

## **ABSTRACT**

*This study aims to analyze the perception of Micro Medium Enterprises regarding the importance of the application of Financial Accounting Standards for Small and Medium Enterprises. The independent variables used in the study are business size, business age, business sector, legal form, number of owners, and level of education while the dependent variable in the study is the perception of the importance of Micro and Small Medium Financial Accounting Standards implementation.*

*The population in this study is all MSMEs located in Semarang City. Samples obtained in this study were 100 MSMEs obtained from Department of Cooperatives and MSMEs in Semarang City. This research uses the multiple regression analysis method with primary data obtained using the sample acquisition method purposive sampling. This research was conducted in the period of 2019.*

*The results of this study indicate that the business sector, number of owners, and level of education significantly influence the perception of the importance of the application of Financial Accounting Standards for Micro Small Medium Enterprises. However, the business size and legal form of business variables were not found to influence the perception of the importance of Micro Small Medium Financial Accounting Standards application. While the business age proved to have a negative effect on the perception of the importance of the application of Financial Accounting Standards for Micro, Small and Medium Enterprises.*

*Keywords: SAK EMKM, MSMEs, perception, implementation of SAK EMKM*