

# The Effect Of Digital Literacy And E-Commerce Toward Digital Entrepreneurial Intention

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**Abstract**– This research examines the impact of digital literacy and e-commerce experience on student's digital entrepreneurship intention. Digital literacy is important in the digital technology era, and e-commerce experience also shapes the view of the digital business world. This study explores the relationship between digital literacy, e-commerce experience, and student's digital entrepreneurship intention. Through this study, it is expected that the important factors influencing digital entrepreneurship intention among students will be revealed, as well as the importance of digital understanding in today's business. The population in this study are students at Garut University. This type of research is quantitative research with a non-experimental / survey research type. The sample used in this study was 359 respondents, distributed to respondents using a questionnaire directly and through Google form media, then processed using SPSS statistics 26 using a simple purposive sampling technique. The results of the study state that the Digital Literacy Variable has a positive and significant effect of 46.7% on Digital Entrepreneurship Interest. The E-commerce Variable has a positive and significant effect of 40.8% on Digital Entrepreneurship Interest. The Digital Literacy and E-commerce Variables have a positive and significant effect of 49.1% on Digital Entrepreneurship Interest. While the remaining 50.9% is influenced by other variables not mentioned in this research model

**Keywords**- Digital Literacy; E-Commerce; Digital Entrepreneurship.

## I. INTRODUCTION

The number of Indonesian entrepreneurs or entrepreneurs is still considered to be minimal when compared to other countries in Asia. Even though Indonesia's young generation is believed to be the foundation for future entrepreneurship with the strengthening of digitalization[1].

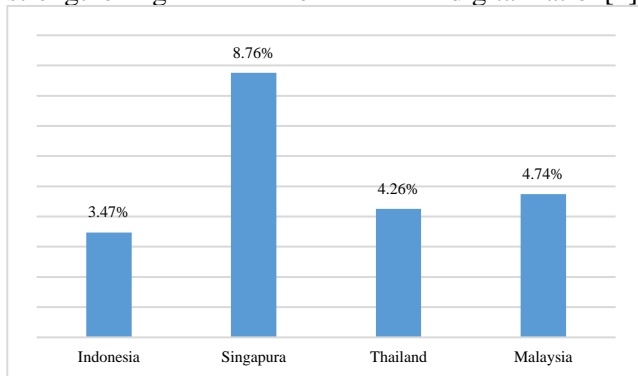


Figure 1. Entrepreneurship Ratio in ASEAN Countries [2]

When compared with other ASEAN countries, Indonesia is still behind, such as Singapore with a ratio of 8.76 percent, Thailand 4.26 percent, and Malaysia 4.74 percent. This is a challenge for Indonesia's productive generation to innovate and be creative in utilizing abundant resources to catch up with the entrepreneurial ratio compared to other ASEAN countries.[3], [4].

There are still very few young people who choose to become entrepreneurs. This is proven according to data from the Central Bureau of Statistics, in August 2021, the percentage of workers in Indonesia who chose to become workers/employees/employees was 52.7%, who chose to become freelancers (freelancers) was 9.74%, who chose to work with family was 13.22%, while those who chose to become entrepreneurs were 24.33% [5][6].

There are several factors that drive someone's interest in entrepreneurship, namely:

1. The assumption that entrepreneurs are heroes
2. Entrepreneurship education
3. Economic and population conditions
4. Change from an industrial economy to a service economy
5. Technological developments
6. A freer lifestyle
7. The existence of e-commerce and internet networks Open international business opportunities [7]–[10].

Higher education has great potential to give birth to new, educated entrepreneurs who have knowledge, a high level of creativity and innovation and, coupled with the fields of study and disciplines they have studied during college, are expected to be able to create more innovative business ideas/products and creative and can provide added value[11], [12].



Besides that, Indonesia is categorized as the country with the largest number of internet users in the world. There has been an increase in the number of internet users in Indonesia since 2003 and continues to grow every year. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), there has been an increase in the number of internet users in Indonesia over time. The number of internet users in Indonesia in the 2022-2023 period has increased by 1.17% to 215 million, compared to the previous period which reached 210 million people [13], [14]. In the current era of information technology, the ability to read and write digitally is very important for people, especially students, so they can participate and keep up with developments in the modern world. Skills in digital literacy can also make it easier for individuals to start businesses and become entrepreneurs [15], [16].

This factor also has a significant role in increasing students' interest in starting a business. The mental behavior to become an entrepreneur is not only present at birth, but also develops and develops as a result of external influences. If students are skilled at digital literacy, then they can develop their products innovatively through social media, without having to pay rent or large marketing costs [17], [18].

Based on the problem description, researchers are interested in conducting research with the title "The Influence of Digital Literacy and E-commerce on Interest in Digital Entrepreneurship". In this study the independent variables are: Digital Literacy (X1) and E-commerce (X2) and the dependent variable is Interest in Digital Entrepreneurship (Y) with a survey of Garut University students.

## II. LITERATURE REVIEW

### Entrepreneurial Intention

Entrepreneurial intention is the desire that drives someone to create a business, and then manage it, bear risks, and develop the business [19], [20]. Interest in digital entrepreneurship is a desire, a sense of interest and an individual's readiness to work hard to meet the needs of their lives by building entrepreneurship, in this case in the form of products, distribution and places of work, all of which are digital. In this digital era, a person will try to fulfill their life needs by participating and being involved in the world of digital entrepreneurship because there is an inner drive to be able to continue to compete in the current era. [7], [21]. In entrepreneurship, there are indicators to determine a person's interest in entrepreneurship. The following are

several things that can explain why someone would start entrepreneurship in the digital realm, including: entrepreneurial action, agility, digital option, entrepreneurial alertness [22], [23]. These constructs influence digital entrepreneurial intentions: agility, digital choice, and entrepreneurial characteristics. Entrepreneurial alertness, or the ability to recognize, create and exploit entrepreneurial opportunities supports this construct. Digital entrepreneurs use virtual technology to maintain relationships with customers, partners and suppliers. These relationships are used to innovate products, services, and processes (e.g. marketing) [24]. Digital entrepreneurs collect and store information using digital options with their knowledge management processes and systems. Digital entrepreneurs tend to be characterized as young, educated and preferring to work for themselves. Digital entrepreneurs recognize new opportunities through the use of social media. Digital entrepreneurs are quick to act based on entrepreneurial intentions, although not always within a formal structure [7].

### Digital Literacy

Digital literacy is a person's attitude and skills to obtain, create, solve and convey information to the public using sophisticated digital technology [25]. Digital literacy is a type of thinking in the digital world [26]. According to another view, digital literacy is the ability to effectively use technology and information from digital devices such as computers in various contexts, including the workplace, school, and daily activities [17]. The use of the four components of digital literacy, namely internet searches, hypertext navigation, content evaluation, and knowledge and information compilation, in this research is important because it reflects the key skills needed in the current digital era. Internet searches are the focus because they are the first step in accessing online information, while hypertext navigation reflects an individual's ability to interact with various links and web pages that are often complex. Content evaluation is an important aspect in avoiding invalid and inaccurate information in a digital environment full of diverse information. Finally, the organization of knowledge and information becomes relevant in the context of effectively using the information found. By measuring these four components, the research has a strong framework for understanding respondents' digital literacy levels, which can be used to develop more effective literacy strategies and programs [27].



## E-Commerce

Electronic commerce (e-commerce) is a part of electronic commerce. E-commerce is a business process that allows buying and selling products online as well as various other electronic business processes [28]. E-commerce, often known as e-commerce is the act of business transactions over computer networks, particularly the Internet and other external networks. This includes online service delivery, sales, purchasing, and distribution. As e-commerce technology advances, it can also include a variety of commercial activities such as marketing, advertising, public relations, payments, and delivery schedules [29]. The indicators used in this research to measure e-commerce variables, namely the communication perspective, business process perspective, and service perspective, were chosen based on important considerations in the e-commerce context. The communication perspective is used to evaluate effective interactions between customers and sellers in e-commerce. The business process perspective is used to measure efficiency and convenience in e-commerce business processes such as order processing and product delivery. Meanwhile, the service perspective is used to assess the quality of services provided by e-commerce, including delivery speed and customer service[30]–[32].

## III. RESEARCH METHODS

This research uses a quantitative approach with a non-experimental or survey type of research. This research uses a correlational design which aims to find the relationship between two or more variables. In this research, data will be collected through the use of questionnaires and will be tested with validity and reliability tests before being processed using statistical techniques. The aim of this research is to test the influence of variables X1 (digital literacy) and X2 (e-commerce) on variable Y (entrepreneurial intention).

Participants in this research were students at Garut University who had taken entrepreneurship courses.. The population in this study was 3486 students. the number of research respondents was 358.82 rounded up to 359 respondents.

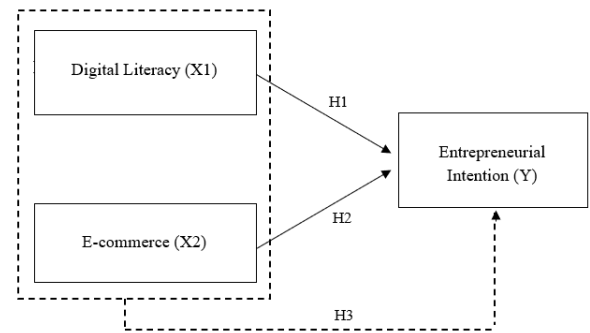


Figure 2. Research Model

## IV. RESULT AND DISCUSSION

### Validation Test of the Entrepreneurial Intention, Digital Literacy and E-Commerce Instrument

The digital entrepreneurship interest variable consists of 4 indicators, each indicator is represented by 3 questions, so the total number of questions is 12 questions. Validity tests were carried out on 30 respondents. The validity test results can be seen in the validity test table for the digital entrepreneurship interest instrument. Based on the table below, it is known that all 12 question items are valid, it can be concluded that the twelve items can be used in this research.

The digital literacy variable consists of 4 indicators, each indicator is represented by 3 questions, so the total number of questions is 12 questions. Validity tests were carried out on 30 respondents. The validity test results can be seen in the digital literacy instrument validity test table. Knowing that all 12 question items are valid, it can be concluded that the twelve items can be used in this research.

The E-commerce variable consists of 4 indicators, each indicator is represented by 3 questions, so the total number of questions is 12 questions. Validity tests were carried out on 30 respondents. The validity test results can be seen in the e-commerce instrument validity test table. Knowing that all 12 question items are valid, it can be concluded that the twelve items can be used in this research.

### Reliability Test

Reliability is a term used in research to describe the consistency or stability of the questionnaire used as an indicator variable. If a respondent's answer to a particular question remains constant or stable over time, it is said that the questionnaire is reliable. The reliability of the survey was assessed using the Cronbach Alpha statistical test. A variable is

considered reliable if the Cronbach Alpha value is more than 0.60 [33]. In this research, reliability testing was carried out using SPSS 26 software.

Tabel 2. Reliability Test

Variabel	Cronbach's Alpha	Interpretasi	Keterangan
Entrepreneurial Intention	0,920	Very High	Reliabel
Digital Literacy	0,933	Very High	Reliabel
E-commerce	0,957	Very High	Reliabel

Sumber: (Author, 2023)

### Analysis of the Influence of Digital Literacy on Digital Entrepreneurial Intentions

The first analysis uses a partial test (t test), this test is carried out to find out the regression coefficient value for each dimension of digital literacy on interest in digital entrepreneurship. The significance level used in this research is 0.05 and uses a two-sided test (Two Tail). Based on the results of data processing, it shows that in accordance with table 4.21, namely the results of the t test (partial) show that the significance value of the influence of Digital Literacy (X1) on Interest in Digital Entrepreneurship (X2) is  $0.000 < 0.05$  and the calculated t value is  $17.979 > t$  table value 1.967 then  $H_0$  is rejected and  $H_1$  is accepted. This means that there is a significant influence of digital literacy on interest in digital entrepreneurship.

The second analysis was carried out to determine the level of relationship between digital literacy and interest in digital entrepreneurship, expressed by an R value of 0.683. Meanwhile, the  $R^2$  value of 0.467 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by digital literacy by 46.7%, while 53.3% is influenced by other independent variables not mentioned in this research.

The third analysis was carried out to find out whether the three dimensions of digital literacy influence interest in digital entrepreneurship. In this research, there is a main hypothesis that will be tested, namely  $H_1$ : digital literacy has an influence on interest in digital entrepreneurship. The significance value is  $0.000 < 0.05$ , which means that  $H_1$  is accepted or it can be interpreted that digital literacy influences interest in digital entrepreneurship.

Based on the research results, it shows that there is a positive influence of digital literacy on students' interest in digital entrepreneurship at Garut University. Based on the partial calculation results of the influence

of digital literacy on interest in digital entrepreneurship, a regression coefficient value of 0.469 was obtained. At a significance level of 5% with a significant value of 0.000, because the regression coefficient has a positive value and a significant value of  $\text{sig.} < 0.05$ , it can be concluded that the higher the level of digital literacy applied, the greater the level of student interest in digital entrepreneurship. This also applies vice versa, namely if digital literacy is low, the lower the level of interest in digital entrepreneurship. The level of digital literacy with business sustainability is expressed by an R value of 0.683. Meanwhile, the  $R^2$  value of 0.467 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by digital literacy by 46.7%. while 53.3% was influenced by other independent variables not mentioned in this study.

Based on the results of descriptive analysis in the indicator qualification table, it shows that the average respondent's assessment of the digital literacy variable is included in the high category with a value of 17668. The highest assessment is 1622 with the statement item "I use the internet as a source of my daily information" while The lowest rating of 1327 was in the question item "I am able to analyze the web pages I visit", this indicates that digital literacy among students has reached a high level, where they actively use the internet as a source of information in their daily routine. This reflects that students have a strong ability to utilize information technology to meet their information needs. Students actively utilize information technology to meet their information needs, reflecting their ability to adapt to technological developments.

### Analysis of the Influence of E-Commerce toward Digital Entrepreneurial Intentions.

The first analysis uses a partial test (t test), this test is carried out to find out the regression coefficient value for each dimension of digital literacy on interest in digital entrepreneurship. The significance level used in this research is 0.05 and uses a two-tailed test. Based on the results of data processing, it shows that according to table 4.24, namely the results of the t test (partial) show that the significance value of the influence of E-commerce (X2) on Interest in Digital Entrepreneurship (X2) is  $0.000 < 0.05$  and the



calculated t value is  $15.686 > t$  table value 1.967 then  $H_0$  is rejected and  $H_2$  is accepted. This means that there is a significant influence of e-commerce on interest in digital entrepreneurship.

The second analysis was carried out to determine the level of relationship between e-commerce and interest in digital entrepreneurship, expressed by an R value of 0.689. Meanwhile, the  $R^2$  value of 0.408 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by e-commerce by 40.8%. while 59.2% was influenced by other independent variables not mentioned in this study.

The third analysis was carried out to find out whether the three dimensions of e-commerce influence interest in digital entrepreneurship. In this research, there is a second hypothesis that will be tested, namely  $H_2$ : e-commerce has an influence on interest in digital entrepreneurship. The significance value is  $0.000 < 0.05$ , which means that  $H_2$  is accepted or it can be interpreted that e-commerce has an influence on interest in digital entrepreneurship.

Based on the research results, it shows that there is a positive influence of e-commerce on students' interest in digital entrepreneurship at Garut University. Based on the partial calculation results of the influence of e-commerce on interest in digital entrepreneurship, a regression coefficient value of 0.234 was obtained. At a significance level of 5% with a significant value of 0.000, because the regression coefficient has a positive value and a significant value of  $\text{sig.} < 0.05$ , it can be concluded that the higher the use of e-commerce, the greater the level of student interest in digital entrepreneurship. This also applies vice versa, namely if the use of e-commerce is low, the lower the level of interest in digital entrepreneurship. The level of e-commerce with interest in digital entrepreneurship is expressed by an R value of 0.639. Meanwhile, the  $R^2$  value of 0.408 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by e-commerce by 40.8%. while 59.2% was influenced by other independent variables not mentioned in this study.

Based on the results of the descriptive analysis in the indicator qualification table, it shows that the average respondent's assessment of the e-commerce variable is in the high category with a value of 17328. The highest assessment is 1507 with the statement item

"Transactions carried out in e-commerce are easy to carry out" while the lowest rating of 1316 was found in the question item "The process of sending goods via e-commerce takes a fast time", this indicates that students felt the transaction process was smooth and hassle-free. This has implications for the fact that e-commerce provides a profitable experience and makes it easier for students to shop or sell products online. The importance of transaction efficiency in e-commerce is in line with the trend of fast and practical digital business. Students who feel that e-commerce provides an easy transaction experience may be more motivated to explore digital entrepreneurship opportunities.

### **Analysis of the Influence of Digital Literacy and E-commerce toward Digital Entrepreneurial Intentions.**

The first analysis was carried out to determine the regression coefficient value for each independent variable, namely digital literacy and e-commerce on interest in digital entrepreneurship. Based on the results of data processing, it shows that all independent variables influence interest in digital entrepreneurship.

The second analysis was carried out to determine the level of relationship between digital literacy and e-commerce on interest in digital entrepreneurship, expressed by an R value of 0.701. Meanwhile, the  $R^2$  value of 0.491 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by digital literacy and e-commerce by 49.1%. Meanwhile, 50.9% was influenced by variables not mentioned in this study.

The third analysis was carried out to find out whether the two variables independent influence interest in digital entrepreneurship as a dependent variable. In this research, there is a third hypothesis that will be tested, namely  $H_3$ : Digital literacy and e-commerce have an influence on interest in digital entrepreneurship. The significance value is  $0.000 < 0.05$ , which means that  $H_3$  is accepted or it can be interpreted that digital literacy and e-commerce influence interest in digital entrepreneurship.

Based on the research results, it shows that there is a positive influence of digital literacy and e-commerce on students' interest in digital entrepreneurship at Garut University. The level of



relationship between digital literacy and e-commerce on interest in digital entrepreneurship is expressed by an R value of 0.701. Meanwhile, the R<sup>2</sup> value of 0.491 is expressed as a coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by digital literacy and e-commerce by 49.1%. Meanwhile, 50.9% was influenced by variables not mentioned in this study.

Based on the results of descriptive analysis in the indicator qualification table, it shows that the average respondent's assessment of the digital entrepreneurship interest variable is in the high category with a value of 15894. The highest assessment is 1461 with the statement item "I feel enthusiastic about continuing to increase my knowledge about digital entrepreneurship in order to take advantage of existing opportunities and compete in a competitive market." This indicates that there is passion and enthusiasm among students to continue learning and adapting in the world of digital entrepreneurship. On the other hand, the lowest assessment is in the question item "I have extensive knowledge about various technologies and digital platforms that can be used in my business", which suggests that there is an opportunity to deepen students' understanding of technologies and digital platforms that are relevant in the context of their business. This indicates the importance of increasing knowledge about digital technologies and platforms as an integral part in building digital entrepreneurship competency among students.

## V. CONCLUSION AND SUGGESTION

This research examines or analyzes the influence of digital literacy and e-commerce on interest in digital entrepreneurship among students at Garut University. Students are the ones who in the future will play an important role in driving and developing the digital entrepreneurial sector and contributing to economic growth. Based on the data obtained from the results of the analysis carried out, it can be concluded as follows. Digital Literacy has a positive effect on Interest in Digital Entrepreneurship among Students at Garut University. These results indicate that the more students understand digital literacy, the greater their interest in being involved in digital entrepreneurship. E-commerce has a positive effect on interest in digital entrepreneurship among students at Garut University. These results indicate that the more students understand and utilize the concept of E-commerce, the

greater their interest in being involved in digital entrepreneurship. Digital Literacy and E-commerce have a positive effect on Interest in Digital Entrepreneurship among Students at Garut University. These results confirm that the combination of strong digital literacy and understanding of E-commerce has a significant positive impact on students' interest in entrepreneurship in the digital era.

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