

The Meaning of Going Concern Based on the Awareness of Micro, Small and Medium Enterprises (MSMEs)

Shermaliana Putri^{1*}, Ayudia Sokarina²

¹Program Studi Akuntansi, Universitas Mataram

²Fakultas Ekonomi dan Bisnis, Universitas Mataram

Corresponding Author: Shermaliana Putri pshermaliana@gmail.com

ARTICLE INFO

ABSTRACT

Keywords: Phenomenology, Going Concern, Micro Business

Received : 25, May

Revised : 16, June

Accepted: 20, July

©2024 Putri, Sokarina: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



This study aims to interpret the meaning of *going concern* based on the awareness of Micro, Small and Medium Enterprises (MSMEs). This research is a qualitative research with an interpretive and phenomenological paradigm as a research methodology. The data collection techniques in this study are interviews and documentation. The informants of this study are two micro business actors in Mataram City. The results of the study revealed that *going concern* is not only interpreted through financial aspects, but also through religious and cultural aspects in the form of sincerity, resignation, and obedience to religious provisions and belief that the sustainability of business brings blessings from God. This is the power that allows micro business actors to survive in the midst of difficult conditions. The implications of this study can provide a new perspective to business actors regarding the meaning of *going concern* so that they can continue to develop and maintain their business operations.

INTRODUCTION

Indonesia is one of the countries with the largest population in the world. The dense population means that Indonesia has many problems such as unemployment and poverty. One of the factors causing the increase in unemployment in Indonesia is the lack of job opportunities. Therefore, quite a few people build their own businesses in order to continue to survive and fulfill their daily needs. Micro, Small, and Medium Enterprises (MSMEs) are a business sector that has a major contribution to improving the country's economy (Sularsih and Nasir, 2021). MSMEs currently number 64.19 million or more than 99% of the business sector in Indonesia, and have a workforce of 119 million workers or 97% of the company workforce (Sari, 2023). This shows that the share of MSMEs in Indonesia's GDP is quite large, around 60% of GDP in 2019. However, this number decreased to only 37% in 2020 due to the global disaster, namely the Covid-19 pandemic (Tarigan, Dewi, and Pribadi, 2022). As time passes, the world is starting to wake up and enter a "new normal" era, so many business people are beginning to sell again and the numbers continue to increase significantly. The growth in the number of MSMEs also occurred in one of the provinces in Indonesia, namely West Nusa Tenggara Province. The number of formal MSMEs in NTB Province as of September 2021 was recorded at 103,660 units, which can be broken down into micro businesses of 86,922 units or a percentage of 84%, small businesses of 15,119 units or 15%, and medium businesses of 1,243 units or 1% (Mohadi and Aminy, 2023). Based on data from the NTB Province Department of Industry, Cooperatives and MSMEs in 2022, Mataram City is the region with the largest number of MSMEs, namely 22,473 units or around 22% of the total number of formal MSMEs in NTB Province (Lismula, 2022). One factor is that Mataram City is the capital of NTB Province, so there is a lot of economic activity in it. MSMEs that experienced very rapid growth occurred in the food and beverage business type. This is proven by how easy it is to find this type of business actor in Mataram City.

Apart from the number of MSMEs continuing to increase, business actors have certainly overcome many obstacles and barriers in running their businesses, one of which, as discussed previously, is the result of the Covid-19 pandemic. Apart from that, several predictable and unpredictable conditions are also often experienced by micro business actors, including natural disasters, disease outbreaks, long droughts, soaring dollar exchange rates so that prices of basic necessities increase and other factors that can threaten business continuity. Micro, Small, and Medium Enterprises (MSMEs) are a form of business that is difficult to survive in the conditions mentioned above because they do not have assets (Mulyanto, 2005). The profits obtained are only enough to finance daily business operations and for family needs. Even though they face many difficulties in running their business, quite a few micro-business actors are able to survive and continue to grow. The going concern they run is based on perseverance and enthusiasm to meet their daily needs.

Going concern is an accounting term that assumes that a company will continue to operate indefinitely. Eni and Dwi (2020) say that the relevant going concern principle hopes that the business will continue to operate in the future

(under predictable conditions). This means that the economic entity can continue its business activities in the long term and will not stop. Chalarce (Totanan, 2018) believes that going concern is a natural principle for every entity, including people who want to survive, so this concept is more important for micro or small businesses. Research conducted by Purba and Nazir (2019), revealed that in running a business, micro business actors do not pay attention to financial ratios such as liquidity ratios, asset management, debt management, and profitability to maintain business continuity. Micro business actors focus more on how their business can continue to run and produce results so that they are able to meet the needs of their families every day, both in difficult conditions that they can and cannot predict. Based on the facts on the ground, micro business actors do not pay attention to financial ratios in running their businesses, but many of them have implemented various simple business strategies to continue to rotate business capital and obtain sufficient income. Therefore, the researcher is interested in knowing these simple strategies and their relationship with the meaning of *going concern* by micro business actors.

The going concern concept in accounting is a concept where an established business is expected to continue its activities for a long time. However, this concept is still poorly understood by MSME players. The concept of going concern from the perspective of MSME players seems very exclusive for them to understand (Wahyuni et al., 2021). Most MSME actors, especially micro business actors, run their businesses based on confidence and high fighting spirit to achieve their goals. Based on the description above, researchers are interested in interpreting going concerns based on the perspective and awareness of MSME actors, especially in Dasan Agung Village, Mataram City. It is hoped that the results of this research will be able to provide new insights and other points of view to MSME actors.

LITERATURE REVIEW

Phenomenology

Phenomenology is the study of knowledge that comes from consciousness, or how an object or event is understood through conscious experience. Phenomenology means a way of thinking to obtain new knowledge or develop pre-existing knowledge using steps that are logical, critical, systematic, not prejudiced, and not dogmatic (Hadi et al. 2021). Kuswarno (Yusanto, 2020) defines phenomenology as phenomena that appear in front of us and efforts to make them visible. Thus, phenomenology can be interpreted as investigating human experiences about an object or event consciously with the aim of showing the results in a completely descriptive way about the phenomena of everyday experience. Phenomenology has several research stages, namely Epoche, Noema, Noesis, Intentional Analysis, and Eidetic Reduction.

Micro, Small and Medium Enterprises (MSMEs)

MSMEs are productive enterprise or business carried out by individuals, groups, small business entities, and households. The definition of MSMEs as regulated in the Law of the Republic of Indonesia no. 20 of 2008 concerning MSMEs states that MSMEs are in accordance with the type of business, namely

micro-businesses, small businesses, and medium businesses. The classification of MSMEs is usually done based on annual turnover, total assets, and number of workers or employees. The latest MSME criteria are regulated in Article 35 and Article 36 of the UMKM PP. Based on these regulations, MSMEs are classified based on business capital criteria or annual turnover. There are significant differences regarding the MSME criteria in Article 6 of the MSME Law and the MSME PP. For comparison, here are the differences:

Table 1. MSME criteria based on the MSME Law and MSME PP

INDICATOR	UU-MSMEs	PP-MSMEs
Classification of MSMEs	MSMEs are classified based on net worth or total annual turnover. Net worth is the amount of assets after deducting debts or liabilities.	MSMEs are classified based on the criteria of business capital or annual sales results. Business capital is its own capital and loan capital used to run a business.
Net Worth or Business Capital	<ol style="list-style-type: none"> 1. 1. Micro business: maximum Rp. 50 million. 2. 2. Small business: \geq Rp. 50 million – Rp. 500 million. 3. 3. Medium businesses: \geq Rp. 500 million – IDR 10 billion <p>Excluding land and buildings of business premises.</p>	<ol style="list-style-type: none"> 1. Micro business: maximum Rp. 1 billion. 2. Small business: \geq Rp. 1 billion – Rp. 5 billion. 3. Medium businesses: \geq Rp. 5 billion – Rp. 10 billion. <p>Excluding land and buildings of business premises.</p>
Annual Sales Results	<ol style="list-style-type: none"> 1. Micro business: maximum Rp. 300 million 2. Small business: \geq Rp. 300 million – Rp. 2.5 billion. 3. Medium businesses: \geq Rp. 2.5 billion – Rp. 50 billion. 	<ol style="list-style-type: none"> 1. Micro business: maximum Rp. 2 billion. 2. Small business: \geq Rp. 2 billion – Rp. 15 billion. 3. Medium businesses: \geq Rp. 15 billion – Rp. 50 billion.

Source: <https://kontrakhukum.com/articel/peraturanbaruukm>

The nominal value of the criteria in the table above may change according to the condition of the Indonesian economy. Therefore, entrepreneurs need to know the development of regulations related to the business they are running.

The purpose of the existence of an (economic) unit at its establishment is to maintain the continuity of its business through the assumption of going concern (Sidarauk, 2016). Belkaoi in Noverio & Dewayanto (2011) stated that going concern is a proposal which states that a company will continue to operate for a long period of time to fulfill its projects, commitments and activities that will not stop. The principle of *going concern* according to Rayyani et al. (2021) assumes that the final position of each account in the company's books is in good and stable condition. Therefore, it can be concluded that *going concern* is an assumption that a business can survive for a long period of time and will directly affect financial statements.

Characteristics of Going Concern Assumptions

The characteristics of a business that can be considered going concern according to Lutfatul Malihah (2024), are:

1. The possibility of liquidation is small because if a business continues to operate, it is unlikely that the business will liquidate or sell its assets.
2. A business can generate income or profits in the future without having to terminate business operations.
3. Business operational activities have been running for at least one fiscal year.
4. Availability of adequate resources.

The Impact of Going Concern on Financial Statements

The going concern concept has significant implications for financial reporting and requires companies to prepare financial reports with the assumption that the company will maintain its business continuity for a certain period of time. The main influence of going concern on company financial reports according to Andhika Pramudya (Pramudya, 2023) is as follows:

1. Preparation of financial statements

Judging from assets and liabilities, a business must present assets and liabilities in accordance with the assumption that its business will continue to run as a *going concern*. This implies that the assets will be valued on the assumption that they will be used in the normal operations of the company and that liabilities are considered to be payable in the normal control of the business. In the income and expense statement, the company must be able to reflect a picture that is in accordance with its future activities.

2. Disclosure in Notes to Financial Statements (CALK)

In terms of disclosure, if there is uncertainty regarding the company's ability to maintain its business continuity, the company must disclose it in detail in the Notes on the Financial Statements (CALK). Such disclosure can be in the form of information regarding the problem or event that causes the uncertainty, the steps taken by management to overcome the

problem, and its potential impact on the company. If a company has stated that it is not capable of *going concern*, then management must present an alternative approach, such as assuming the liquidation basis in CALK.

METHODOLOGY

This research seeks to reveal the meaning of *going concern* from the perspective and awareness of micro business actors. The appropriate research method for this study is a qualitative approach using the phenomenological method. The phenomenological method is used by researchers because they want to consciously interpret the meaning of *going concern* in micro business actors. The qualitative research approach is a process of investigation and understanding based on methods that study social phenomena and human problems. Phenomenology is an approach used to find out more information about a phenomenon, problem and event that occurs (Wita and Mursal, 2022). In the phenomenological research conducted in Mataram City, the researcher conducted a data collection process through in-depth interviews and documentation of informants, namely micro business actors who met the criteria.

Table 2. Research Informants

Number	Informant	Information
1.	Ibu Mahyuni	Usaha nasi campur
2.	Ibu Sa'nah	Usaha nasi kuning "Inaq Kake"

Source: Explained

The two informants above were selected based on the type of business they run, namely the food business because this type of business is the most common in Mataram City. In addition, informants were also selected based on *the researcher's judgement as a key instrument*. In qualitative research, the researcher is the key instrument, by using feelings and intuition to see, hear, observe, feel, and pay attention to phenomena that have been described or hidden since the beginning of the formulation of the research idea, the selection of informants, the triangulation of data until the research is completed (Sugiono et al. 2015). The first informant was a seller of mixed rice at a stall located at a house precisely in Dasan Agung Village, Mataram City. The target market is residents around Dasan Agung village and boarding house children. This nasi campur stall operates from morning to night. The second informant is a yellow rice seller located on Jl. Gunung Sasak, Dasan Agung, Mataram City. The target market is residents around Dasan Agung Village. The yellow rice "Inaq Kake" is sold using carts and only operates in the morning. This yellow rice is sold at a very affordable price starting from Rp. 5,000.

The data collection technique in this study was carried out by three methods, namely observation, unstructured interviews and documentation in the form of photos and audio recordings of the interview results. Unstructured interviews are conducted in a piecemeal and flow naturally to explore and find as much information as possible based on the informants' consciousness (Mahayani and Sokarina, 2024). Based on the phenomenological approach used

in this study, according to Kamayanti (2021), a phenomenologist must try to apply objectivity or subjectivity in such a way that in this study there is a uniqueness in the understanding of "I" and the stages of analysis consist of *noema*, *epoche (bracketing)*, *noesis*, *intentional analysis*, and *eidetic reduction*. Phenomenological analysis begins with finding *noema* or textural analysis. Textual analysis is also called visible or illustrated analysis. Next, do *bracketing* (put brackets on keywords). *Noesis* is an exploration of the deeper meaning of *noema*. A deeper understanding of the relationship between *noema* and *noesis* requires a targeted *intentional analysis*. The last stage of the process of making meaning to get the desired results by the phenomenologist is *eidetic reduction*. This data analysis technique helps in a deeper understanding of the informants' experiences regarding their awareness of the concept of *going concern*.

RESEARCH RESULT AND DISCUSSION

Existence and Opportunities as a Micro Business Actor

Running a business or entrepreneurship today is not only dominated by men but also women. It can be seen from the increase in the number of female workers in any job sector. This was emphasized by Verick (2014) that the participation of women in the labor force continues to increase and this shows a positive development. The role of women is essentially not only as a housewife, but also required to be able to play a role outside the home such as as a businessman or career woman. *Double Burde*, especially as wives, requires them to show their existence, either for self-actualization, to help the family economy, or as the main breadwinner while still carrying out their role as a wife and housewife. Apart from the demands to meet the needs of life and support the family economy, women choose to become business actors also due to the low level of education taken. Women with low levels of education tend to participate in the job market because they are unable to compete in the world of work with those with higher levels of education. This can also be seen in the case of the first informant in this study, Mrs. Mahyuni. As someone who only took an elementary school education, he found it difficult to find a job and compete in the world of work. Therefore, he feels that selling mixed rice is the right choice.

Mrs. Mahyuni, who has been running her business for approximately thirty years, consciously said that she felt interested in running a business in the culinary field because she had a hobby of cooking and was unable to compete at her previous workplace. In addition, another reason is that she wants to help her husband meet his daily needs. This is in line with what Mrs. Mahyuni expressed as follows.

"Sales have been since 1993, which means how many years have it... Yes, thirty years. {I really like to cook and continue to cook in the past, I used to sell and help when I was still in Bali} but stopped, so here I made a business selling mixed rice"

The deepest form of awareness that the first informant has is that she feels interested in running a business in the culinary field because of her hobby of cooking and wanting to help her husband's economy. Hobbies are a type of activity that is liked and mastered. By being based on liking, a job will be easier

to live. A hobby can be used as a profitable business opportunity. Selain karena rasa ketertarikan dan hobinya, Ibu Mahyuni juga menyadari bahwa gaji yang dihasilkan oleh suaminya masih kurang untuk mencukupi kebutuhan keluarga. Oleh karena itu ia menunjukkan eksistensinya dengan ikut andil mencari tambahan penghasilan.

Apart from this sense of interest, there is also a great hope that Mrs. Mahyuni can meet the needs of her and her family. This was revealed by the first informant as follows.

"It's not bad for these daily needs, help my husband pay for school first, with the family. Keep praying, can make a little of your daily meals... *InshaAllah*, there will be later (surrender to Allah for the income from selling)."

In resignation, there is a great hope for Mrs. Mahyuni so that her business can continue. His great enthusiasm in running a business is always there because he has demands to meet daily living needs, ranging from children's school fees to other family needs. Furthermore, the first informant conveyed the following.

"... That's because of my hobby, I've helped cook first, so I have the knowledge to sell this. It is easy to sell like home cooking, so there are people who buy it (most of the customers are people who prefer to buy food rather than make their own. So there is always an opportunity to run a business)."

Based on the awareness expressed by the first informant, nasi campur customers are dominated by people who prefer to buy ready-to-eat food rather than make it themselves. This is because Mrs. Mahyuni provides home-cooked food so that customers feel that buying the food will be more practical. Ufrida and Harianto (2022) In their research, it was revealed that people who live in cities tend to be busier so that their time is limited to just preparing food so they prefer to buy ready-to-eat food. This opportunity is what fosters Mrs. Mahyuni's enthusiasm to continue selling and collecting rupiah coffers.

The second informant on the other hand consciously revealed that he started a business selling yellow rice on the basis of wanting to support the family economy. In addition, his age is no longer young, making it difficult for him to find a job. Generally, employment prefers young workers because they are considered physically stronger and competent, so for people with an older age it is very difficult to find a job. Therefore, showing its existence as a micro business actor is considered the right decision. The second informant revealed the following.

"The sale has been around for about six years... {For everyday life, children's schooling, especially now that everything is getting more expensive (the price of basic materials is getting more expensive)}."

The deepest form of awareness that the second informant has is that he runs his business because he feels that the price of basic necessities from time to time is getting higher so that there is a need for additional income. The soaring prices of staples are due to the limited supply of staples and the increasing demand in the community. Therefore, many housewives are looking for additional income by establishing their own business, one of which is Mrs. Sa'nah. Furthermore, the second informant said as follows.

"... {It's rare for people to sell blind morning rice, son, especially if there was only one yellow rice seller in this neighborhood at that time, so try to sell it} eh... Alhamdulillah, the result. Open from six in the morning until it runs out, usually at nine o'clock it is already out (the goods)."

The second informant consciously said that he felt interested in selling yellow rice because he realized that there were few food vendors for breakfast in his neighborhood, so he took the opportunity and started his business. Mrs. Sa'nah never thought that the yellow rice sold would sell so hard that it took only three to four hours to sell it per day.

Furthermore, the second informant also consciously said that he felt grateful because since running his yellow rice business, he was able to meet his family's basic needs and was able to buy several assets. This is in line with what was expressed by Mrs. Sa'nah below.

"{We are still grateful for the fact that we want to sell a little or buy a lot}, right... can buy a house, continue to go to Java, that's the result of rice for five years hehe... So I'm getting more excited"

The deepest form of awareness that the second informant has is that he feels happy and grateful because the family economy has become better since running the yellow rice business continuously. In addition to being able to buy some assets, Mrs. Sa'nah was also able to send her child to one of the universities on the island of Java in the hope that her child would be more successful than herself. Very few micro business actors can afford to buy assets from their income. Many of these micro business actors do not have savings because they think that the fulfillment of daily living needs is very enough. This is what fosters Mrs. Sa'nah's gratitude so that she is more diligent and persistent to continue trying.

Based on the results of the interviews obtained by the researcher, the two informants have something in common, namely starting their business because of their desire and demands to meet the basic needs of the family. As the first informant, Mrs. Mahyuni consciously said that the mixed rice business she pioneered has been running for thirty years since 1993. Thirty years is a very long time to run this micro business. Meanwhile, the second informant has been

running a micro business selling yellow rice for approximately six years. Living in an urban area with people who have limited time to prepare their own food made Mrs. Mahyuni and Mrs. Sa'nah take the opportunity to sell rice. This is evident from the increasing number of customers and the continued survival of the business that is being run. The income from selling rice is able to make the two informants meet their daily needs, support the family economy and finance other needs. The persistent attitude and fighting spirit possessed by the two informants made their business able to operate for a long period of time so that the results met both primary and secondary needs. The results of the efforts obtained by the two informants foster gratitude for the Creator. Efforts and prayers continue to be intensified so that their businesses do not easily go out of business.

Implementing strategies for Going Concern

A business that has been established for a long time certainly often faces various kinds of difficulties. Situations and conditions that can and cannot be predicted by humans are one of the factors that hinder the running of a business. Difficult conditions, if not addressed wisely, will have an impact on a company's profits (Asnawati, 2022). Therefore, business actors should design a strategy so that their business can continue to show its existence in the midst of difficult conditions that cannot be predicted even. The impact arising from unpredictable difficult conditions makes many micro businesses eventually have to stop operating. However, some of them managed to maintain their business operations for a long period of time.

Tuwis Hariyani (2021) Revealing strategies that can be done to maintain a business, such as restructuring, postponing the increase in working capital, negotiating rental costs, being transparent with workers, promoting products, expanding the online market, and making new products. However, this is rarely done by micro business actors because they have limited knowledge about proper business management and not all of them have smartphones or *cellphones* that can be used as a tool to promote their products. Therefore, micro business actors tend to implement simple strategies to maintain their business. This was felt by the first informant when he faced difficult conditions due to the Covid-19 pandemic. The first informant consciously said that the difficult conditions faced made his customers, namely students and boarding house children, decrease. This affects the profit generated by Mrs. Mahyuni.

"Usually many buy when boarding house children go to college. {When Corona is all on holiday, boarding house children come home so few buy rice}, but sometimes they only sell snacks"

Based on the awareness expressed by the first informant above, income from selling mixed rice has decreased drastically due to the Covid-19 pandemic. This is because the customers are dominated by students and boarding school children who have returned to their hometowns due to the impact of the pandemic. The impact of the Covid-19 pandemic has affected teaching and learning activities in universities, requiring them to study online (on the

network). In addition, the spread of the corona virus in urban areas is more vulnerable than in rural areas. This is what makes students who migrate to the city choose to return to their home villages.

Apart from the consequences of the Covid-19 pandemic in 2020, another factor that made Mrs. Mahyuni have to rack her brains to develop a strategy to maintain her business was the difficult conditions caused by the increase in the price of the basic ingredient for producing mixed rice. This was consciously expressed by Mrs. Mahyuni as follows.

"When the basic price goes up, it just decreases, we also sell rice, sometimes like now {the price of rice goes up, all the spices go up}."

The same thing was also conveyed by the second informant. Consciously, Mrs. Sa'nah said that the number of her customers decreased drastically during the Covid-19 pandemic and at the time of the increase in the price of basic materials.

"{If there are business constraints, yes, when Covid was yesterday, all businesses were quiet, right, the same usual price increase}. Especially now that all prices have gone up. Nasi remains five thousand, if it goes up, customers will go (if the price of yellow rice is increased, customers will decrease)."

Based on the deep awareness of the two informants expressed above, the increase in the price of staples greatly affects the continuity of a business. The increase in the price of production staples greatly affects production costs, product selling prices and profitability which can ultimately threaten their business continuity. Most micro business actors have very limited knowledge about risk management, making their businesses very vulnerable to price changes. Based on these difficult conditions, the two informants tried to maintain their business by doing various things. The two informants chose to apply simple strategies. The strategies used as much as possible still provide benefits for them as business actors and their customers. The first informant consciously said that the business strategy he used was to reduce the portion of mixed rice sold because the most important thing for him was that the business he was running could continue to operate. This is in line with his statement as follows.

"{So we reduce the portion. The important thing is to keep trying, you can make a little of your daily meals."}

Not much different from the first informant, the second informant also consciously said that the business strategy he used was to reduce the portion of yellow rice, but the price was still the same. Mrs. Sa'nah took this method so that customers did not feel that the price of yellow rice was expensive.

"{It is better to reduce the portion a little}. If the menu is fixed. When there is a condition like that, it is still selling... a little cooked. It's busiest on Saturday and Sunday because it's school holidays, work holidays"

Based on their deep awareness, the two informants said that they both chose a simple business strategy to maintain their business in the midst of difficult conditions, namely by reducing the portion of rice sold but not changing the price. This strategy is carried out so that the number of their customers does not decrease. The selling price of a product can affect people's purchasing power, because they will definitely consider the price of a product to be purchased. To determine the right selling price of a product, it must be by taking into account the cost of production. This is because production costs are the basis for determining the selling price of a product. However, the two informants were reluctant to increase the selling price of the product and preferred to reduce the portion.

The problems in entrepreneurship faced by the two informants are basically the same problem, namely unpredictable conditions that can threaten the continuity of their business such as the Covid-19 pandemic and predictable conditions such as a surge in the price of basic materials. Even so, the increase in the price of basic commodities is sometimes unpredictable. The increase in the price of basic commodities over a long period of time can change the mindset of business actors so that many of them end up stopping their business operations. The business actor feels that staples that have experienced an increase in prices must take a long time for the price to stabilize again.

Consumers are the most important element in entrepreneurial activities. Therefore, it is not surprising that business actors do various ways to increase and maintain the number of consumers. Consumer loyalty is an effort by consumers to remain loyal to a product with awareness, an impression of quality, and satisfaction followed by repeated purchases. Kotler dan Keller (2018) dalam Sambodo R. Sasongko (2021) said that loyalty is a deep commitment held by consumers to buy or support a product or service in the future even if there is a situation that has the potential to cause the consumer to switch. This strong consumer loyalty is what the two informants in this study want to maintain. The first informant said that most of his mixed rice customers came from students because the strategic informant's place of sale was close to the boarding house. However, during the semester holidays and during the Covid-19 pandemic, customers decreased so that the profits generated became less. Meanwhile, the second informant's yellow rice customers are dominated by people who live in Mataram City, especially in Dasan Agung Village. Ibu Sa'nah's customers come from students and employees who always buy yellow rice every morning before they go to school or work. Based on the statements conveyed by the two previous informants, that they apply the same strategy to maintain the number of customers when difficult conditions occur such as an increase in the price of production raw materials, namely by reducing the portion of products sold without changing the price. In line with what Kotler said in Krystanty (2015), that consumers tend to choose products that are available everywhere at low prices.

The two informants believe that by implementing this strategy will provide satisfaction to customers for the products and services needed and will leave a good impression and have the opportunity to make repeated purchases.

Based on the experience of the two informants, it is proven that even though they are hit by difficult conditions, they are able to overcome it by applying a simple strategy so that their efforts continue to bear fruit to meet the daily needs of their families. Although in the midst of these conditions, the amount of profit generated from their business is not much, but with strong determination and confidence they can maintain their business to this day. The two informants hope that with the strategy implemented, customer satisfaction with the products and services provided will increase, so that customer loyalty is maintained. The level of customer satisfaction and loyalty has an impact on increasing the fighting spirit of business actors to continue to innovate and develop their businesses.

Small Capital Management for Going Concern

Micro, Small and Medium Enterprises (MSMEs) are basically small businesses built by individuals or small groups. Every MSME actor certainly needs capital to start their business operations such as buying the main raw materials for products, paying employee wages, renting a place, and others. Capital is a major problem that is often faced by micro business actors. The amount of business capital needed depends on the type of business to be run. Without sufficient capital, micro businesses will not operate smoothly and have the opportunity to fail. The amount of business capital used by micro business actors is very limited, so micro business actors often rely on personal savings, small loans, or capital assistance from family and colleagues. The capital is expected to return in a larger amount in a short time so as to generate profits for business actors.

Capital management in the right way can maximize profits and reduce the liquidation rate of a business. Several ways that business actors can manage capital well, such as: 1) preparing a mature business plan; 2) controlling operational costs; 3) maintaining liquidity; 4) looking for alternative sources of funding; and 5) developing a business. If business capital is not able to be managed properly, it will result in difficult funds to rotate so that it does not provide maximum results for a business. In previous studies, very few discussed the turnover of business capital of micro business actors for going concern. In this study, the researcher found the fact that consistent capital turnover is one of the factors supporting the sustainability of a business. Various strategies applied to create a sustainable turnover of business capital will be discussed in this chapter.

Generally, profits generated by micro business actors are intended as daily business capital. The more profit, the more business capital and products produced. Therefore, in order for the operational activities of a business to run for a long period of time (*going concern*), profits are needed which will later be used as business capital. The first informant's conscious disclosure is as follows.

"If my initial capital is from savings, the problem is that the sales are still small. After that, {the proceeds of the sale that day will be used as capital again for the next day}."

Meanwhile, the same thing was also consciously expressed by the second informant that he made profits or profits as business capital, which is as follows.

"The initial capital is borrowed from the family, not too big. {Yes, if the daily capital is from yesterday's sales}. Continue to rotate the capital. If there is more, it will be saved."

Based on the results of the in-depth interview, it appears that the first informant is aware that the initial capital for opening her business comes from her and her husband's savings. Meanwhile, the second informant consciously said that the initial capital came from a family loan. The two informants consciously said that they both used the profits generated on the previous day as business capital on the next day. The purpose of forming a business entity is to earn profits, because without profits the company's operational activities will not run well. One of the functions of the company's profit is as an additional business capital. With sufficient capital, a business is able to develop significantly and is expected to be able to survive in the future. Wirasari dan Sari (2016) said that capital turnover is a ratio to measure the effectiveness of capital use over a certain period. Capital turnover will affect the level of profitability. Low profitability levels when linked to capital will show a smaller sales volume than the costs incurred. To avoid this, it is necessary to have good capital management by business actors. The researcher is interested in knowing more about the capital management carried out by the two informants.

The first informant consciously said that the amount of business capital used for daily purposes was not stable. This depends on the amount of profit generated. Mrs. Mahyuni sets aside part of her income for business capital and the rest for daily needs. Mrs. Mahyuni's conscious statement is as follows.

"... (Profit) is taken as capital every day but it's not much, depending on what the selling materials are running out, that's what I buy. The important thing is to make capital so that you can keep selling, right."

Based on the first informant's conscious expression, the amount of capital used is not always the same, depending on the amount of income obtained previously. If it is used to meet daily needs, the capital will be reduced. Mrs. Mahyuni's expression gives an idea that her business activities still have to run to meet the needs of her family even though her capital is very limited. Furthermore, the first informant stated as follows.

"If I rarely record using a book every day, {the important thing is that when the results are calculated more than the capital that day}, it means that it is profitable, right."

Fortunately, it is for shopping for necessities other than those for this sale."

Mrs. Mahyuni's conscious statement shows that her limited capital management does not pay much attention to the capital turnover ratio. The meaning is that even in micro businesses, Mrs. Mahyuni has implemented the concept of business unity. In this way, micro business actors can calculate the exact amount of profit they earn without mixing it with household expenses. Efforts to separate business and household matters are the implementation of going concern in micro businesses. This encourages business actors to make the right decisions for the continuity of their business. However, even though she has tried to separate sales and household expenses, Mrs. Mahyuni has not been able to make accurate financial reports. Mrs. Mahyuni feels that the amount of income earned is greater than the costs incurred, which is enough. Because the most important thing is that he still has a certain amount of capital that can be used to continue his business every day, even though the amount is not always constant. Not much different from the first informant, the second informant also said consciously that the income he earned was used as capital for the next day. A clearer explanation is as follows.

"It's the same as before... {(capital) for daily use of proceeds from sales}. The amount of goods every day is the same if I {so I already know how much to spend, how much money to spend (as capital)}, to the market every day as well."

Based on the expression with the deepest awareness by the second informant, it can be concluded that the capital used in the nominal business activities is the same. This is because the second informant manages business capital by setting the daily capital nominal so that the informant can very easily determine the amount of profit or profit obtained.

The sustainability and success of a business can be seen through the amount of profit generated. The more profits obtained, the more capital will increase. In line with the expression Horn and Brem (2013) regarding the RBV theory, where this theory considers that in a business resources (capital) have a significant effect on business excellence and will have an impact on the sustainability of the business. Based on the experience of the two informants above, the first informant stated that he did not pay much attention to the amount of capital used in daily entrepreneurship because even with small capital, the most important thing is that his business operations can continue to run in the long term. This is evident from Mrs. Mahyuni's mixed rice business which has been able to stand for thirty years. The second informant on the other hand takes into account the capital used on a daily basis, so he sets the amount of capital and the portion of yellow rice sold. Mrs. Sa'nah believes that the yellow rice she sells will generate profits that are almost the same amount every day. Based on the statements of the two informants above, the researcher drew the conclusion that the two informants ran the business in a very simple way. Generally, the nature

of a micro business owned and operated by an owner with few employees can make business activities run easily. Although the capital and profits generated by the two informants are limited, they believe that with the strategy and management of capital in a distinctive way, they are able to create a sustainable business so that it is in accordance with the assumption of *going concern*.

Understanding the meaning of Going Concern

A business unit is established with the aim of maintaining the survival (going concern) of the business through the assumption of going concern. Going concern basically assumes that a business can continue to operate in the long term and will not experience liquidation in the short term. Going concern as a symbol of the company's continuity of life is the basic basis for preparing financial reports. Even though the majority of micro business actors do not implement adequate financial reports, it cannot be concluded that they do not apply the going concern principle. This is because every business actor definitely wants their business operations to be able to survive for a long period of time. Simple proof can be seen from the micro businesses run by the two informants in this research that have been established for many years with very minimal control systems. Every business actor certainly has a different opinion regarding the meaning of going forward. Therefore, researchers want to know the informants' perceptions regarding the meaning of going concern in running a business. The sustainability of a good business cannot be separated from the way it is interpreted by the business actors themselves. Conversations between researchers and informants became more fluid, allowing researchers to dig deeper into the information needed. The first informant consciously expressed the meaning of going concern as a form of his efforts to run a business continuously and believe in Allah SWT. has arranged the sustenance of every human being. The first informant's account is as follows:

"Is that right...{Continuing the business, in my opinion, the important thing is that we just want to carry it out}...whether it's a little or a lot, the important thing is to keep going, and that's the same as praying, believing in Allah, we will definitely give you sustenance."

The first informant's deepest form of awareness regarding the meaning of going concern which is visible in the meaning bracketed above is seriousness and trust, which means that the business being run must continue to operate to meet primary needs, even though the amount of income obtained is not permanent. Mrs. Mahyuni believes that whether the amount of profit generated is determined by Allah SWT. Muslims believe in Allah SWT. has determined the sustenance of each of his servants, as the word of Allah SWT. which is stated in surah At-Talaq verse (3), surah Hud verse (6), and surah Al-Isra' verse (31). However, even though sustenance has been regulated and guaranteed by Allah SWT, humans are required to work hard (effort) to collect this sustenance and do not forget to also pray.

The second informant, on the other hand, interpreted going concern as an effort made to maintain a business so that its operational activities do not stop. He conveyed this expression as follows.

"...business is ongoing, that's what I think. Maybe it's like {how can we sell, then in the future the business will progress, develop, so we can continue selling}, the important thing is that the result is enough for the next day (the income generated is enough to be used as business capital for the next day), as well as enough for the family's needs Also."

In this case, the awareness formed from Mrs. Sa'nah's expression regarding the meaning of going concern, although not yet in depth, is that she believes that the daily profits obtained will have an impact on business progress and show positive development, so that it can continue to operate even in the midst of conditions. unpredictable difficult. The progress of a business indicates the company's ability to maintain business continuity. A business entity that is experiencing progress shows that the business operational activities are running smoothly so that the company can maintain its financial condition and is a going concern. On the other hand, companies with negative growth tend to have a greater possibility of experiencing bankruptcy. Based on in-depth interviews conducted by researchers, the two informants expressed the meaning of going concern based on their understanding as a form of effort to maintain and run a business even though the profits obtained are not always stable in amount. They believe that by running their business continuously their business will progress further and the profits can be used as long-term business capital.

Another Element in the Meaning of Going Concern

Business is not just about production, marketing, promotion, financial records, and even financial management. However, more broadly in business, there are also principles such as determination, faith, sincerity and resignation. The sustainability of a business is certainly not always easy. There are several aspects that affect the good and bad of a business, such as economic, religious, cultural, market and marketing aspects, management aspects, financial aspects, and legality or legal aspects. In this study, the researcher found the fact that micro businesses, which in essence have unique characteristics among each of their businesses, seem to include cultural and religious aspects that are very attached. Another element in the form of this unique characteristic is still rarely revealed by previous researchers. Therefore, the researcher is trying to uncover this unique thing as a new perspective on going concern. The cultural aspect is an aspect that studies the habits of the people in an area such as customs, tribes, religions, and so on. Meanwhile, the aspect of religiosity is an aspect that shows the state of an individual who motivates himself to behave in accordance with his religious teachings.

If we analyze more deeply about the informants in this study who have a background from the Sasak tribe and Muslims, then it can be identified that the understanding that arises about *going concern can be identified*. This was

consciously expressed by the first informant, namely based on the Islamic religious beliefs he adheres to, it is stated that when people feel sincere in giving alms and always think positively (*khusnudzon*) in the destiny of Allah, then Allah SWT will add to their favors. Mrs. Mahyuni has the principle that sustenance is not only in the form of profit or profit. When her business can continue to run even with small profits and capital, there are other sustenances that can be felt by Mrs. Mahyuni such as health, tranquility, comfort in worship, and others. These values then affect the understanding of *going concern* from Mrs. Mahyuni as she expressed as follows.

"The business is just being carried out, the important thing is *God willing* . Keep trying."

Based on the informant's expression above, the awareness formed from the informant's expression is to interpret *going concern* as a form of "blessing". The value of "blessings" that cannot be quantitatively measured is actually the main goal of entrepreneurship, not to grow, not to want high profits, and/or not to implement an ideal capital structure. Mrs. Mahyuni actually believes that by applying these values, her business will be sustainable. Returning to the context, the informant is one of the Sasak tribal people who adheres to Islam. Basically, Sasak culture cannot be separated from Islamic law, because most of the residents of the island of Lombok are adherents of Islam and very protective of Sasak culture. Islam spreads through the culture that already exists in each region so that Islam is integrated with the culture in the region itself. This is what ultimately makes the Sasak culture very integrated with the teachings of Islam. Thus, the values that Islam carries are very easily accepted, trusted, and applied in daily life. This is also the basis for the perception of awareness by the informants in this study.

Entrepreneurial characteristics play an important role in ensuring business success. The characteristics of a business are focused on demographic characteristics, individual characteristics, personal traits, entrepreneurial adjustments, and entrepreneurial readiness (Fitriani and Arijanto, 2021). More specifically, the characteristics of a business represent a character that focuses on long-term sustainability, has a lot of ideas, is confident, never gives up, is independent, and dares to take risks. Entrepreneurial characteristics have an important role in shaping attitudes, mentality, creativity, innovation capabilities, courage, perseverance, high fighting power with knowledge, skills, and vigilance in determining business sustainability and success. Apart from the characteristics of a general business, there are unique characteristics that distinguish the scale of a business. Unique characteristics in a business can be found in micro-scale businesses. Micro businesses usually have unique characteristics between each of them. One of the unique characteristics of micro businesses is the unique meaning of each business actor. Micro businesses are generally run by the owners themselves so that the cultural, religious, and social values believed by business actors become dominant in these businesses. The conscious statement by Mrs. Sa'nah as the second informant in this study is in line with the religious values that she implements.

"I am sincere. Well, for example, if someone takes more than one cracker or plastic spoon, that's okay. If someone asks for extra side dishes but still pays five thousand, I don't mind too much. Just consider it charity. I didn't calculate anything like that. Thank God there are still profits."

Based on the conscious confession of the second informant above, it shows that there is personal *religiousness* or a sense of religiosity that is intellectualized in daily attitudes as well as in carrying out business activities. *Personal religiousness* can be interpreted as a sense of awareness, commitment, concern and desire to help others, give and sacrifice selflessly to create a better life together. This attitude is shown by the second informant as he does not mind the advantages of merchandise that are not paid by customers. For him, this is common for micro business actors, especially rice traders. As someone with a background in Islam, Mrs. Sa'nah interprets this advantage as "alms" that will return to her with a larger amount. Alms itself has a virtue in Islam. A person who practices alms with sincerity will get abundant rewards, and his sustenance will be multiplied by Allah SWT. Alms can also be a momentum for a Muslim to get closer to his Lord. Belief in the results of giving alms is always embedded in Mrs. Sa'nah's mind so that she feels calmer and can sincerely accept whatever profit is earned and increase her gratitude. Through this alms activity and sincere feelings, a business can continue to generate profits for its survival.

The results of data collection and analysis obtained based on the deepest awareness, the two rice sellers have their own uniqueness in interpreting the concept of *going concern*. Researchers found that the meaning of *going concern* is not only based on the efforts of an entrepreneur in managing and maintaining the continuity of his business in the future, but also based on a sense of faith, belief in God, imitating cultural and religious values adhered to and a high fighting spirit. Micro business actors are able to prove through their experience that in addition to entrepreneurship and proper operational management, the basic values owned and applied also make the business operated to be sustainable in the long term.

CONCLUSIONS AND RECOMMENDATIONS

From an accounting point of view, business continuity is closely related to operational management, asset management, financial statements, and the amount of profit. However, if viewed from a different perspective, for example from the perspective of micro business actors, different results will be found. This means that the continuity of a business is not only measured through its financial performance, but can also be measured through the material value and added value of the business. In line with what was revealed by Prena and Diarsa (2019) that the concept of business continuity (*going concern*) typical of MSME actors indicates that the operational sustainability of a business entity does not only come from the study of the company's financial performance reports, but also from the mental attitude of MSME actors shown by their circumstances. The perception and values embraced by micro business actors greatly affect their

business patterns. The main focus of the concept of *going concern* is on the condition where a business entity is predicted to run its business continuously. A business entity can sell its assets when they are in a state of liquidation to remain sustainable (*going concern*). Based on the experience of the two informants in this study, they have assets in the form of houses and vehicles that can be sold at any time when they are in difficult economic conditions. Even though micro business actors have a reserve of assets that can be sold, they choose to run their business with capital obtained from daily sales whose nominal value is not much because they are confident that the business they are running will continue to survive by the will of God Almighty.

Based on the deepest awareness of the two informants in the discussion of the previous chapter, *going concern* is interpreted based on two aspects, namely financial aspects and other aspects. Other aspects include religious and cultural aspects. The meaning based on the financial aspect can be seen in the business strategy and capital management applied by each informant. They realize that the business they run must be able to continue to operate so that their family's daily needs are met. Even though they have to face various obstacles in running their business, they are not desperate. The two informants applied a simple strategy so that their efforts did not stop. They hope that their business can continue to grow in the future. The profits obtained by the two informants were limited to business capital for the next day. Furthermore, the meaning through religious and cultural aspects is found in the experiences of the two informants in the form of sincerity, resignation, and obedience to Allah's provisions and belief that a sustainable business is a business that brings blessings, not just a business that provides great profits. This shows that in researching micro businesses, a subjective method is needed because there is a uniqueness of each business actor.

The meaning of *going concern* is both reviewed through financial aspects and religious and cultural aspects indicating promising opportunities in a managed business. The combination of these two elements creates a strong foundation for business growth and sustainability by integrating economic, financial, social, and trust aspects. Therefore, from the awareness of the two informants in interpreting *going concern* not only from a piece (material), but also from immaterial values. The sustainability of a business indicates that the business is able to survive through the meaning of the concept *of going concern* by business actors.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

REFERENCES

- Alfrian, G R, and E Pitaloka. 2020. "Strategi Usaha Mikro, Kecil, Dan Menengah (UMKM) Bertahan Pada Kondisi Pandemi Covid 19 Di Indonesia." *Prosiding Seminar Nasional Terapan ...* 6(2): 139-46. <https://proceeding.isas.or.id/index.php/sentrinov/article/view/434> <https://proceeding.isas.or.id/index.php/sentrinov/article/download/434/114>.
- Anshori, Muhammad Ni'am. 2020. "Analisis Pengaruh Modal Finansial Dan Modal Sosial Terhadap Keberlangsungan Usaha Santri Pada Komunitas Santripreneur Di Kabupaten Temanggung." *Universitas Muhammadiyah Magelang Skripsi*: 13.
- Arwin, Arwin, Sutrisno Sutrisno, and Nurfitriani Nurfitriani. 2023. "Dampak Kenaikan Harga Bahan Bakar Minyak Terhadap Elastisitas Permintaan Sembako Di Pasar Segiri Kota Samarinda." *Journal of Business and Economics Research (JBE)* 4(1): 109-14.
- ASNAWATI, L. 2022. "Strategi Pemasaran Rumah Makan Mak Mok Tembilahan Dalam Mempertahankan Kelangsungan Usaha Menurut Tinjauan Ekonomi" [http://repository.uin-suska.ac.id/63954/%0Ahttp://repository.uin-suska.ac.id/63954/2/SKRIPSI LILI ASNAWATI.pdf](http://repository.uin-suska.ac.id/63954/%0Ahttp://repository.uin-suska.ac.id/63954/2/SKRIPSI%20LILI%20ASNAWATI.pdf).
- Br Tarigan, Zakiah Nur Aziz, Fadilah Novita Dewi, and Yanuar Pribadi. 2022. "Keberlangsungan Usaha Mikro, Kecil, Dan Menengah Di Masa Pandemi: Dukungan Kebijakan Pemerintah." *Jurnal BPPK: Badan Pendidikan dan Pelatihan Keuangan* 15(1): 12-23.
- Eni, Kaharti, Artati Dwi, and Susilowati Ika. 2020. "Analisis Kompetensi Pengelolaan Keuangan Umkm Dalam Upaya Optimalisasi Laba, Pengembangan Usaha Untuk Menciptakan Going Concern Dalam Kompetisi Bisnis." *Jurnal RAK (Riset Akuntansi Keuangan)* 5(1): 61-69.
- Fitriani, Denisa, and Sugih Ariyanto. 2021. "Analisis Hubungan Karakteristik Wirausaha Terhadap Kinerja UMKM Bidang Fashion Di Masa Pandemi COVID-19 Menggunakan PLS-SEM." *Prosiding FTI* (1): 1-11. <https://eproceeding.itenas.ac.id/index.php/fti/article/view/679%0Ahttps://eproceeding.itenas.ac.id/index.php/fti/article/download/679/565>.

- Hadi, Abd., Asrori, and Rusman. 2021. Banyumas : CV. Pena Persada *Penelitian Kualitatif Studi Fenomenologi, Case Study, Grounded Theory, Etnografi, Biografi*.
- Hariyani, Tuwis. 2021. "Strategi Pedagang Kaki Lima Dalam Mempertahankan Usaha Di Tengah Pandemi Covid-19 (Studi Pada PKL Di Lapangan Desa Karangrejo Kecamatan Kandat Kabupaten Kediri)." *Jurnal Ekonomi Bisnis* 7(1): 147-64.
<https://ejournal.kahuripan.ac.id/index.php/Ekuivalensi/article/view/495>.
- Hermanto, Hermanto, and Agnes Dewinta. 2023. "Pengaruh Ukuran Perusahaan, Efisiensi Perusahaan, Likuiditas, Kekuatan Pasar, Pertumbuhan Perusahaan Dan Leverage Terhadap Profitabilitas." *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 7(2): 846-71.
- Horn, Christian, and Alexander Brem. 2013. "Strategic Directions on Innovation Management - a Conceptual Framework." *Management Research Review* 36(10): 939-54.
- Lismula, Riska Julianti Ade. 2022. "Analisis Pengaruh E-Commerce Terhadap Perkembangan Usaha Mikro Kecil Dan Menengah (UMKM) Di Provinsi Nusa Tenggara Barat." *Journal of Finance and Business Digital* 1(2): 107-18.
- Mahayani, Surya Ari Made Ni, and Ayudia Sokarina. 2024. "The Meaning of Profit for Canang Traders : A Phenomenological Study." 04(01): 687-706.
- Malihah, Lufatul. 2024. "Mengenal Going Concern Dalam Akuntansi." : 18.
<https://www.bee.id/blog/going-concern-dalam-akuntansi/>.
- Mohadi, and Muhammad Habibullah Aminy. 2023. "Jurnal Kompetitif : Media Informasi Ekonomi Pembangunan , Manajemen Dan Akuntansi Jurnal Kompetitif : Media Informasi Ekonomi Pembangunan , Manajemen Dan Akuntansi Vol . 8 No . 2 , September 2022 ISSN 2460-5298 , Dan E-ISSN 2621-." *Jurnal Kompetitif: Media Informasi Ekonomi Pembangunan, Manajemen dan Akuntansi* 9(2): 72-87.
- Mulyanto, D. 2005. "Kerentanan Usaha Kecil: Faktor Pengaruh, Dampak, Dan Solusi." *Jurnal Analisis Sosial* (2001): 117-40.
https://www.academia.edu/download/58833584/2005_Kerentanan-usaha-kecil-faktor-pengaruh-dampak-dan-solusi.pdf.

- Nadapdap, Kristanty. 2015. "Analisis Strategi Pemasaran Dalam Meningkatkan Dan Mempertahankan Jumlah Pelanggan Pada Hotel Danau Toba Internasional Medan." *Analisis Strategi Pemasaran Dalam Meningkatkan Dan Mempertahankan Jumlah Pelanggan Pada Hotel Danau Toba Internasional Medan* Vol. 1 No.(2): 29-45.
- Noverio, Rezkhy, and Totok Dewayanto. 2011. "Analisis Pengaruh Faktor Kualitas Auditor, Profitabilitas, Dan Solvabilitas Terhadap Opini Audit Going Concern Pada Perusahaan Manufaktur Yang Terdaftar Di Bursa Efek Indonesia." *Fakultas Ekonomii Dan Bisnis Universitas Diponegoro*: 1-26.
- Pramudya, Andhika. 2023. "Going Concern Dalam Akuntansi : Pengertian , Ciri-Ciri , Dan Pengaruh Apa Itu Going Concern Konsep Going Concern Dalam Ilmu Akuntansi Mengacu Kepada Asumsi."
- Prena, Gine Das, and Komang Wahyu Diarsa. 2019. "Pengaruh Kinerja Keuangan Dan Nilai Perusahaan Terhadap Keberlanjutan Usaha (Going Concern)." *Jurnal Undhira Bali* 14(1): 1-8.
<http://jurnalmahasiswa.stiesia.ac.id/index.php/jira/article/view/1828>.
- Purba, Sesty Farica, and Nazmel Nazir. 2019. "Pengaruh Pertumbuhan Perusahaan, Rasio Keuangan, Dan Kualitas Auditor Terhadap Opini Audit Going Concern." *Jurnal Akuntansi Trisakti* 5(2): 199-214.
- Sambodo Rio Sasongko. 2021. "Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran)." *Jurnal Ilmu Manajemen Terapan* 3(1): 104-14.
- Sari, Mutiara. 2023. "Potensi Pasar UMKM Halal Dalam Perekonomian Indonesia." *El-Kahfi: Journal of Islamic Economics* 04(1): 1-8.
- Sidarauk, Darius Tagor. 2016. "Analisis Faktor-Faktor Yang Mempengaruhi Penerimaan Opini Audit Going Concern Pada Perusahaan Manufaktur Yang Terdaftar Di Bursa Efek Indonesia." *Jurnal Liabilitas* 1(1): 43-61.
- Sugiono, Agus, Unti Ludigdo, and Zaki Baridwan. 2015. "Makna Pajak Dan Retribusi: Perspektif Pedagang Kaki Lima." *Jurnal Akuntansi Multiparadigma*.

- Sularsih, Hermi, and Akhamad Nasir. 2021. "Strategi UMKM Dalam Meningkatkan Pendapatan Dimasa Pandemi Covid-19 Guna Mempertahankan Kelangsungan Usaha Di Era Revolusi Industri 4.0 (Studi Pada UMKM Makanan Dan Minuman Di Kabupaten Pasuruan)." *Jurnal Paradigma Ekonomika* 16(4): 763-72.
- Totanan, Chalarce. 2018. "Pengaruh Patronage Buying Motives Terhadap Prinsip Going Concern Pada UMKM." *Akuisisi: Jurnal Akuntansi* 14(1): 44-51.
- Wahyuni, Idra, Wa Ode Rayyani, Muhammad Adil, and Sri Andayaningsih. 2021. "Going Concern Perspektif Pelaku Usaha Mikro: Upaya Mengungkap Selubung Makna Melalui Fenomenologi." *Jurnal Ilmiah Akuntansi Manajemen* 4(1): 13-24.
- Wirasari, Ni Putu Putri, and Maria M Ratna Sari. 2016. "Pengaruh Perputaran Modal Kerja, Perputaran Kas, Perputaran Piutang, Dan Pertumbuhan Koperasi Terhadap Profitabilitas." *E-Jurnal Akuntansi Universitas Udayana* 17(2): 885-912.
- Wita, Gusmira, and Irhas Fansuri Mursal. 2022. "Fenomenologi Dalam Kajian Sosial Sebuah Studi Tentang Konstruksi Makna." *Titian: Jurnal Ilmu Humaniora* 6(2): 325-38.
- Yusanto, Yoki. 2020. "Ragam Pendekatan Penelitian Kualitatif." *Journal of Scientific Communication (Jsc)* 1(1): 1-13.