Role of Fintech on MSMEs Financial Performance with Financial Literacy as a Moderation in West Nusa Tenggara

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Abstract

By modifying financial literacy, this study seeks to investigate how financial technology affects MSMEs' financial performance. This kind of study uses a quantitative method and is causal associative in nature. With a total population of 121,592, the data gathering strategy employs a survey method, with 100 sample respondents coming from MSMEs in NTB. Using Smart PLS 3 software, data were analysed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) approach. The study's findings indicate that(1)Financial Technology significantly and favourably affects MSMEs' financial performance. This indicates that MSMEs benefit from financial technology's availability by becoming more convenient and productive in the financial sector. FinTech offers a wide range of financial solutions, particularly for growing micro, small, and medium-sized enterprises. (2)Financial Literacy does not strengthen the influence of Financial Technology on the Financial Performance of MSME players. This means that the financial performance of MSMEs in West Nusa Tenggara Province is based on the use of FinTech because MSME players focus on using FinTech for their business activities. They are more effective in using FinTech developments and innovations rather than increasing Financial Literacy. Based on the results of the research obtained, this research can be useful as input for MSME players in West Nusa Tenggara Province in considering which Financial Technology products to choose as well as increasing insight into financial literacy so that it can influence income levels, providing a market for MSMEs that rely on media. digital as their marketing base, as well as helping to implement more efficient investments and mitigate risks compared to conventional payment systems.

Keywords: *Shopaholic Behavior; Content Marketing; Self Reward; Impulse Buying; E-Commerce; Millennial Consumers*

Introduction

The application of digital technology has become more widespread in various sectors ranging from Education, Trade, Health, Government, Banking, and others. The development of digital technology itself affects every aspect of human life. This happens because technology changes significantly every

day in this global era. One of them is in the trade sector, namely Micro, Small and Medium Enterprises (MSMEs). Community small businesses or what we often call MSMEs are a form of small business whose establishment is based on someone's initiative, which provides new employment opportunities so that it can reduce the unemployment rate and play a role in encouraging the rate of economic growth in Indonesia (Wijoyo & Widiyanti, 2020). MSMEs are fundamental to the economy in Indonesia, so the role of MSMEs is very important to increase Indonesia's economic growth (Shofawati, 2019).

Based on data released by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM), throughout 2022, MSMEs in the country have recorded very good growth, the figure has reached 8.71 million units. If we look at it by province, West Java is still in first place with the largest number of MSMEs with a total of 1.49 million business units. Meanwhile, the smallest area is occupied by Papua with a total of 3.9 thousand units (https://www.cnbcindonesia.com/).

On the other hand, robust MSMEs that can expand and endure are required in order for them to be able to do their roles as best they can. If the government pays attention to and supports this sector, the role that MSMEs play in expanding and generating employment opportunities in Indonesia, raising people's incomes, quickening the pace of economic growth, and boosting GDP, may all be optimised. Based on studies done in 2000 by AKATIGA, The Centre for Micro and Small Enterprise Dynamics (CEMSED), and The Centre for Economic and Social Studies (CESS), MSMEs in Indonesia are known for their ability to perform better financially during economic downturns and for their resilience in surviving them. This may be attributed to MSMEs' adaptability in modifying their production procedures, their capacity to grow using their own funds, their ability to pay back loans with high interest rates, and their little involvement in bureaucracy (Rahmana, 2008). It is the duty of the federal government, local governments, the business community, financial institutions, and society at large to expand the share of MSMEs in the national economy. This obligation should be maintained continually. MSMEs with growth that keeps up over time are MSMEs that can sustain business continuity (Eresia-Eke & Raath, 2013). Marketing, technology, cash availability, information accessibility, social media, legality, business strategies, entrepreneurial preparedness, and government backing are all aspects that have a substantial impact on MSMEs' performance (Ratnawati & Hikmah, 2012). Wahid (2017) asserts that it demonstrates how MSMEs' performance is also impacted by their capacity to create financial reports. According to Rostikawati & Pirmaningsih (2019), MSME actors' proficiency in financial report preparation might result in improved performance as these players are able to assess and identify firm initiatives.

However, MSMEs are a vital component of the Indonesian economy. It appears, meanwhile, that a sizable portion of MSMEs continue to be unbankable or do not use financial services (Manan, 2019). MSMEs themselves have a lot of potential to promote more just and equitable economic growth. More people will engage in economic activity as a result of MSMEs. According to BPS (2019; 2020), the MSME sector's GDP contribution from MSMEs is expected to increase by 5% in 2019 and has already reached almost 65% of GDP. These findings suggest that MSMEs in Indonesia may take the lead in economic expansion or mobility. The West Nusa Tenggara Province's MSMEs are crucial to the region's ability to absorb labor and generate employment. The West Nusa Tenggara Province's MSMEs have enormous potential to boost the local economy. It is necessary to realize this potential as the MSME sector generates a very high turnover rate and MSMEs account for the majority of businesses in West Nusa Tenggara. MSMEs are far more resilient than other major businesses in an unpredictable economic climate like the one we are in today. There are still many traditional issues that MSMEs face today, such as low-quality human resources, markets and market intelligence, financing, management and organization, and technological usage.

The phenomenon that occurs in business performance in Indonesia, especially MSMEs, can be seen with the number of MSMEs increasing from year to year in almost all regions in Indonesia, including NTB Province. Based on data from the NTB Province Cooperatives and MSMEs Service, the number of MSMEs in NTB Province in 2021 out of a total of 103,284 MSMEs, there are 86,922 units

(84.16 percent) in the form of micro-businesses and 15,119 (14.6 percent) are small businesses. Meanwhile, medium businesses were only 1243 (1.2 percent). This shows that the process of upgrading MSMEs to class is still relatively slow. Apart from the high growth in the number of MSMEs in NTB, there is also performance that influences it. However, MSMEs in NTB also do not fully understand the importance of technology, so it can be said that the performance of MSME businesses in NTB needs to be improved (https://jdih.ntbprov.go.id/). Performance is the outcome or total degree of achievement of an individual during a certain time period in completing activities in comparison to several alternatives, such as standard work outputs, objectives, or criteria that have been decided upon beforehand and mutually agreed upon (Rivai, 2008: 14). Mulyadi (2007:337) stated something similar, stating that performance is the ability of a person, group, or organisation to successfully carry out planned actions in order to achieve defined goals. According to Rima (2021), the availability of finance, length of operation, and lack of capital are variables that affect MSMEs' financial success.

Both financial and non-financial performance are considered performance aspects, according to Utami et al. (2013). Financial performance encompasses market performance, as seen in this instance's revenue, profit, and asset ownership growth. In the meantime, non-financial success comprises reputation, social contribution, market expansion, growing human resources, product quality, and customer happiness. Marketing, technology, capital availability, and entrepreneurial preparedness all impact MSMEs' financial performance (Andalan & Hikmah, 2013). Numerous empirical data demonstrate that entrepreneurs, particularly in developing nations like Indonesia, view a lack of access to money and credit schemes, as well as the financial system, as the primary barrier to company innovation and success (Andalan & Hikmah, 2013: 106). This is corroborated by a study by Hadiwidjaja (2017: 138), which claims that a lack of capital, challenges with marketing, incompetence in management, and ignorance of financial management are the main reasons for MSMEs' poor performance.

According to KKUKM (2017), 80.9 percent of Indonesia's micro businesses do not have access to bank finance. Due to this, technology may facilitate transactions in a variety of ways. One such way is through the existence of financial technology, which is characterized as innovation in the financial services industry (Dang & H, 2020). Gradually, the pace of growth is quick enough to bring the financial sector into the digital age. FinTech, or financial technology, is the fusion of technology and finance. Many changes are expected to happen in this environment, such as how financial transactions are carried out, how financial goods and services are used, or how sources of money for economic activity are found. Given how quickly market dynamics are changing, the banking sector must continue to adapt and modify its business procedures. It is concerning that this dynamic and transition may upset our financial and economic systems if it is not properly controlled. This involves influencing MSMEs that struggle to get funding support. Indonesia's FinTech industry is growing quickly in response to the nation's growing reliance on digital technologies. According to research (Widarwanto, 2018), 106 million (40%) of the 133 million (51%) persons who are familiar with internet use are also active on social media. There were 249 FinTech firms as of May 2019, with the majority of market shares held by FinTech lending companies (43%) and payment systems (26%). The remaining companies included aggregators, crowdfunding, insurance, and other businesses (Batunanggar, 2019). There were 103 businesses licensed by the OJK to provide FinTech peer-to-peer lending as of January 3, 2022 (Financial Services Authority, 2022).

Growing their expertise would help MSME owners get more used to conventional financial services like banking. Because financial knowledge theory can be taught and comprehended through financial education, it is strongly connected to financial literacy, as stated by Herdjiono et al. (2016). In order to improve financial literacy and lessen the likelihood of future financial issues, financial education should be provided. Additionally, as financial literacy increases, entrepreneurs will be better equipped to utilise the financial services offered by currently operating financial institutions. Lusardi et al. (2013) posited that financial stability and economic progress are contingent upon financial literacy. Aside from that, it is crucial for MSME participants to comprehend the idea of financial literacy. They will be better able to understand how money works now and how big of an impact it will have later on if they have a

strong understanding of finance. As a result, deliberate initiatives are required to raise MSMEs' performance and sustainability. Aribawa (2016). Enhancing MSME participants' financial literacy can help MSMEs function better and last longer, making it easier to manage and hold them accountable in a way that makes sense for big businesses. Aribawa (2016).

Understanding financial literacy is currently very necessary to create a quality society that has good financial intelligence. People are required not only to understand the material but also to be able to master the practices to keep up with developments in the financial market. This aims to ensure that decisions regarding financial management issues are not wrong. Then, good financial management can improve the welfare of the individual's life (Agusta, 2016). Currently there are many existing resource management allocations, products offered such as insurance, capital markets, financing, pawnshops, pension funds and banking. Knowledge of financial literacy is also very necessary for businesspeople, including micro, small, and medium business owners. MSMEs need to be targeted for open access to financial institutions or what is usually called financial inclusion, because MSMEs are one of the main keys to the country's economy which can create new jobs and absorb higher levels of human resources, thereby reducing unemployment and crime.

From the explanation above, the gap phenomenon that occurs in FinTech, financial literacy and MSMEs has a big impact on all sectors. Apart from that, the research gap phenomenon is also the basis for this research as follows: the results of previous research where research (Abe et al., 2015; Adomako & Dando, 2015; Goldhausen, 2017; Okello et al., 2017) prove the existence of a positive influence and significant relationship between financial access and MSME growth. Meanwhile, this is different from research conducted by Sibanda et al., (2018) and Zidana (2015) which had significant negative results. Additionally, several study findings were discovered in the investigation of the connection between MSME growth and financial literacy. Previous studies on the association between financial literacy and MSME growth (Eniola & Entebang, 2017; Fitria et al., 2018; Mwaniki & Omagwa, 2018) produced notable positive results. Nevertheless, further research by Kusumadewi (2017), Olawale and Garwe (2010), and Eresia-Eke & Raath (2013) revealed a significant inverse relationship between financial literacy and MSME growth. Based on the study's results, Arisia (2020) reports that financial inclusion is positively impacted by the FinTech variable (cashless society), but negatively impacted by the FinTech variables (risk and investment management and market provisioning) (financial knowledge).

The Technology Acceptance Model (TAM) is a framework used to understand how users accept and adopt technology. TAM was developed in 1986 by Fred Davis in his doctoral thesis entitled "A Technology Acceptance Model for Empirically Testing New End-User Information Systems". Initially, TAM was designed to explain how users accept new information technology, such as management information systems or software. However, along with technological developments, TAM is also used in various technological contexts, including mobile technology, social media, and IoT. Since it was first introduced in 1986 by Fred Davis, the Technology Acceptance Model (TAM) has continued to evolve and improve.

According to Fahmi (2018: 142), financial performance analysis is done to determine how well a business has followed financial implementation guidelines. A company's ability to make money indicates that the relevant regulations have been applied appropriately and completely. Ardilla and Putri (2015) assert that since the introduction of performance-based budgeting, all governments have been obliged to generate strong government financial performance in order to pay attention to effectiveness, efficiency, and economics. As such, financial performance is one of the most crucial topics to be researched in public sector organizations, including government.

According to Hasibuan in Dinar (2017:9) "MSME performance is the outcome attained by an individual or group of individuals in completing the tasks that are delegated to them, which are determined by factors like as skill, experience, seriousness, and time." According to Aribawa (2016),

"MSME performance is the outcome of a person's labour that may be finished inside the MSME within a specific time frame. It is connected to the MSME's standard or value measure that the individual works in." According to the definition given above, MSME performance is evaluated by comparing the entire work output to predefined goals, standards, or criteria that have been decided upon in a collaboratively developed corporate identity that includes asset and turnover. standards that have been established by legislation.

The Financial Stability Board (2017) defines financial technology, or FinTech as the term for technological innovation in the financial services sector that can lead to products, processes, applications, or business models that significantly affect the availability of financial services. FinTech also makes financial items simpler to get and financial literacy for customers easier (Finansialku.com, 2018). The Financial Technology (FinTech) industry is one financial services strategy that is starting to acquire popularity in the modern digital era. A financial service that keeps evolving due to information and technological advancements is called financial technology. FinTech development also yields a variety of financial advancements. Therefore, to overcome the dangers and obstacles, they must have a solid grasp of FinTech (Syauqi et al., 2023).

According to Lusardi (2014), financial literacy is the ability and information a person possesses about finances in order to manage or use a specific amount of money in order to raise their standard of life and pursue wealth. The effect of outside variables, habits, and behaviors are all directly linked to financial literacy. Chen and Volpe (1998), on the other hand, describe financial literacy as the ability to handle funds to have a wealthier life in the future. The idea that financial literacy is a crucial component of both economic growth and financial stability is based on PISA 2012: Financial Literacy Assessment Framework (OECD INFE, 2012).

Fintech is a financial service that refers to changes to the use of new technology such as mobile and social media, for example, a mobile-based payment system for sending money, payments, and investments (Rizal et al., 2019). With this technology, small businesses can use it to improve business performance such as transaction speed, ease of payment, ease of establishing relationships with consumers, and ease of monitoring finances and goods (Suyanto & Kurniawan, 2019).

The development of information technology has had a meaningful impact on various levels of society, both for individuals and organizations, in making the use of resources easier and more efficient. The increasing development of information technology makes it increasingly important in life. This means that technology in an increasingly sophisticated era means that individuals and groups must be able to utilize technology by increasing financial literacy as a basis for the process of increasing insight, especially in the MSME sector in supporting businesses that will be managed continuously.

According to Herawati et al. (2018), Financial literacy is important and cannot be separated from the process of managing finances, including managing personal finances. So financial literacy can be interpreted as a series of processes or activities to increase people's knowledge, skills, and confidence so they can manage personal finances better. According to the Financial Services Authority in Tiwu (2020), increasing financial literacy is very necessary to increase financial knowledge in Indonesian society. However, the implementation in Indonesia regarding financial learning or education is less developed so it is rarely found in both academic and non-academic institutions. As a result, financial literacy in Indonesia is relatively low when compared to close neighboring countries such as Malaysia and Thailand. It was proven that in 2018, only around 21.84% of Indonesian people had a good understanding and comprehension of finance (Financial Services Authority, 2016).

Methodology

This research employs a quantitative methodology. In order to understand events, researchers that use quantitative research collect numerical data and analyze it using statistical methods. According to Creswell (2014). Associative causal research, as defined by Sugiyono (2014), looks at the association between one or more other variables. Using the Slovin formula, the number of samples was determined. Proportionate random sampling was used to choose samples, with 100 individuals chosen at random from among the 121,592 MSMEs in West Nusa Tenggara. A Likert scale measuring from 1 (strongly disagree) to 5 (strongly agree) was used to gather the data. Next, the Partial Least Square-Structural Equation Model (PLS-SEM) with smart PLS 3.0 software was used to analyse the research data.

Results and Discussion

The degree to which the items accurately represent or describe the variable's measurement is indicated by this outer loading. Generally, Chin (1998) states that an outer loading value greater than 0.50 is considered legitimate.
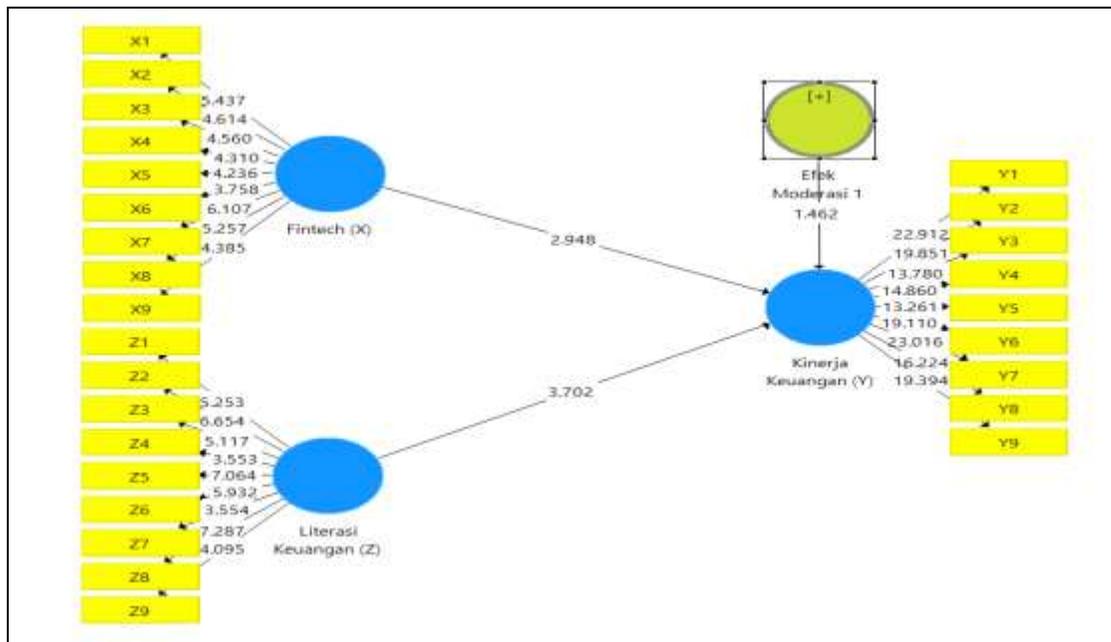

Figure 1. Data sources processed by Smart PLS

Table 1. Hypothesis Test Result

Relations	T- statistic	P- Value	
Financial Technology on MSME Financial Performance	2,948	0,002	Positive and Significant
Financial literacy moderated Financial Technology on Financial Performance	1,462	0,072	Positive and Not Significant
Financial Literacy on Financial Performance	3,702	0,000	Positive and Significant

Based on the equation and data above, it can be explained as follows:

a. First Hypothesis Testing: The effect of Financial Technology on the Financial Performance of MSMEs in NTB province.

The effect of Financial Technology on Financial Performance has a t-statistic value of more than 1.96, namely 2.948, and a P value of less than 0.05, namely 0.002. This shows that Financial Technology on Financial Performance has a positive and significant effect, so Hypothesis 1 (H1) is accepted.

b. Second Hypothesis Testing: Financial Literacy moderates Financial Technology on the Financial Performance of NTB Province MSMEs.

Financial Literacy moderates Financial Technology on the Financial Performance of NTB Province MSMEs has a t-statistic value of less than 1.96, namely 1.462, and a P value of more than 0.05, namely 0.072. This indicates that Financial Literacy does not strengthen Financial Technology on the Financial Performance of NTB Province MSMEs, so it has a positive and insignificant effect.

c. Third Hypothesis Testing: The Effect of Financial Literacy on the Financial Performance of NTB Province MSMEs.

The effect of Financial Literacy on the Financial Performance of NTB Province MSMEs has a t-statistic value of more than 1.96, namely 3.702, and a P value of less than 0.05, namely 0.002. This shows that Financial Literacy on the Financial Performance of MSMEs in NTB Province has a positive and significant influence.

The influence of Financial Technology on Financial Literacy has a t-statistic value of less than 1.96, namely 1.462, and a P value of more than 0.05, namely 0.072. This shows that Financial Technology on Financial Literacy has a positive and insignificant influence, so Hypothesis 2 (H2) is rejected.

The Influence of Financial Technology on the Financial Performance of MSMEs in NTB Province

Based on the test results, it state that the first hypothesis, namely FinTech, has a significant effect on the Financial Performance of MSMEs. The positive and significant results of this study are supported by the results of the analysis of variable descriptions based on the responses given by MSME actors (Table 4.6). This study shows that MSME actors have financial performance that is included in the rather high category with an average total variable score of 5.21. The highest correlation value is 5.47 on the statement item "The profit from the business I do every month always increases". One indicator of improved financial performance can be seen in profits every month. In addition, financial performance is also followed using financial technology. With the use of financial technology, MSME players find it easier to access financial products. This is supported by the high descriptive average value of the financial technology variable with an average score of 5.52. This means that financial technology influences the financial performance of MSMEs.

Financial technology can make it easier to run a business such as a payment gateway or online payment that can attract customers to utilize the service. In addition, financial technology comes as an option that can help MSMEs in the payment process. Accordingly, the Technology Acceptance Model (TAM) theory—which is impacted by the perceptions of utility and usability—is applied to financial technology in this study. The degree to which an individual believes that utilizing technology will enhance performance is known as perceived usefulness. On the other hand, perceived ease of use refers to how comfortable a person believes in using technology in their daily life. Therefore, someone will use the information system if they think it's helpful. This study is consistent with studies by Dwinta et al. (2022) and Dhara et al. (2022), the findings of which indicate that financial technology significantly affects MSMEs' financial performance. Technological advancements have led to the growth of financial technology; therefore entrepreneurs need to adjust for their organizations to stay up to date.

This is due to the development of increasingly advanced technology including in finance that can be used by anyone and anytime which has many features for use by MSME actors and can make it easier to improve MSME financial performance as well as financial literacy. Therefore, business actors (MSMEs) must be able to solve it and be able to take advantage of it so that fintech can encourage increased business profits, especially from the results of increasing sales and capital, and attract consumers through various promos offered. This can also be seen from the answers to the questionnaire filled out by respondents of MSME actors who explained that they agreed and strongly agreed with each statement. Consequently, it may be said that as financial technology advances, so does financial performance. The present study's findings are consistent with the studies conducted by Suharti & Ardiansyah, 2020; Retno Rahadjeng et al., 2021; Rizal et al., 2019), indicating a strong and positive correlation between financial technology and MSMEs' financial success. for our research to support earlier findings. Financial Technology has an impact on MSMEs' success.

The characteristics of MSME actors in this study were dominated by male business actors as much as 56 percent with a culinary business type background of 45 percent. Where the majority of MSME actors in NTB Province are male, this is because several MSME industries in NTB Province require workers who have greater energy, one of which is in the culinary industry, printing, transportation (courier), and others.

Financial Literacy in Moderating the Effect of Financial Technology on the Financial Performance of MSMEs in NTB Province

Based on the test results, it states that the second hypothesis, namely Financial Literacy, does not strengthen the effect of financial technology on Financial Performance. This shows that MSME players only maximize the use of financial technology without increasing Financial Literacy. The lack of socialization and education for MSME players in NTB results in a lack of awareness of the importance of the benefits of Financial Literacy in improving Financial Performance. The results of this study are supported by the results of the variable description analysis based on the responses given by MSME actors (Table 4.5). This study shows that financial technology applications are very easy to use so that MSME actors do not experience difficulties which are included in the high category with the average total variable score of 5.35. This means that the ease of use of financial technology services does not encourage MSME players in NTB to learn more about financial technology.

There are still many types of financial technology services that have not received enough attention from the public and according to Hendrikus, Director of OJK's FinTech Licensing and Supervision Regulations, only payment and lending types of FinTech are most commonly used. FinTech service providers should not only develop their features to keep up with technological developments but also introduce their products. If people are more aware of the types of FinTech services other than payment and lending, they will be interested in the features available, learn to understand the application and know various FinTech applications so that they can improve the financial literacy of MSMEs in West Nusa Tenggara. The results of this study are in line with the research of Marpaung et al. (2021) and Wardani & Darmawan (2020) which state that the role of FinTech applications in improving Financial Literacy does not only depend on the development of application technology, the positive impact of FinTech applications, and the number of products offered by the application alone, but also depends on consumer understanding and interest. The reason is that the development of automated technology must also provide convenience for its users. However, contrary to the research of Sugiarti et al. (2019).

This study also shows that MSME actors have Financial Literacy which is in the high category with the average total variable score of 5.96. The largest correlation value of 6.10 on the statement item "if you are in debt, you always carefully and thoroughly analyze each advantage or disadvantage in debt" shows that the Financial Literacy of MSME actors in managing financial budgets is good. Financial Literacy should be supported by high Financial Technology, as evidenced by the average total score

obtained by the Financial Technology variable of MSME actors in this study of 5.52 in the high category. The high level of Financial Technology owned is expressed through how MSME actors have understood that as business actors, they must have basic financial knowledge to be able to manage their business properly. It can be seen in the indicator statement "I feel it is easier to access financial products with FinTech" which has the largest correlation value of 0.766 of all indicators in Financial Technology.

Financial Literacy on the Financial Performance of MSMEs

According to the test findings, financial literacy significantly affects MSMEs' financial performance. This implies that having strong financial literacy will also benefit business actors. Higher levels of financial literacy among MSMEs will boost their financial performance, and vice versa—the lower the level of financial literacy among MSMEs, the worse their financial performance. Financial literacy emphasizes the importance of financial knowledge, financial skills, and financial attitudes. Businesses will benefit if they realize these three factors. The existence of financial literacy has significantly helped financial management and planning as a decision-making process. Where financial literacy in this study is by the theory of planned behavior by Ajzen (1991), which states that a person will think of all possible outcomes before choosing an option. As a result, if businesses are competent in financial literacy, they will encourage good financial planning and management, develop financial strategies for making decisions and choosing financial services, and help businesses expand and increase profitability, productivity, and competitive advantage.

This research is in line with research by Nadifah et al., (2022), Rusnawati et al., (2022), and research by Alamsyah et al., (2020) with the results that financial literacy has a positive and partially significant effect on the financial performance of MSMEs because good financial literacy of business actors will have an impact and influence on improving business financial performance, especially in supporting their ability in the financial performance of MSMEs.

Conclusion

The following are the research's conclusions, which are based on the findings of the analysis and the discussion from the preceding chapter: (1) The financial performance of MSMEs is positively and significantly impacted by financial technology. This indicates that MSMEs benefit from financial technology's availability by becoming more convenient and productive in the financial sector. FinTech offers a wide range of financial solutions, particularly for growing micro, small, and medium-sized enterprises. The impact of Financial Technology on the Financial Performance of MSME operators is not amplified by Financial Literacy. This indicates that because MSME players concentrate on using FinTech for their commercial operations, the financial performance of MSMEs in West Nusa Tenggara Province is dependent on the application of FinTech. They are more effective in utilizing FinTech developments and innovations rather than increasing Financial Literacy.

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