PUBLISHING KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3, Crossref, GARUDA, Google Scholar

# FINANCIAL LITERACY, FINANCIAL ATTITUDE, AND FINANCIAL PERFORMANCE OF CREATIVE ECONOMY ACTORS: THE MEDIATING ROLE OF FINANCIAL MANAGEMENT

Volume: 6
Number: 3
Page: 654 - 667

I Kade Adi Sucipta[1], M Rudi Irwansyah[2], Komang Krisna Heryanda[3]
[1,2,3]Master's Program in Management Science, Postgraduate Program, Universitas Pendidikan Ganesha, Indonesia
**Corresponding author:** I Kade Adi Sucipta
**E-mail:** adisucipta1994@gmail.com

**Article History:**
Received: 2026-07-12
Revised: 2026-08-13
Accepted: 2026-09-12

**Abstract:**
The creative economy is one of the business sectors that plays an important role in supporting regional economic activities. However, the sustainability of creative economy businesses is determined not only by creativity and innovation but also by the ability to manage financial resources effectively. This study aims to analyze the effects of financial literacy and financial attitude on the financial performance of creative economy actors in Denpasar City and to examine the role of financial management as a mediating variable. The study employed a quantitative approach with an explanatory research design. The research model consists of four constructs: financial literacy, financial attitude, financial management, and financial performance. The data consisted of 81 respondents who were creative economy actors and were analyzed through measurement model assessment, structural model assessment, hypothesis testing, and mediation effect analysis. The results indicate that financial attitude and financial management have positive and significant effects on financial performance, whereas the direct effect of financial literacy on financial performance is not significant. Furthermore, financial literacy and financial attitude have positive and significant effects on financial management. The mediation analysis demonstrates that financial management mediates the relationship between financial literacy and financial performance, as well as the relationship between financial attitude and financial performance. These findings indicate that financial knowledge does not automatically lead to better financial performance when it is not translated into effective financial management practices. The study implies that improving the performance of creative economy actors should focus not only on enhancing financial literacy but also on developing positive financial attitudes and implementing effective financial management practices.
**Keywords:** Financial Literacy, Financial Attitude, Financial Management, Financial Performance, Creative Economy

## INTRODUCTION

The creative economy is a business sector with substantial potential to support economic growth by utilizing creativity, knowledge, skills, and innovation as sources of value creation. Its characteristics enable business actors to develop distinctive products and services while leveraging local potential as a source of competitive advantage. In Bali, the development of the creative economy is also an important component of community economic activity because it is closely linked to culture, creativity, tourism, and various locally based business activities. However, the ability to produce creative products does not automatically guarantee business sustainability. Creative economy actors must also be capable of managing business resources, particularly financial resources, so that business activities can operate effectively and sustainably.

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google Scholar

Financial performance is an important aspect in assessing the success of business management. It can be reflected in a firm's ability to increase sales and profits, control costs, maintain cash flow, and sustain its financial condition. In the context of micro, small, and medium enterprises (MSMEs), the ability to achieve strong financial performance is influenced not only by the amount of capital or the ability to produce goods and services, but also by business owners' capacity to make decisions and manage financial resources. Irwansyah, Yuniarta, and Suwena (2024) show that financial factors are closely related to MSME performance. Their study indicates that financial inclusion has a positive and significant effect on financial performance, emphasizing the importance of business actors' capacity to utilize financial resources and services to support business activities.

This perspective is increasingly relevant to the development of the creative economy. In their study of the sustainability of the woven-craft creative economy, Irwansyah et al. (2024) demonstrate that creative-economy sustainability is a multidimensional phenomenon encompassing economic, social, environmental, institutional, and entrepreneurial-behavior dimensions. These findings indicate that the success and sustainability of creative enterprises cannot be assessed solely from their ability to produce goods, but also require the sustainable management of various resources. Accordingly, the financial capacity of business actors is an important aspect to consider when examining the sustainability and performance of creative economy actors.

One factor expected to contribute to improved financial performance is financial literacy. Financial literacy concerns an individual's knowledge and understanding of financial concepts and principles required for financial decision-making. For business actors, financial literacy can support an understanding of income, expenditure, financing, risk, savings, investment, and financial planning. Such knowledge enables business actors to evaluate financial conditions more effectively and make decisions based on relevant information. Therefore, the higher the level of financial literacy possessed by business actors, the greater their potential to manage financial resources effectively.

The relationship between financial literacy and business performance has received considerable attention in MSME research. Studies of MSMEs in Denpasar City indicate that financial literacy is positively associated with financial performance and business sustainability. These findings suggest that financial understanding can serve as an important resource for business actors in maintaining and improving performance. Nevertheless, financial literacy is fundamentally a knowledge-related dimension. Knowledge of financial principles does not necessarily produce appropriate financial decisions unless it is accompanied by supportive attitudes and management practices.

In addition to financial literacy, financial attitude is another factor requiring attention. Financial attitude reflects an individual's tendency to perceive and treat financial resources in a particular way. In a business context, this attitude may be reflected in an orientation toward financial planning, prudence in the use of funds, expenditure control, financial discipline, and attention to future financial conditions. Business actors with positive financial attitudes tend to demonstrate a stronger orientation toward financial planning and control. Conversely, less supportive attitudes may prevent existing financial knowledge from being applied optimally in business activities.

A number of studies indicate that financial literacy and financial attitude are relevant factors in explaining the financial performance of MSMEs. Research on MSMEs in Indonesia shows that financial literacy and financial attitudes are associated with business actors' capacity to manage financial resources and achieve business performance. However, findings regarding the direct effect of financial literacy on financial performance have not been entirely consistent. This condition suggests that the relationship between financial knowledge and business performance may operate

PUBLISHING
KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM
ECONOMICS AND POLICY
Indexed by :
sinta 3
Crossref
GARUDA
Google scholar

not only directly, but also through particular processes or mechanisms within business management.

In this study, that mechanism is examined through financial management. Financial management refers to practices through which business actors plan, record, control, and evaluate the financial condition of their enterprises. These practices include financial planning, transaction recording, cash-flow control, expenditure control, and evaluation of the business's financial condition. Financial management can therefore serve as a means of translating financial knowledge and attitudes into concrete action. Business actors with strong financial literacy are better able to understand the importance of financial management, while a positive financial attitude can encourage consistency in applying sound financial management practices.

The argument concerning the importance of business-management capacity is also consistent with the study by Irwansyah et al. (2023) on the sustainability of bamboo handicrafts. That study positions welfare and various supporting factors as components of craft-business sustainability. Meanwhile, Irwansyah et al. (2024), in their study of the woven-craft creative economy, emphasize the importance of viewing sustainability from multiple dimensions, including economic aspects and entrepreneurial behavior. Together, these studies provide a basis for the view that creative-economy development must consider the internal capacities of business actors, rather than focusing solely on product and market potential.

Although research on financial literacy, financial attitude, and financial performance has continued to develop, several research areas still require further examination. First, much previous research has focused on MSMEs in general, whereas creative economy actors have distinctive characteristics because they integrate creativity, innovation, skills, and local potential into business activities. Second, previous studies have largely examined the direct relationships between financial literacy or financial attitude and financial performance. Such approaches have not fully explained how financial knowledge and attitudes are translated into business performance. Third, research that simultaneously integrates financial literacy and financial attitude, financial management as a mediator, and financial performance as an outcome in the context of creative economy actors in Denpasar City remains limited.

This research gap provides the basis for the development of the present research model. Financial literacy represents the cognitive dimension, financial attitude represents the attitudinal dimension, financial management represents managerial practice, and financial performance represents the business outcome. Integrating these four constructs enables the study not only to determine whether financial literacy and financial attitude affect performance, but also to explain whether these effects occur through financial management practices.

The novelty of this study lies in testing the mediating role of financial management in the relationships of financial literacy and financial attitude with financial performance among creative economy actors in Denpasar City. This approach offers a more comprehensive perspective by linking knowledge, attitudes, management practices, and financial outcomes within a single research model. Thus, the study goes beyond asking whether business actors possess adequate financial knowledge and examines whether such knowledge and attitudes are actually manifested in financial management practices that subsequently contribute to business performance.

Based on this rationale, the study aims to analyze the effects of financial literacy and financial attitude on the financial performance of creative economy actors in Denpasar City; analyze the effects of financial literacy and financial attitude on financial management; analyze the effect of financial management on financial performance; and test the role of financial management as a mediating variable in the relationships of financial literacy and financial attitude with financial

PUBLISHING KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google Scholar

performance. The study is expected to contribute to the development of the financial-management literature on MSMEs and the creative economy and to provide practical implications for strengthening the financial capacity of creative economy actors.

## METHODS

### Research Design

This study employed a quantitative approach with an explanatory research design. The quantitative approach was used to empirically test relationships among variables, while the explanatory design was used to explain the effects of financial literacy and financial attitude on financial performance, both directly and through financial management as a mediating variable.

The study involved four main constructs: financial literacy (X1), financial attitude (X2), financial management (M), and financial performance (Y). Financial literacy and financial attitude were specified as exogenous variables, financial management as the mediating variable, and financial performance as the endogenous variable.

The research model was designed to test seven hypotheses, comprising five direct relationships and two indirect relationships through financial management.

### Population and Sample

The study population consisted of creative economy actors in Denpasar City. The unit of analysis was the business owner or manager involved in business financial decision-making.

The study involved 81 creative economy actors from several subsectors, including culinary businesses, handicrafts, fashion, design, photography, performing arts, and the digital creative economy. Respondents were selected based on their involvement in managing business activities and making finance-related decisions.

Respondent characteristics included gender, age, educational level, creative-economy subsector, length of business operation, and monthly turnover. These characteristics were used to provide a general profile of the study respondents.

### Variables and Measurement

The study employed four constructs measured using 17 indicators. All indicators were assessed using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

**Table 1.** Operationalization of Research Variables

| Variable | Code | Number of Indicators | Measurement Focus |
|---|---|---|---|
| Financial Literacy | FL1–FL4 | 4 | Financial knowledge and understanding |
| Financial Attitude | FA1–FA4 | 4 | Attitudes toward financial planning and management |
| Financial Management | FM1–FM4 | 4 | Financial planning, recording, control, and evaluation |
| Financial Performance | FP1–FP5 | 5 | Sales, profit, costs, cash flow, and business financial condition |

### Financial Literacy

Financial literacy (X1) measures the level of business actors' understanding of financial concepts and information required for business decision-making. The construct consists of four indicators: understanding basic financial concepts, managing income and expenditure, understanding risk and financial decisions, and the ability to use financial information in business decision-making.

PUBLISHING
KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM
ECONOMICS AND POLICY
Indexed by :
sinta 3
Crossref
GARUDA
Google Scholar

**Financial Attitude**

Financial attitude (X2) measures business actors' attitudinal tendencies in treating and managing financial resources. The construct consists of four indicators related to financial planning, prudence in the use of funds, orientation toward future financial conditions, and discipline in controlling expenditure.

**Financial Management**

Financial management (M) measures the financial-management practices undertaken by business actors. The construct comprises business financial planning, transaction recording, cash-flow and expenditure control, and evaluation of the business's financial condition.

**Financial Performance**

Financial performance (Y) measures the achievement of the business's financial condition based on the perceptions of owners or managers. The construct comprises increased sales, increased profits, the ability to control costs, cash-flow conditions, and overall improvement in the business's financial condition.

**Data Collection Technique**

Research data were collected using a structured questionnaire developed from the indicators of each research variable. The questionnaire used a five-point Likert scale, enabling respondents to assess each statement according to the condition of the business they managed.

The questionnaire was selected because the research variables concern knowledge, attitudes, management practices, and perceptions of financial performance. This approach allows each construct to be represented by multiple indicators so that measurement can be conducted more comprehensively.

**Data Analysis Technique**

Data analysis was conducted in several stages: descriptive analysis, measurement-model evaluation, structural-model evaluation, hypothesis testing, and mediation testing. Descriptive analysis was used to describe respondent characteristics and response tendencies for each variable. Measurement-model evaluation was then conducted to assess convergent validity, construct reliability, and discriminant validity. Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE). Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), while discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT). Structural-model evaluation used $R^2$ to determine the ability of exogenous variables to explain endogenous variables and $f^2$ to assess the magnitude of each exogenous variable's contribution to an endogenous construct. Relationships among variables were tested using path coefficients, t-statistics, and p-values.

Mediation testing was conducted by evaluating the indirect effect to determine whether financial management mediates the relationships of financial literacy and financial attitude with financial performance. Mediation effects were determined based on the significance of the indirect effects and their comparison with the direct effects.

**Research Hypotheses**

Based on the conceptual framework, the research hypotheses were formulated as follows:

H1: Financial literacy has a positive effect on the financial performance of creative economy actors in Denpasar City.

H2: Financial attitude has a positive effect on the financial performance of creative economy actors in Denpasar City.

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM
ECONOMICS AND POLICY
Indexed by :
sinta 3
Crossref GARUDA Google Scholar

H3: Financial management has a positive effect on the financial performance of creative economy actors in Denpasar City.
H4: Financial literacy has a positive effect on the financial management of creative economy actors in Denpasar City.
H5: Financial attitude has a positive effect on the financial management of creative economy actors in Denpasar City.
H6: Financial management mediates the effect of financial literacy on the financial performance of creative economy actors in Denpasar City.
H7: Financial management mediates the effect of financial attitude on the financial performance of creative economy actors in Denpasar City.

**Table 3.** Model Summary

| Variable | Role |
|---|---|
| Financial Literacy (X1) | Exogenous |
| Financial Attitude (X2) | Exogenous |
| Financial Management (M) | Mediator |
| Financial Performance (Y) | Endogenous |

Accordingly, the research model follows these pathways:
Financial Literacy → Financial Management → Financial Performance
Financial Attitude → Financial Management → Financial Performance
and the following direct effects:
Financial Literacy → Financial Performance
Financial Attitude → Financial Performance

## RESULT AND DISCUSSION

### Respondent Characteristics

This study involved 81 creative economy actors in Denpasar City who met the respondent criteria. The respondents were business owners or managers involved in financial decision-making. Their characteristics included gender, age, educational level, creative-economy subsector, length of business operation, and monthly turnover.

By gender, 49 respondents (60.49%) were male and 32 (39.51%) were female. By age, the largest group consisted of respondents aged 20–29 years, totaling 33 people (40.74%), followed by those aged 30–39 years, totaling 27 people (33.33%). Respondents aged 40–49 years totaled 15 people (18.52%), while those aged 50 years or older totaled 6 people (7.41%).

In terms of educational level, respondents with a bachelor's degree constituted the largest group, totaling 31 people (38.27%), followed by senior high school/vocational high school graduates with 27 people (33.33%). Diploma graduates totaled 13 people (16.05%), while respondents with a master's degree totaled 10 people (12.35%).

By creative-economy subsector, the largest number of respondents came from the culinary subsector, with 17 people (20.99%), followed by handicrafts with 16 people (19.75%), fashion with 14 people (17.28%), and the digital creative economy with 13 people (16.05%). Design accounted for 10 respondents (12.35%), performing arts for 6 respondents (7.41%), and photography for 5 respondents (6.17%).

In terms of business duration, most respondents had operated their businesses for 1–3 years, totaling 32 people (39.51%). Respondents whose businesses had operated for 4–5 years totaled 25 people (30.86%), while businesses operating for more than five years totaled 24 (29.63%).

PUBLISHING KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3, Crossref, GARUDA, Google Scholar

**Table 4.** Respondent Characteristics

| Characteristic | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 49 | 60.49 |
| | Female | 32 | 39.51 |
| Age | 20–29 years | 33 | 40.74 |
| | 30–39 years | 27 | 33.33 |
| | 40–49 years | 15 | 18.52 |
| | ≥50 years | 6 | 7.41 |
| Education | Senior/Vocational High School | 27 | 33.33 |
| | Diploma | 13 | 16.05 |
| | Bachelor's Degree | 31 | 38.27 |
| | Master's Degree | 10 | 12.35 |
| Business Duration | 1–3 years | 32 | 39.51 |
| | 4–5 years | 25 | 30.86 |
| | >5 years | 24 | 29.63 |
| Monthly Turnover | < IDR 5 million | 31 | 38.27 |
| | IDR 5–10 million | 18 | 22.22 |
| | IDR 10–25 million | 24 | 29.63 |
| | > IDR 25 million | 8 | 9.88 |
| Total | | 81 | 100.00 |

Source: Processed research data, 2026.

### Descriptive Statistics

Descriptive statistics were used to provide a general overview of respondents' response tendencies for each research construct. The analysis included minimum, maximum, mean, and standard deviation values.

**Table 5.** Descriptive Statistics

| Construct | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Financial Literacy | 81 | 2.00 | 5.00 | 3.519 | 0.636 |
| Financial Attitude | 81 | 2.00 | 5.00 | 3.537 | 0.630 |
| Financial Management | 81 | 1.75 | 5.00 | 3.556 | 0.698 |
| Financial Performance | 81 | 1.80 | 5.00 | 3.551 | 0.698 |

Source: Processed research data, 2026.

The descriptive statistics show that all four constructs had relatively high mean values. Financial Management had the highest mean value at 3.556, followed by Financial Performance at 3.551, Financial Attitude at 3.537, and Financial Literacy at 3.519.

These values indicate that, in general, respondents had relatively positive perceptions of financial knowledge, financial attitudes, financial management practices, and the financial performance of their businesses. Nevertheless, variation in responses remained evident from the standard deviations of the respective constructs.

### Measurement Model Evaluation

The measurement model was evaluated to ensure that the indicators adequately represented the research constructs. The evaluation included outer loadings, convergent validity through Average Variance Extracted (AVE), construct reliability through Cronbach's Alpha and Composite Reliability, and discriminant validity using the Heterotrait-Monotrait Ratio (HTMT).

**Table 6.** Outer Loading Values and Convergent Validity

| Construct | Indicator | Loading | AVE |
|---|---|---|---|
| Financial Literacy | FL1 | 0.858 | 0.742 |

PUBLISHING KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google Scholar

| Construct | Indicator | Loading | AVE |
|---|---|---|---|
| | FL2 | 0.835 | |
| | FL3 | 0.892 | |
| | FL4 | 0.859 | |
| Financial Attitude | FA1 | 0.859 | 0.696 |
| | FA2 | 0.839 | |
| | FA3 | 0.814 | |
| | FA4 | 0.825 | |
| Financial Management | FM1 | 0.872 | 0.789 |
| | FM2 | 0.892 | |
| | FM3 | 0.915 | |
| | FM4 | 0.872 | |
| Financial Performance | FP1 | 0.877 | 0.774 |
| | FP2 | 0.883 | |
| | FP3 | 0.880 | |
| | FP4 | 0.904 | |
| | FP5 | 0.854 | |

Source: Processed research data, 2026.

The evaluation results show that all indicators had outer loading values above 0.70, indicating that each indicator adequately represented its respective construct. In addition, the AVE values of all constructs were above 0.50. Financial Literacy had an AVE of 0.742, Financial Attitude 0.696, Financial Management 0.789, and Financial Performance 0.774. Accordingly, all constructs met the convergent-validity criterion.

**Table 7.** Construct Reliability

| Construct | Cronbach's Alpha | Composite Reliability | Decision |
|---|---|---|---|
| Financial Literacy | 0.883 | 0.920 | Reliable |
| Financial Attitude | 0.855 | 0.902 | Reliable |
| Financial Management | 0.910 | 0.937 | Reliable |
| Financial Performance | 0.927 | 0.945 | Reliable |

Source: Processed research data, 2026.

Cronbach's Alpha values for all constructs ranged from 0.855 to 0.927, while Composite Reliability values ranged from 0.902 to 0.945. All values exceeded the 0.70 criterion, indicating that the instrument had adequate internal consistency.

**Table 6.** HTMT Results

| Construct | FL | FA | FM | FP |
|---|---|---|---|---|
| FL | – | 0.456 | 0.663 | 0.577 |
| FA | 0.456 | – | 0.606 | 0.680 |
| FM | 0.663 | 0.606 | – | 0.773 |
| FP | 0.577 | 0.680 | 0.773 | – |

Source: Processed research data, 2026.

The HTMT values for all pairs of constructs were below 0.90. The highest value was observed for the relationship between Financial Management and Financial Performance, at 0.773. These results indicate that each construct was empirically distinct and that discriminant validity was acceptable.

Overall, the measurement-model evaluation shows that all indicators satisfied the criteria for reliability, convergent validity, and discriminant validity. Therefore, all 17 indicators were retained for structural-model evaluation.

PUBLISHING
KSI • ISSN 2720 - 9544 (print) • ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google scholar

### Structural Model Evaluation

The structural model was evaluated to determine the model's ability to explain the endogenous constructs and the magnitude of the contribution of each exogenous variable to the endogenous constructs.

**Table 7.** Coefficient of Determination ($R^2$)

| Endogenous Construct | $R^2$ | Interpretation |
|---|---|---|
| Financial Management | 0.458 | Moderate |
| Financial Performance | 0.583 | Moderate |

Source: Processed research data, 2026.

The $R^2$ value for Financial Management was 0.458, indicating that Financial Literacy and Financial Attitude jointly explained 45.8% of the variance in Financial Management. Meanwhile, the $R^2$ value for Financial Performance was 0.583, indicating that Financial Literacy, Financial Attitude, and Financial Management jointly explained 58.3% of the variance in Financial Performance.

**Table 8.** Effect Size ($f^2$)

| Structural Relationship | $f^2$ | Interpretation |
|---|---|---|
| FL → FM | 0.321 | Moderate |
| FA → FM | 0.194 | Moderate |
| FL → FP | 0.021 | Small |
| FA → FP | 0.156 | Moderate |
| FM → FP | 0.297 | Moderate |

Source: Processed research data, 2026.

The effect-size results show that the relationship between Financial Literacy and Financial Management made the largest contribution, with an $f^2$ value of 0.321. The relationship between Financial Management and Financial Performance followed with an $f^2$ value of 0.297. By contrast, the direct effect of Financial Literacy on Financial Performance had a relatively small contribution, with an $f^2$ value of 0.021.

### Hypothesis Testing

Hypotheses were tested based on path coefficients (β), t-statistics, and p-values. A hypothesis was considered supported when the p-value was below 0.05 and the direction of the coefficient was consistent with the hypothesized relationship.

**Table 9.** Hypothesis Testing Results

| Hypothesis | Relationship | β | t-statistic | p-value | Decision |
|---|---|---|---|---|---|
| H1 | FL → FP | 0.117 | 1.265 | 0.210 | Not Supported |
| H2 | FA → FP | 0.303 | 3.461 | <0.001 | Supported |
| H3 | FM → FP | 0.478 | 4.779 | <0.001 | Supported |
| H4 | FL → FM | 0.454 | 5.005 | <0.001 | Supported |
| H5 | FA → FM | 0.353 | 3.895 | <0.001 | Supported |

Source: Processed research data, 2026.

The results show that Financial Literacy had a positive but statistically nonsignificant effect on Financial Performance ($\beta = 0.117$; $t = 1.265$; $p = 0.210$). Thus, H1 was not supported.

Financial Attitude had a positive and significant effect on Financial Performance ($\beta = 0.303$; $t = 3.461$; $p < 0.001$), supporting H2. Financial Management also had a positive and significant effect on Financial Performance ($\beta = 0.478$; $t = 4.779$; $p < 0.001$). Thus, H3 was supported.

Financial Literacy had a positive and significant effect on Financial Management ($\beta = 0.454$; $t = 5.005$; $p < 0.001$), supporting H4. Financial Attitude likewise had a positive and significant effect on Financial Management ($\beta = 0.353$; $t = 3.895$; $p < 0.001$), supporting H5.

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google Scholar

**Table 10.** Mediation Testing Results

| Hypothesis | Indirect Relationship | Indirect Effect | Decision | Mediation Pattern |
|---|---|---|---|---|
| H6 | FL → FM → FP | 0.218 | Supported | Full Mediation |
| H7 | FA → FM → FP | 0.169 | Supported | Partial Mediation |

Source: Processed research data, 2026.

The mediation test shows that Financial Management mediated the relationship between Financial Literacy and Financial Performance, with an indirect effect of 0.218. Because the direct effect of Financial Literacy on Financial Performance was not significant, this relationship exhibited full mediation. Financial Management also mediated the relationship between Financial Attitude and Financial Performance, with an indirect effect of 0.169. Because the direct effect of Financial Attitude on Financial Performance remained significant, this relationship exhibited partial mediation.

**PLS-SEM Model Results**

Figure 1 presents the PLS-SEM model results describing the empirical relationships among Financial Literacy, Financial Attitude, Financial Management, and Financial Performance. The model displays the path coefficients and $R^2$ values for the endogenous constructs.

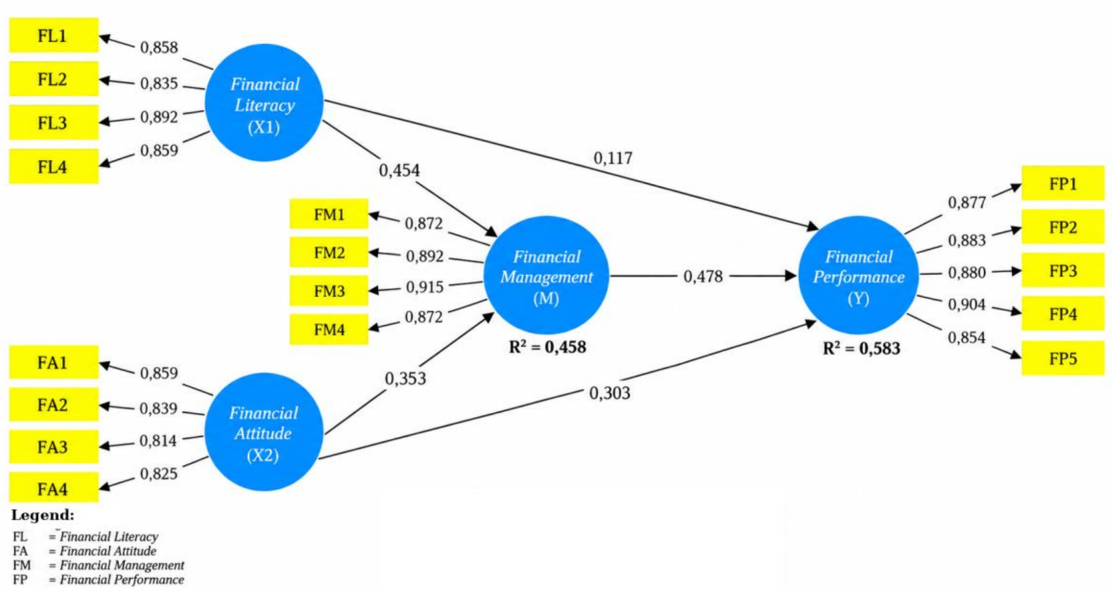


**Figure 1. PLS-SEM Model Results**

Source: Processed research data, 2026.

Based on Figure 1, Financial Literacy had a positive relationship with Financial Management, with a coefficient of 0.454, while Financial Attitude had a positive relationship with Financial Management, with a coefficient of 0.353. Financial Management subsequently had a positive effect on Financial Performance, with a coefficient of 0.478.

The direct relationship between Financial Literacy and Financial Performance had a coefficient of 0.117, whereas the relationship between Financial Attitude and Financial Performance had a coefficient of 0.303. These results indicate that Financial Management occupies an important position in the model because it serves as the link between the independent variables and Financial Performance.

The $R^2$ value of 0.458 for Financial Management indicates that the model explained 45.8% of the variance in financial management. Meanwhile, the $R^2$ value of 0.583 for Financial Performance indicates that the model explained 58.3% of the variance in financial performance. Overall, the model

PUBLISHING KSI
• ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google Scholar

results indicate that improvements in financial knowledge and financial attitudes need to be translated into financial management practices in order to contribute to improved financial performance among creative economy actors.

## Discussion

### Effect of Financial Literacy on Financial Performance

The results show that Financial Literacy had a positive but nonsignificant effect on Financial Performance. This finding indicates that increased financial knowledge does not directly result in improved financial performance among creative economy actors.

Conceptually, financial literacy provides business actors with the capacity to understand financial information and concepts. However, such knowledge is not necessarily applied automatically in business activities. Creative economy actors may understand financial management, but without consistent record-keeping, budgeting, cost control, and financial evaluation, that knowledge may not directly produce changes in performance.

This finding is important because it indicates that programs designed to improve financial literacy should not stop at increasing knowledge. Financial literacy needs to be accompanied by the ability to apply that knowledge in day-to-day financial management practices. The result also provides a different perspective from previous studies that found a significant effect of financial literacy on MSME performance. The difference may be influenced by the characteristics of creative economy actors, including diversity across subsectors, business characteristics, income patterns, and product-development orientations.

### Effect of Financial Attitude on Financial Performance

Financial Attitude was found to have a positive and significant effect on Financial Performance. This result indicates that the more positive a business actor's attitude toward financial management, the stronger the tendency toward better financial performance.

Financial attitude is reflected in the way business actors perceive the importance of planning, expenditure control, financial discipline, and an orientation toward future financial conditions. A positive attitude encourages business actors to exercise greater prudence in using financial resources.

This finding shows that psychological factors play a role in explaining financial performance. Accordingly, improving the financial capability of creative economy actors cannot rely solely on knowledge transfer; it also requires the development of financial attitudes that support sound financial management behavior.

### Effect of Financial Management on Financial Performance

The results show that Financial Management had a positive and significant effect on Financial Performance. This relationship was one of the strongest direct relationships in the model, with a coefficient of $\beta = 0.478$.

This finding indicates that business actors' ability to plan, record, control, and evaluate financial activities plays an important role in generating better financial performance.

Financial management enables creative economy actors to understand their business's financial condition more accurately. With proper recording and control, business actors can identify inefficient costs, manage cash flow, determine capital requirements, and evaluate business outcomes.

This finding reinforces previous MSME research that identifies financial management as an important factor in improving business performance.

### Effect of Financial Literacy on Financial Management

Financial Literacy had a positive and significant effect on Financial Management. This finding indicates that the stronger business actors' understanding of financial concepts, the greater their capacity to implement financial management practices effectively.

This result also helps explain the nonsignificant direct effect of Financial Literacy on Financial Performance. Financial knowledge appears to be translated first into financial management practices before contributing to performance.

In other words, financial literacy functions as knowledge capital, while financial management serves as the implementation mechanism. Business actors who understand the importance of budgeting, transaction recording, cash flow, and cost control have a stronger foundation for implementing effective financial management.

### Effect of Financial Attitude on Financial Management

The results show that Financial Attitude had a positive and significant effect on Financial Management. This indicates that a more positive financial attitude encourages business actors to implement better financial management practices.

Business actors with a positive financial orientation tend to be more disciplined in planning the use of funds, controlling expenditure, maintaining records, and monitoring the financial condition of their businesses. Thus, attitude serves as a factor that encourages financial knowledge or awareness to be translated into practice.

This finding confirms that improving financial management requires a combination of cognitive capacity and behavioral attitudes. Knowledge without the willingness to apply it may produce limited effects, while a positive attitude without adequate knowledge may also result in suboptimal decisions.

### The Mediating Role of Financial Management in the Effect of Financial Literacy on Financial Performance

The results show that Financial Management mediated the relationship between Financial Literacy and Financial Performance. The relationship exhibited full mediation because the direct effect of Financial Literacy on Financial Performance was not significant, while the indirect pathway through Financial Management was positive.

This finding represents an important contribution of the study. It demonstrates that financial literacy does not automatically generate better financial performance. Financial knowledge must be applied through financial management practices in order to affect performance. In the creative-economy context, this mechanism is particularly relevant. Business actors may understand the importance of financial management, but the benefits of such knowledge become evident only when it is applied through transaction recording, budget planning, cash-flow management, cost control, and financial evaluation.

Accordingly, Financial Management can be viewed as a mechanism that transforms financial knowledge into business outcomes.

### The Mediating Role of Financial Management in the Effect of Financial Attitude on Financial Performance

Financial Management was also found to mediate the relationship between Financial Attitude and Financial Performance. However, the mediation pattern was partial because Financial Attitude retained a significant direct effect on Financial Performance. This finding indicates that financial attitude can affect performance through two mechanisms. First, financial attitude may directly influence financial decisions and actions. Second, it encourages the development of financial management practices that subsequently improve business performance.

These results show that Financial Attitude occupies a more complex position than Financial Literacy. Whereas literacy primarily provides a knowledge base, financial attitude not only affects financial management but may also directly influence decisions related to business performance.

## CONCLUSION

This study analyzed the effects of Financial Literacy and Financial Attitude on Financial Performance and examined the role of Financial Management as a mediating variable among creative economy actors in Denpasar City.

The results show that Financial Literacy did not have a significant direct effect on Financial Performance. In contrast, Financial Attitude had a positive and significant effect on Financial Performance. Financial Management also had a positive and significant effect on Financial Performance and emerged as an important factor in the research model.

Furthermore, Financial Literacy and Financial Attitude had positive and significant effects on Financial Management. The mediation test showed that Financial Management mediated the relationship between Financial Literacy and Financial Performance through full mediation. Meanwhile, Financial Management mediated the relationship between Financial Attitude and Financial Performance through partial mediation.

The principal finding of the study is that financial knowledge alone is insufficient to improve financial performance. Such knowledge needs to be translated into effective financial management practices. At the same time, a positive financial attitude can contribute to performance both directly and through financial management.

### Implications

In practical terms, the findings have implications for creative economy actors and stakeholders. Financial-capacity development programs should not focus solely on improving literacy, but should also seek to develop positive financial attitudes and practical skills in managing business finances. Training may focus on budgeting, transaction recording, cash-flow management, cost control, and financial-performance evaluation.

### Limitations and Recommendations

This study is limited by the number of respondents and by its object scope, which focuses on creative economy actors in Denpasar City. In addition, the study used respondents' perceptions to measure several constructs. Future studies may expand the geographical scope, increase the sample size, compare creative-economy subsectors, and incorporate other variables such as financial inclusion, financial digitalization, innovation, and access to financing.

## REFERENCES

Astiti, N. P. Y., Wibawa, I. B. A. S., & Gama, A. W. S. (2023). Exploring the impact of financial attitudes, financial knowledge, and personality on financial management behavior among small and medium enterprises (SMEs). *Jurnal Mebis (Manajemen dan Bisnis), 8*(2), 133–140. https://doi.org/10.33005/mebis.v8i2.483.

Dewi, I. A. P. R., & Candraningrat, I. R. (2022). Relationship of financial literacy and financial performance to business sustainability: Study on MSMEs in Denpasar city. *International Research Journal of Management, IT and Social Sciences, 9*(4), 598–611. https://doi.org/10.21744/irjmis.v9n4.2120.

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM
ECONOMICS AND POLICY
Indexed by :

Fauzan, F. A., Setiawati, E., & Suwarno, A. E. (2023). Does financial literacy and attitudes influence financial management behavior in the MSME's sector? *Riset Akuntansi dan Keuangan Indonesia, 8*(3), 309–316. https://doi.org/10.23917/reaksi.v8i3.4319.

Irwansyah, M. R., Rustini, N. K. A., Wulandari, P. R., Yasa, I. N. M., & Saskara, I. A. N. (2023). Analysis of sustainability of bamboo handicrafts: Investigation of welfare and its supporting variables. *E3S Web of Conferences, 440*, 07001. https://doi.org/10.1051/e3sconf/202344007001.

Irwansyah, M. R. (2026). *Ekonomi kreatif: Kajian teoritis dan empiris*. Academia Publication

Irwansyah, M. R., Yuniarta, G. A., & Suwena, K. R. (2024). Financial performance of MSMEs: Effects of financial inclusion, e-commerce use, education, and product innovation. In *Proceedings of the International Conference on Economic Management, Accounting and Tourism (ICEMAT 2023), Advances in Economics, Business and Management Research*, 97–109. Atlantis Press. .

Irwansyah, M. R., Ohno, S., Suwena, K. R., Heryanda, K. K., & Vijaya, D. P. (2024). Sustainability analysis of the creative economy of weaved crafts: A Monte Carlo model. *JPBM (Jurnal Pendidikan Bisnis dan Manajemen), 10*(2), 180–197. https://doi.org/10.17977/um003v10i22024p180.

Putri, A. D., & Elwisam. (2025). The influence of financial literacy, financial inclusion, and financial attitude on the financial performance of Depok UMKM through financial management as an intervening variable. *Indonesian Interdisciplinary Journal of Sharia Economics, 7*(3), 8226–8248. https://doi.org/10.31538/iijse.v7i3.5861.

Ratnawati, K., Azzahra, N., & Dewanta, P. P. (2023). The influence of financial literacy and financial attitude on financial management behavior: A study on culinary micro SMEs in Rawamangun Urban Village, East Jakarta City. *International Journal of Research in Business and Social Science, 12*(1), 165–173. .

Rosyida, R. A., & Wicaksono, A. (2026). The effect of financial literacy and financial attitudes on the financial performance. *Competitive Jurnal Akuntansi dan Keuangan, 9*(1), 45–59. https://doi.org/10.31000/competitive.v9i1.13956.

Satyawati, D. A. P. M., Wimba, I. G. A., & Agustina, M. D. P. (2024). Pengaruh literasi, inklusi, dan pengelolaan keuangan terhadap tingkat kinerja keuangan UMKM di Kota Denpasar. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata,* 4(1). https://doi.org/10.32795/vol4wamrtno1th24.

Sudharmasto, S., & Hastuti, T. D. (2025). Effect of financial literacy, financial reporting, and risk management on financial performance of MSMEs with innovative behavior as mediator. *E-Jurnal Akuntansi, 35*(3). https://doi.org/10.24843/EJA.2025.v35.i03.p01.

Utami, A. A., & Abdullah, A. (2024). The influence of financial literacy, financial attitudes, and financial behavior on the performance of MSMEs in Bengkulu City. *Journal of Economics, Business and Accounting (COSTING), 7*(3), 5365–5377. https://doi.org/10.31539/costing.v7i3.8120.

Yahya, A., Saputera, D., Hidayat, T., & Nurjanah, R. (2024). Financial attitude as a mediating variable for financial inclusion and financial literacy on the financial performance of MSMEs. *AFRE (Accounting and Financial Review), 7*(2), 143–155. https://doi.org/10.26905/afr.v7i2.12685.

Yulianto, M. A., & Rita, M. R. (2023). Mediation of financial management behavior in the influence of fintech and financial literacy on business performance. *EQUITY: Jurnal Ekonomi dan Keuangan, 7*(2), 212–232. https://doi.org/10.24034/j25485024.y2023.v7.i2.5260.

Putri, C. N., & Azhari, M. (2021). The influences of finance knowledge, financial attitudes, and personality on financial management behaviors on building materials MSME. *Almana: Jurnal Manajemen dan Bisnis, 5*(3). https://doi.org/10.36555/almana.v5i3.1547