among customers of Bank BRI KCP Unit Pagesangan. Accounting information assists customers in monitoring and managing their financial performance, including the management of revenues, expenses, assets, and liabilities. With accurate information, customers can plan their budgets more effectively, control costs, and optimize available resources. Furthermore, the effective use of accounting information also contributes to transparency and accountability in business operations. Customers who regularly utilize financial reports and accounting information can more easily gain trust from external parties, such as investors, creditors, and business partners [29]. This trust is essential for obtaining better financial support and collaboration.

In the context of Bank BRI KCP Unit Pagesangan, the use of accounting information also assists customers in meeting banking and regulatory requirements. This is important to ensure that their businesses remain compliant with applicable standards and regulations, thereby reducing the risk of sanctions or penalties. Previous research has shown that the effective use of accounting information can enhance customers' abilities to manage their businesses more professionally and strategically [30], [31]. Therefore, training and outreach on the importance of using accounting information for customers of Bank BRI KCP Unit Pagesangan are highly recommended to support better business development

4.7.3 The Impact of Financial Inclusion on Business Development

Based on the results of the multiple linear regression analysis presented in **Table 4**, the t-value for the financial inclusion variable (X3) is 2.455, with a significance level of 0.004. This value exceeds the t-table value of 1.996 at a 5% significance level. Therefore, it can be concluded that $t\text{-value} > t\text{-table}$ ($2.455 > 1.996$) and the significance value is < 0.05 . This indicates that financial inclusion has a significant impact on the business development of customers at Bank BRI KCP Unit Pagesangan. Financial inclusion refers to the provision of adequate access to financial products and services for all individuals and businesses, particularly for those who have traditionally been excluded from banking services. Financial inclusion enables customers to access a variety of financial services, such as savings, credit, insurance, and payment services, which are essential for supporting business development. In this study, financial inclusion demonstrates a significant impact on the business development among customers of Bank BRI KCP Unit Pagesangan. With effective financial inclusion, customers have easier and broader access to the financial products and services they need to grow their businesses. For instance, improved access to credit can assist customers in obtaining working capital, expanding their enterprises, and enhancing productivity.

In the context of Bank BRI KCP Unit Pagesangan, providing more accessible and affordable financial services enables customers to manage their business finances more efficiently, reduce business risks, and capitalize on new market opportunities. Additionally, financial inclusion also aids customers in developing their financial literacy, which is crucial for making better financial decisions [18], [32]. Thus, the findings of this study indicate that effective financial inclusion can support business development by providing access to various financial services necessary for growth and sustainability. Therefore, initiatives aimed at enhancing financial inclusion among customers of Bank

BRI KCP Unit Pagesangan are strongly recommended to foster better and more sustainable business development.

5. Conclusion

Based on the results of the multiple linear regression analysis of three variables influencing the business development of Bank BRI KCP Unit Pagesangan customers, it can be concluded that accounting knowledge, the use of accounting information, and financial inclusion significantly affect their business development. First, accounting knowledge has been shown to have a significant positive impact on business development. This indicates that a good understanding of accounting helps business owners manage their finances more efficiently, make sound business decisions, and comply with financial regulations. Second, the use of accounting information also plays a crucial role in supporting business development. Effective use of accounting information aids customers in understanding their financial conditions, identifying business opportunities, and making more informed decisions.

Lastly, financial inclusion also has a significant impact on the business development of customers. By enhancing access to and availability of financial services, customers can manage their finances more effectively, reduce business risks, and seize existing market opportunities. Based on the findings of this study, it is recommended that Bank BRI KCP Unit Pagesangan pay greater attention to training and outreach regarding accounting knowledge, the use of accounting information, and the importance of financial inclusion for their customers. By improving their understanding and skills in accounting, customers can manage their finances more effectively and make better business decisions.

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7. Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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