

THE INFLUENCE OF ENTREPRENEURIAL LITERACY AND DIGITAL LITERACY ON BUSINESS SUCCESS

(A Study on SMEs Assisted by the Department of Cooperatives in Biringere Village,
North Sinjai District, Sinjai Regency)

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Abstract

This research intends to examine the influence of entrepreneurial literacy as well as digital literacy on company success (Study on MSME Assisted by the Cooperative Office in Biringere Village, North Sinjai District, Sinjai Regency). The t-test analysis indicates that the entrepreneurial literacy and digital literacy variables have a significant influence on Business Success, thereby confirming the hypothesis. The F-test results indicating that the independent variables have a significant simultaneous influence on the dependent variable. The correlation coefficient analysis (r) yielded a value of 0.793 or 79.3 percent, suggesting a positive relationship where higher entrepreneurial literacy and digital literacy are associated with greater Business Success. The analysis of the coefficient of determination (R²) indicates that entrepreneurial literacy accounts for 55.5% of the influence on Business Success, while the remaining 44.5% is attributed to other factors. The digital literacy coefficient value is 0.449, or 44.9%, indicating that digital literacy contributes 44.9% to the impact on Business Success, while the remaining 55.1% is impacted by external factors.

Keywords: Knowledge, Entrepreneurial Literacy, Digital Literacy, Business Success

1. INTRODUCTION

High economic growth can be driven by well-executed and continuous economic development processes, with benefits that are shared by the entire population. One of the key determinants of economic growth is the population. As the population increases, the labor force also grows, which in turn can lead to an increase in per capita income (Herdianti et al., 2015). A healthy economic growth is often reflected in the availability of jobs; however, if economic growth is unstable and adequate job opportunities are not available, unemployment may arise (Leasiwal, 2021).

One way to address this issue is through entrepreneurship, making it a viable alternative to combat unemployment (Fatoki, 2010). Entrepreneurship is defined as the activity of creating and seizing opportunities to achieve success (Hjorth et al., 2015). Entrepreneurship can be a driving force for a country's advancement, as even a small number of entrepreneurs can create jobs that support the economy (Barot, 2015). Therefore, before starting a business, it is crucial to enhance entrepreneurial literacy, including understanding the type of business to be pursued, the strategies to be implemented, how to manage the business, and how to anticipate and address challenges (Oetomo & Santoso, 2020).

While entrepreneurial literacy is important for preparing future entrepreneurs, it is not the only factor determining the effectiveness of business management; being literate in entrepreneurship does not necessarily guarantee the emergence of entrepreneurs (Sarma et al., 2013). This suggests that other factors, such as the use of digital infrastructure in entrepreneurship, also play a role in effective business management (Oetomo & Santoso, 2020).

Digital literacy equips individuals with the skills needed to proficiently use digital devices, access and utilize information, analyze and evaluate data, and create new knowledge (Liu et al., 2020). Digital entrepreneurs who understand that the future will involve significant innovation through digitalization, creating vast opportunities and positive impacts on business success acknowledge the importance of possessing digital literacy skills (Al-Mamary & Alraja, 2022)

Business success is defined as a company achieving its goals, one of which is profit, as profit is the main objective of any business (Kabirlyants et al., 2021). In the era of digitalization, business success is closely linked to the millennial generation, who have great potential in entrepreneurship due to their ability to access public information and create job opportunities (Setiartiti & Sadik, 2020).

The use of social media should be encouraged among millennials in their entrepreneurial ventures, particularly through online businesses (Nawangsih & Touati, 2022). During the COVID-19 pandemic, micro, small, and medium enterprises (MSMEs) have increasingly relied on e-commerce to sustain their operations. MSMEs represent small-scale economic activities that meet criteria related to net assets or annual sales and ownership as regulated by law (Setiawan & Prabowo, 2019). However, many MSMEs in Indonesia face marketing challenges, as they often rely on traditional business practices, such as producing goods and waiting for customers to come (Samuel & Samuel, 2013).

The Sinjai Regency Cooperative and Manpower Office is a government agency responsible for fostering MSMEs. This development is carried out by building collaborations between the government, business actors, and community groups to accelerate the welfare of the community. Despite these efforts, the potential of entrepreneurial and digital literacy among the people of Sinjai Regency has not been fully utilized to drive the success of MSMEs. Research findings indicate that many residents in Sinjai Regency have not yet registered their products as MSMEs under the guidance of the Sinjai Regency Cooperative Office. This is supported by initial observations referencing data from the Central Statistics Agency (BPS), which recorded a population of 132,032 in Sinjai Regency.

Specifically, Biringere Village in North Sinjai District saw a population increase of 3.54% in 2023. However, this population growth has not been matched by the expansion of MSMEs in Sinjai Regency. The progress of MSMEs in Sinjai Regency, based on criteria related to the number of MSMEs, from 2020 to 2022, is shown in the table below.

Table 1. The Population of North Sinjai District, Sinjai Regency

District	Male (People)	Female (People)	Total	Percentage (%)
Biringere	4.548	4.957	9.505	3,54
Lamatti Rilau	1.290	1.334	2.624	0,00
Balangnipa	6.373	6.594	12.967	4,83
Lappa	6.664	6.816	13.480	5,02
Bongki	5.092	5.305	10.397	3,87
Alehanuae	1.123	1.169	2.292	0,00

Source: BPS Sinjai Regency 2023

The table above shows the population growth in each district. Specifically, in Biringere Village, there has been an increase of 3.54%. However, this population growth has not aligned with the growth of MSMEs in Sinjai Regency. The chart data on MSME development in Sinjai Regency, based on MSME criteria regarding growth from 2020-2022 displayed in the table below.

Table 2. Data on MSME Development in Sinjai Regency

Criteria	2020	2021	2022
Micro	20.279	43.315	43.796
Small	10.287	1.277	1.277
Medium	1.985	6	6
Total	32.551	44.598	45.079

Source: Cooperative Service, UKM and Workforce of Sinjai Regency 2023

The table 2 shows an increase in micro enterprises, while small and medium enterprises have encountered a severe downturn due to the COVID-19 pandemic. Further details on the distribution of MSME data for the year 2022 are presented below.

Table 3. MSME Data for 2022 in Sinjai Regency

No	District	Micro	Small	Medium	Total
1	North Sinjai	15.099	1.031	6	16.136
2	South Sinjai	5.681	36	0	5.717
3	East Sinjai	5.395	45	0	5.440
4	Tellu Limpoe	4.966	26	0	4.992
5	West Sinjai	1.816	20	0	1.836
6	Central Sinjai	2.852	18	0	2.870
7	Bulupoddo	2.626	15	0	2.641
8	Sinjai Borong	2.900	16	0	2.916
9	Sembilan Island	2.461	20	0	2.481
Total		43.796	1.227	6	45.079

Source: Cooperative Service, and Workforce of Sinjai Regency 2023

The table 3 shows that in 2022, North Sinjai District ranked first with 16,136 MSMEs. Despite this high number, few have registered with the Sinjai Regency Cooperative Office

as fostered MSMEs, primarily due to a lack of knowledge or literacy among operators. This limits their access to programs and guidance, hindering their growth.

There are many categories of MSME products, one of which is street food culinary, as noted by Dwitama et al. (2022). The culinary sector, particularly ready-to-eat food and beverages, is a key driver of the economy in Sinjai Regency. Culinary businesses are popular because they generate high revenue and meet essential needs (Dwitama et al., 2022). The growth of MSME, especially in the food business, is booming, necessitating innovative marketing ways to uphold a competitive advantage in the future. In Biringere Village, the MSME culinary sector has shown significant development due to its strategic location at the heart of Sinjai Regency, with nearby public facilities such as a town square, stadium, national field, and tourist attractions. The Sinjai Regency Cooperative Office has also provided various services to encourage MSME operators to register as fostered MSME. However, many vendors still cannot register their products due to insufficient digital literacy.

This research seeks to examine the influence of entrepreneurial literacy as well as digital literacy on company success (Study on MSME Assisted by the Cooperative Office in Biringere Village, North Sinjai District, Sinjai Regency).

This study aims to investigate how a combination of entrepreneurial literacy and digital literacy impacts the success of companies, specifically focusing on Micro, Small, and Medium Enterprises (MSME) assisted by the Cooperative Office in Biringere Village, located in the North Sinjai District of Sinjai Regency. The researchers are interested in exploring how the knowledge and skills related to entrepreneurship and technology affect the performance and growth of businesses in this specific area. Ultimately, the goal of this research is to enhance our understanding of how literacy in entrepreneurship and digital technologies can drive economic development and prosperity in underserved areas.

2. LITERATURE REVIEW

2.1. Entrepreneurial Literacy

a. Definition

Entrepreneurial literacy refers to the knowledge an individual has regarding business activities that are positive, creative, and innovative, developed to capitalize on profitable business opportunities (Dharmanegara et al., 2022). It encompasses the understanding of attitudes and skills that enable individuals to quickly seize and develop business opportunities (James & Sahid, 2022). Entrepreneurial literacy involves the mindset, abilities, and expertise necessary to spot and exploit opportunities for long-term growth (Pérez-Bustamante, 2014).

The description suggests that entrepreneurial literacy involves recognizing and capitalizing on entrepreneurial opportunities by implementing innovative and creative ideas that serve both personal and communal interests.

b. Indicators

According to Arab & Sofiyabadi (2013), indicators of entrepreneurial literacy include understanding business management with stable ownership, early-stage entrepreneurial activities, the level of ownership of new businesses or experience in starting ventures, entrepreneurial ascent, fear of failure by analyzing opportunities and risks, entrepreneurial

intentions, perceived opportunities, and perceived abilities. Tajpour et al. (2022) also identified indicators such as entrepreneurial competencies, innovative performance, motivation, perception of entrepreneurial ideas and opportunities, and the ability to overcome fear of failure by understanding factors affecting business. Additionally, Abun et al. (2018) highlighted indicators like entrepreneurial knowledge and entrepreneurial goals.

Based on these descriptions, the indicators of entrepreneurial literacy include fundamental entrepreneurial knowledge, comprehension of business ideas and opportunities, awareness of business aspects, experience in starting ventures, ability to analyze business opportunities and risks, and understanding of business management.

2.2. Digital Literacy

a. Definition

Being digitally literate means having the skills to comprehend and utilize information from different online platforms effectively. Proficiency in using technology and digital data ensures efficient and effective task completion in academic, work, and daily life contexts (Prastyo & Inayati, 2022). Digital literacy represents the competence to interpret and use information accessed through digital channels (Wardhani et al., 2019). It primarily involves technical skills to acquire, organize, understand, and disseminate information (Kuncahyono & Kumalasani, 2020). According to Faishol & Hidayah (2021), digital literacy involves acquiring diverse information, comprehending messages, and communicating effectively across various formats, particularly through digital media. It also covers creating content, collaborating with others, working ethically, and knowing how to use technology effectively for goal achievement. Therefore, digital literacy is the skill to acquire and present information digitally.

b. Indicators

According to Phuapan et al. (2016), six indicators are encompassed within the realm of digital literacy that are accessing, managing, integrating, evaluating, creating, and communicating information to function within a knowledge society. Lukitasari et al. (2022) outline six aspects of digital literacy: photo-visual digital skills, digital reproduction skills, branching digital skills, information digital skills, socio-emotional digital skills, and real-time digital skills. Additionally, Wardhani et al. (2019) identify other indicators of digital literacy, including Literacy of Information and Communication Technology, Media Literacy, and Information Literacy. These descriptions suggest that digital literacy indicators are the capability to use technology, communicate effectively, engage in critical thinking, and maintain ethical standards in technology.

2.3. Business Success

a. Definition

Business success refers to a company's achievement of its goals, primarily earning profit, as profit is often a primary objective in business (Kabirlyants et al., 2021). According to Serra & Kunc (2015), business success involves the fulfillment and productive distribution of capital and the successful attainment of the objectives set by the organization. Kraus et al. (2019) further define business success as the ability of a company to create and distribute wealth, with a focus on differentiation, which is usually linked to innovation. From this

information, it is clear that business success involves the creation of new innovations that lead to profit, which is then distributed to achieve the business's goals.

b. Indicators

According to Ligthelm (2014), a business's ability to thrive and indicators of its success can be assessed by: formulating a comprehensive business plan, consistently revising it, keeping a close watch on competitors, easily adapting to new market opportunities, and making well-informed risk decisions.

2.4. Previous Study

Previous research serves as a crucial source of information for conducting new studies, helping to develop and formulate the hypotheses used in the research. As an illustration, research conducted by Tri Putra et al. (2023) it was discovered that having a strong grasp of financial and digital concepts is crucial for a business to maintain its sustainability. Similarly, research conducted by Wibowo & Handayani (2023) in their study revealed that the extent to which a business embraces an entrepreneurial mindset has a considerable impact on its ability to remain feasible, market orientation is a key factor in sustainability, and digital literacy moderates the effects of both orientations on the sustainability of culinary MSMEs in Surabaya.

3. RESEARCH METHODS

This quantitative research focuses on a specific population in Kelurahan Biringere, Sinjai Utara District, Sinjai Regency. It involves culinary sector MSME actors, with a sample size of 81 selected using random sample with proportional stratification. Questionnaires and documentation are used to gather data, then analyzed using SPSS Statistics 25.

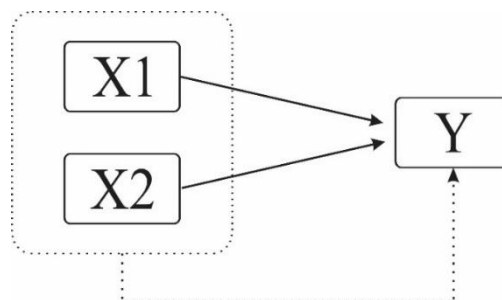


Figure 1. Research Design

Description:

X1	= Entrepreneurial Literacy
X2	= Digital Literacy
Y	= Business Success
.....→	= Simultaneous Effect
————→	= Partial Effect

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Validity Test

In order to assess the validity, a comparison of the $r_{\text{statistic}}$ with the r_{table} for degrees of freedom ($df = n - 2$). In this study, the sample size (n) is 81, so the degrees of freedom obtained is $81 - 2 = 79$, with a significance level of 5 percent, resulting $r_{\text{table}} = 0.220$. If $r_{\text{statistic}}$ is greater than r_{table} , the variable instrument is valid.

The test findings also show that the entrepreneurial literacy variable (X1) have $r_{\text{statistic}}$ values ranging from 0.511 to 0.734. This shows that the $r_{\text{statistic}}$ values all items for the entrepreneurial literacy variable (X1) have validity values higher than the r_{table} value of 0.220, thus they are considered “valid.”

Not only that, the digital literacy variable (X2) possesses $r_{\text{statistic}}$ values ranging from 0.317 to 0.783. This demonstrates that the $r_{\text{statistic}}$ values for all items in the digital literacy variable are greater than the r_{table} value of 0.220, thus they are considered “valid.”

Similarly, the results confirm that all items for the business success variable (Y) have $r_{\text{statistic}}$ values ranging from 0.315 to 0.696. This shows that the $r_{\text{statistic}}$ values for all items in the business success variable are greater than the r_{table} value of 0.220, thus they are considered “valid.”

4.1.2. Reliability Test

Reliability is determined by Cronbach's Alpha, with values below 0.60 signifying unreliability and values above 0.60 signifying reliability (Surucu & Maslakci, 2020). Since the Cronbach's Alpha values listed in the table are greater than 0.60, the instruments are considered reliable.

Table 4. Reliability Test

Reliability Statistics		
Variable	Cronbach's Alpha	N of Items
Entrepreneurial Literacy	.862	24
Digital Literacy	.849	16
Business Success	.789	20

Source: Processed Data SPSS ver. 25

4.1.3. t Test

The partial significance test reveals that both entrepreneurial literacy (X1) and digital literacy (X2) significantly impact business success (Y), as indicated by significance values of 0.000. Results are presented below.

Table 5. t Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.937	4.628		3.876	.000
	Entrepreneurial Literacy	.412	.067	.535	6.148	.000
	Digital Literacy	.321	.081	.344	3.950	.000

a. Dependent Variable: business success

Source: Processed Data SPSS ver. 25

4.1.4. F Test

Table 6. F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3991.469	2	1995.734	66.058	.000 ^b
	Residual	2356.531	78	30.212		
	Total	6348.000	80			

a. Dependent Variable: Business Success

b. Predictors: (Constant), Digital Literacy, Entrepreneurial Literacy

Source: Processed Data SPSS ver. 25

The results reveal a significance value of 0.000, confirming that the regression model is FIT and that all independent variables together have a meaningful impact on the variable that is dependant.

4.1.5. Analysis of Correlation Coefficient (r)

Table 7. Coefficient Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.619	5.497

a. Predictors: (Constant), Digital Literacy, Entrepreneurial Literacy

b. Dependent Variable: Business Success

Source: Processed Data SPSS ver. 25

Based on the presented findings, the correlation coefficient (r) is 0.793 or 79.3 percent, indicating a very strong relationship between entrepreneurial literacy (X1), digital literacy (X2), and business success (Y). The range of the correlation coefficient is between 0.60 and 0.799, which falls into the strong relationship category. This clear correlation suggests that the commercial performance of MSME players rises in tandem with advances in digital and entrepreneurial literacy.

4.1.6. Analysis of the Coefficient of Determination (R^2)

Table 8. Value of the Coefficient of Determination for Entrepreneurial Literacy (X1) on Business Success (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745a	.555	.549	5.983

a. Predictors: (Constant), Entrepreneurial Literacy

Source: Processed Data SPSS ver. 25

Table 9. Value of the Coefficient of Determination for Digital Literacy (X2) on Business Success (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670a	.449	.442	6.655

a. Predictors: (Constant), Digital Literacy

Source: Processed Data SPSS ver. 25

The R^2 value for entrepreneurial literacy is 0.555, meaning it contributes 55.5% to business success, with the other 44.5% due to other factors. For digital literacy, the R^2 value is 0.449, indicating a 44.9% contribution to business success, with 55.1% affected by additional factors.

4.2. Discussion

4.2.1. Impact of Entrepreneurial Literacy (X1) on Business Success (Y)

The findings from the research indicate that the multiple regression tests obtained the equation: $Y = 17,937 + 0.412X_1 + 0.321X_2$. According to this equation, there is a positive association in entrepreneurial literacy and business success. This means that if entrepreneurial literacy increases by 1 point, then business success also increases by 0.412 points. The positive influence shown by entrepreneurial literacy identifies that the higher levels of entrepreneurial literacy led to greater business success, while lower levels of entrepreneurial literacy result in reduced business success.

The t-test results indicate a significance value of 0.000 for the effect of entrepreneurial literacy (X1) on business success (Y), which is below the 0.05 threshold, thereby validating the hypothesis. This means that entrepreneurial literacy (X1) has a meaningful and positive impact on the business success of MSMEs in Biringere Village, North Sinjai District, Sinjai Regency.

The findings from multiple regression and t-tests indicate that elevated entrepreneurial literacy expands business insights, thereby increasing the chances of business success and resulting in significant advancements. This is in agreement with the research carried out by (Mutuku et al., 2022) which discovered a strong and positive correlation between small- and medium-sized business performance with entrepreneurial literacy in Nakuru City, Kenya.

This study reveals that entrepreneurial literacy is very important for someone who wants to develop their business. This is so that when someone has taken action on the business,

they will be better able to manage the business properly, manage and overcome any problems that occur (Oetomo & Santoso, 2020).

4.2.2. The Impact of Digital Literacy (X2) on Business Success (Y)

Multiple regression test results obtained the equation $Y = 17,937 + 0.412X_1 + 0.321X_2$. The equation indicates that digital literacy positively influences business success, with each 1-point increase in digital literacy resulting in a 0.321-point increase in business success. This suggests that greater digital literacy contributes to higher business success, whereas lower digital literacy correlates with reduced business success.

According to the t-test, the significance value of 0.000 for digital literacy (X2) affecting business success (Y) is less than 0.05, validating the hypothesis. This means that digital literacy (X2) greatly and favorably impacts the success of MSMEs in Biringere Village, North Sinjai District, Sinjai Regency.

The tests indicate that higher digital literacy improves market success and competitive advantage. Digital skills enable effective internet promotion, which is utilized by culinary MSMEs in Biringere Village through social media. This matches the conclusions of research by Tri Putra et al. (2023) which determined that through digital-based marketing, MSME actors can capture consumers widely, maximally, easily and in a short span so that various changes that occur in technological developments can be used as opportunities in efforts to create sustainable businesses.

Understanding of digital literacy is very important for business people so that they are not outdated and the products offered can perform well in the market (Wardhani et al., 2019). This suggests that higher digital literacy results in enhanced business sustainability. This is in alignment with studies carried out by Suryani et al. (2022) which showed that digital literacy has a favorable outcome on e-commerce adoption, moderated by O2O business adoption and SME performance. The study's findings empirically match those of previous research by Purba et al. (2021) which highlights a significant influence of digital literacy, comprising e-commerce and digital marketing, on the sustainability of businesses, with a p-value of $0.000 < 0.05$.

4.2.3. The Impact of Entrepreneurial Literacy (X1) and Digital Literacy (X2) on Business Success (Y)

The F test results reveal that entrepreneurial literacy and digital literacy together have a substantial and positive influence on business success, with a significance value of $0.000 < 0.05$. This aligns with the study conducted by Wibowo & Handayani (2023) it came to the conclusion that a business's success is influenced by its entrepreneurial approach. This is consistent with studies carried out by Wibowo & Handayani (2023) which showed that entrepreneurial orientation has a substantial influence on the long-term viability of MSME enterprises in Surabaya's food industry. Research done by Tri Putra et al. (2023) also revealed that digital literacy is essential for maintaining business continuity. This means that both entrepreneurial literacy and digital literacy are key factors in the sustainable success of MSMEs, especially those supported by the Cooperative Service in Biringere Village, North Sinjai District, Sinjai Regency.

The positive regression coefficients for entrepreneurial and digital literacy indicate a direct proportional relationship. For MSMEs with high levels of both literacies, business

success tends to be greater. The conclusion of this research aligns with research conducted by Halimah et al. (2024) which reveals that the combined effects of Entrepreneurial Literacy and Digital Literacy significantly contribute to the long-term viability of the Jatiyoso District, Beruk Village, Karanganyar Regency mushroom farms.

5. CONCLUSION

The study provides the following conclusions: The success of businesses is positively and significantly impacted by entrepreneurial literacy of MSMEs supported by the Cooperative Service in Biringere Village, North Sinjai District, Sinjai Regency. Digital literacy also positively impacts business success. Moreover, both literacies together significantly enhance business success for MSMEs in this region.

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