

Exploring the Role of Digital Literacy And E-Commerce in Shaping Digital Entrepreneurial Interest

¹Nida Fauziah, ²Teten Muhammad Sapril Mubarak, ³Galih Abdul Fatah Maulani

^{1,2,3}Fakultas Kewirausahaan, Universitas Garut

nidafauziah@fkwu.uniga.ac.id

Abstract- This study examines the impact of digital literacy and e-commerce experience on students' digital entrepreneurship intention. Digital literacy is important in the digital technology era and e-commerce experience also play a role in shaping the view of the digital business world. This study aims to explore the relationship between digital literacy, e-commerce experience, and students' digital entrepreneurial intention. Through this study, it is expected that the important factors that influence the digital entrepreneurship intention among students will be revealed, as well as the importance of digital understanding in the context of today's business. The population in this study are students at Garut University. This type of research is quantitative research with non-experimental / survey research type. The sample used in this study were 359 respondents who were 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 analytical tool used in this study is multiple linear regression, data quality test, coefficient of determination, and hypothesis test. The purpose of this study is to determine whether there is an influence of Digital Literacy and E-commerce on Students' Digital Entrepreneurship Interest at Garut University. 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 together 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. These findings affirm the crucial role of digital competencies and online commercial experience in fostering entrepreneurial aspirations among university students in the digital era.

keywords: digital literacy, e-commerce, interest in digital entrepreneurship.

I. INTRODUCTION

The wave of the Industrial Revolution 4.0 has brought fundamental changes to various global life systems. This is marked by the increasing development of creativity and innovation through the utilization of information technology, which ultimately disrupts multiple aspects of global life, including competition in the economic sector. The era of the Industrial Revolution 4.0 further emphasizes that entrepreneurship development is a strategic issue requiring serious attention, particularly in formulating conducive policies to support the vision of an advanced Indonesia. In this context, the main focus of this research is to examine how digital literacy and e-commerce experience influence students' interest in digital entrepreneurship, as these competencies are essential to nurturing innovative and competitive young entrepreneurs in the digital age [1].

Entrepreneur has become attention important in economy of a country, one of the fundamental problems facing Indonesia is the low number of entrepreneurs. The number entrepreneur or Indonesian entrepreneurs are considered to be still minimal when compared to other countries in Asia [2]

Even though the young generation of Indonesia is believed to be the foundation of future entrepreneurs with the strengthening of digitalization.

The younger generation itself is still a little bit choosing to become entrepreneurs. This is proven by data from the Central Statistics Agency, in August 2021, the percentage of the workforce in Indonesia who chose to become laborers/employees/staff was 52.7%, who chose to become freelancers (freelance) as big as 9.74%, Which choose become Work together families amounted to 13.22%, while those who chose to become entrepreneurs amounted to 24.33% [3]. Given the still low interest in entrepreneurship among the younger generation, this requires an increase in entrepreneurship, especially among the younger generation, to continue to live independently and be able to improve their quality of life, so that it can help improve the country's economy.

Digitalization has give Lots impact positive for world businessman, among others are promotion, job creation, increasing productivity in social and economic aspects [4]. Digital entrepreneurship is a phenomenon that has great opportunities in the future and this is an opportunity for entrepreneurs to plan



marketing strategies by utilizing existing technology to take advantage of as many market opportunities as possible [5] .

Young generation moment This capable access media digital, However Not yet can utilize the potential of these skills to develop themselves. If we look back, there are still many young people who do not utilize digital technology facilities or do not even know how to use them to earn income. If people, especially the younger generation, understand and master digital literacy, they will be able to utilize this potential for entrepreneurship and develop themselves [6] .

In Indonesia, the government is actively making various breakthroughs to raise entrepreneurial intentions, one of the efforts to develop entrepreneurship and increase the number of entrepreneurs in Indonesia is through entrepreneurship education. This is done to develop an entrepreneurial spirit in circles student And equip they with knowledge and skills needed to start and manage a business [7] . With the entrepreneurship course, it is hoped that students can gain a better understanding of business processes, innovation, management, and the challenges associated with entrepreneurship. These government policies and programs reflect an awareness of the importance of encouraging entrepreneurship as an important pillar in Indonesia's economic development.

The young generation of Indonesia must be willing to improve their digital literacy, because they must be able to take an important role in the development of a digital-based economy. to front. Ability And superiority digital natives Which owned young generation must Keep going sharpened so that the more empowered competition in enter era *society* 5.0. The development of the current era of information technology, the ability to read and write digitally is very important for society, especially students, to be able to participate and follow development world modern. Skill in Digital literacy can also make it easier for individuals to start businesses and become entrepreneurs [8] . This factor also plays a significant role in increasing students' interest in starting a business.

In the digital business world, the term e-commerce has become familiar among public general. E-commerce is A place or means where the process of trading and exchanging products is carried out via a computer network. In this digital era, technological developments can provide opportunities to increase

business through e-commerce and create new digital-based jobs.

By mastering knowledge and skills, it is expected that students can feel more confident and interested in running a business. This is expected to be an opportunity for students to take advantage of technological advances and their knowledge in the field of information to start a new business.

II. LITERATURE REVIEW

2.1 Understanding Entrepreneurship

Entrepreneurship comes from the word "entrepreneurship" in English, and "entrepreneur" which is the origin of the word comes from French, namely "entreprendre". Entrepreneurship is the ability to handle resources in creative and original ways to add value. A creative and imaginative thinker can come up with new solutions to problems and identify opportunities. Through the methods, processes, goods, and services created, entrepreneurs can create new added value [9] .

Entrepreneurs are individuals who dare to take risks by opening businesses on opportunities. Which here is a businessman marked with courage and independence in take action in develop business in middle uncertainty and risk. In addition, an entrepreneur also has the ability to identify, maximize, and create profitable business opportunities [10] .

Based on description in on, can concluded entrepreneurship refer to on a person's ability to manage resources creatively and innovatively to create added value, by daring to take risks on available opportunities, and having the ability to seek, utilize, and create opportunity business Which profitable. A entrepreneur can also find solutions to new problems and opportunities by thinking creatively and innovatively.

Entrepreneurship is widely recognized as a critical driver of innovation, economic growth, and job creation. It involves the identification, evaluation, and exploitation of opportunities to introduce new goods or services, enter new markets, or create new organizational forms. One of the foundational frameworks for understanding entrepreneurship is Schumpeter's Theory of Innovation (1934), which emphasizes the entrepreneur as an innovator who disrupts equilibrium through creative destruction. Complementing this, Kirzner's Theory of Entrepreneurial Alertness (1973) highlights the entrepreneur's ability to recognize previously

unnoticed opportunities. Moreover, Effectuation Theory [11] offers a contemporary perspective, describing how entrepreneurs start with available means and co-create opportunities through iterative and adaptive processes. These grand theories collectively underscore entrepreneurship not merely as a set of business activities, but as a mindset and dynamic process that reshapes economies and societies. Recent research has continued to expand on these views by integrating psychological, sociological, and institutional perspectives to deepen our understanding of entrepreneurial behavior.

2.2 Entrepreneurship Digital

Digital entrepreneurship is an entrepreneurial activity supported by the use of technology. This term also refers to the development of innovation and creativity in an organization. Digital entrepreneurship carries the responsibility of design and implementation. And produces sales value through the production process and development of economic activities. This process is carried out through the use of various technologies and products supported by technology, namely Information and Communication Technology (ICT) [11].

Entrepreneurship digital Also as a form of product, distribution and workplace that are all digital in entrepreneurial efforts. In other words, all forms of entrepreneurship utilize digital transformation in business, the changes that occur lie in active efforts in business activities that are interconnected with people who already have the ability in the digital world.

Digital entrepreneurship refers to entrepreneurial activities that are enabled or driven by digital technologies, such as social media, e-commerce, cloud computing, mobile apps, and data analytics. Unlike traditional entrepreneurship, digital entrepreneurship leverages digital infrastructure to reduce entry barriers, scale rapidly, and innovate business models. The Digital Entrepreneurship Framework [13] highlights the transformation of entrepreneurial processes through digital artifacts, platforms, and infrastructure. In line with this, Dynamic Capabilities Theory [14] offers insight into how entrepreneurs develop, integrate, and reconfigure internal and external competencies to address rapidly changing digital environments. Recent studies also emphasize how platform-based ecosystems and digital affordances empower entrepreneurs to co-create value and adapt in real time [15]. These

theoretical perspectives demonstrate that digital entrepreneurship is not merely about technology use, but about rethinking how opportunities are identified, value is created, and markets are disrupted in a digitally mediated economy.

2.3 Interest Digital Entrepreneurship

Interest in entrepreneurship is a desire that drives someone to create a business, and then manage it, bear the risks, and develop the business [12]. Interest in digital entrepreneurship is A desire, flavor interest as well as readiness individual to work hard for fulfil need in his life with method building entrepreneurship in this case the form of products, distribution and workplaces which are all digital. In this digital era, a person will try to fulfill his life needs by participating and getting involved in world businessman digital due to the existence of the drive within oneself to be able to continue to compete in the current era [13].

In era digital Which advanced Nowadays, interest in digital entrepreneurship is becoming increasingly important because individuals feel compelled to participate in the world of digital entrepreneurship in order to stay competitive and adapt to the times. In conclusion, interest in digital entrepreneurship is an individual's desire to utilize digital technology as means For create And develop business. Interest This encompasses the desire to innovate, adapt to digital trends, and take an active role in the ever-growing digital entrepreneurial ecosystem.

Interest in digital entrepreneurship has gained considerable traction in recent years, especially among younger generations familiar with digital technologies. This interest is often driven by the perceived accessibility and scalability of digital ventures. According to the Theory of Planned Behavior [18], intention which is the most immediate predictor of behavior is influenced by attitude, subjective norms, and perceived behavioral control. In digital contexts, perceived ease of use and digital self-efficacy play a critical role in shaping entrepreneurial interest. Furthermore, Technology Acceptance Model [19] contributes to understanding how digital tools and platforms influence an individual's motivation and readiness to pursue



entrepreneurial initiatives online. Recent empirical studies [20] have found that digital literacy, digital platform exposure, and social media familiarity significantly correlate with students' interest in starting digital businesses. These findings underscore that interest in digital entrepreneurship is shaped not only by personal traits and environmental factors but also by the digital skills and confidence individuals possess in navigating the online business landscape.

2.4 Understanding E- commerce

Electronic commerce (e-commerce) is a part of electronic commerce. E-commerce is a business process that enables the buying and selling of products online as well as various other electronic business processes [14]. E-commerce, often known as e-commerce is the act of transacting business via computer networks, especially the Internet and external networks. others. This covers delivery service on line, sale, purchasing, and distribution. As e-commerce technology advances, it can also encompass a variety of commercial activities such as marketing, advertising, public relations, payments, and delivery schedules [15].

According to another view, e-commerce is an electronic business across the world's business networks, covering the entire process of marketing, sales, delivery, service, And payment for customer And development, not only buying and selling online. E-commerce systems rely on internet resources and other information technologies [16].

E-commerce has fundamentally transformed the way business is conducted, enabling transactions over digital platforms without the constraints of time and geography. The rise of e-commerce is underpinned by the Technology Acceptance Model (TAM) [19], which explains users' adoption of digital platforms based on perceived usefulness and ease of use. Additionally, Diffusion of Innovations Theory [24] offers insight into how e-commerce innovations spread among individuals and organizations, influenced by factors such as relative advantage, compatibility, and complexity. In the context of entrepreneurship, e-commerce reduces entry barriers and offers scalable market access, which has led to the proliferation of small and medium enterprises operating entirely online. Recent studies [25] emphasize that consumer trust, digital literacy, and mobile accessibility are key enablers of successful e-

commerce ventures. As digital infrastructure continues to evolve, e-commerce remains a dynamic field that reflects the intersection of technology, business innovation, and consumer behavior.

III. RESEARCH METHODS

Design study is A design Which made into as guidelines in conducting research. The purpose of research design is to provide systematic and structured guidelines for researchers in conducting their research. Research design designs a way to collect, measure, and analyze data based on the research questions to be studied [17].

Population refers to all individuals in a particular group, phenomenon, or subject that interests researchers to study [27]. The selected population is students registered at Garut University who have taken entrepreneurship courses. The sampling technique used in this study is non-probability with purposive sampling technique. Purposive sampling is method withdrawal sample Where Respondents were selected according to criteria previously determined by the researcher [18].

Questionnaires are considered to be an effective method in data collection. in amount big. Method collection data used in study This is questionnaire closed Which request respondents to mark the answer choices that best match their characteristics using a cross (×) or a check mark (√). Data analysis is the process of classifying a series of data into category, pattern, And unit description fundamentals. So that incident Which observed to have social, academic, and scientific value, a series of actions known as data analysis must be carried out to explore, classify, organize, interpret, And validate data.

IV. RESULT AND DISCUSSION

This study was conducted on students at Garut University with a total of 359 students from various study programs. The variables in this study are the Digital Literacy variable as the independent variable (X1), the E-commerce variable as the independent variable (X2) and the Interest in Digital Entrepreneurship as the dependent variable (Y). To determine the condition of the variables to be studied, a descriptive analysis was carried out, namely an analysis by describing or depicting the data that has been collected as it is. In this study, the researcher used a continuous line to know how much big the level of strength of the variable being studied.



Digital Literacy Variable with internet search indicator represented by 3 question items above, it can be seen that the statement representing the digital literacy variable in the internet search indicator obtained the highest score with a total score of 1622 in the item with the statement "I use the internet as my daily source of information", then the score value obtained will be presented in a continuum line as follows:

Table 1. Literacy Digital Indicator Search on the Internet

Very Low	Low	Enough	Tall	Very Tall
359	647	944	1221	1662 ↑

Based on the continuous line above, it can be explained that the search indicator in Internet to obtain score of 1662, this shows that the level of strength of the digital literacy variable based on internet search indicators is included in the very high category.

Table 2. Results Test Heteroscedasticity

Unstandardized Coefficients		Standardized Coefficients		Sig.
Model	B	Std Beta	Std Error	
1	(Constant)		11,304	1,890
	Literacy Digital	.670	.038	.638

Source: Processing Data (Spss, 2024)

Based on the table above, it can be concluded that the sig value of the digital literacy variable (0.582) and e-commerce (0.290) is greater than 0.05. So it can be concluded that there is no heteroscedasticity symptom. So it can be concluded that the multiple linear regression model has met the heteroscedasticity assumption.

Table 3. Coefficient Regression Literacy Digital To Interest Digital Entrepreneurship

Model	B	Std. Error	Standardized Coefficients Beta	Sig.
1	(Constant)	1,731	1,110	1,560
	Literacy Digital	.020	.036	.048
	E-commerce	.036	.034	.092

Source: Researcher, 2024

Based on results processing data show that is results test t (partial) show that mark significance The influence of Digital Literacy (X1) on Interest in Digital Entrepreneurship (X2) is $0.000 < 0.05$ And mark t count $17,979 > t$ value table $1,967$ so H_0 rejected and H_1 is accepted. This means that there is a significant influence of digital literacy on interest in digital entrepreneurship.

Table 4. Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.683	.465	5,677

Source: Researcher, 2024

The second analysis was conducted to determine the level of relationship between literacy digital with interest entrepreneurship digital stated with mark R is 0.683. Meanwhile, the R^2 value of 0.467 is stated as the coefficient of determination, which means that students' interest in digital entrepreneurship is influenced by digital literacy by 46.7%, while 53.3% influenced by independent variable other which not mentioned in this study.

Based on the results of the study, it shows that there is a positive influence of e-commerce on the interest in digital entrepreneurship of students at Garut University. Based on the results of partial calculations of the influence of e-commerce on the interest in digital entrepreneurship, the regression coefficient value is 0.234. The regression coefficient has a positive value and a significant value of sig.

<0.05 , then it can be concluded, the more tall e-commerce used then the level of interest in digital entrepreneurship among students will also increase.

This also applies to the opposite, namely if the use of e-commerce is low, the level of interest in digital entrepreneurship is also low. The level of e-commerce with interest entrepreneurship digital stated with mark R as big as 0.639. Meanwhile, the R^2 value of 0.408 is stated as the coefficient of determination which has meaning that interest entrepreneurship digital student influenced by e-commerce by 40.8%. While 59.2% is influenced by other independent variables not mentioned in this study.

This is supported by research conducted by [19], where interest in entrepreneurship is positively and significantly influenced by e-commerce. Matter This show that adoption e-commerce No only facilitate business transactions, but also positively influence individual interest in getting involved in the world of digital entrepreneurship. This strengthens the understanding that a positive view of e-commerce has a positive impact. more in in to form aspiration entrepreneurship digital student.

Results This strengthen draft that e-commerce is not only a transaction tool, but also a driving factor Which in a way real influence individual interest in running a digital business. The congruence between these findings and students' positive views of e-commerce in the descriptive analysis adds to the belief that e-commerce adoption plays a central role in shaping digital entrepreneurship interests across contexts.

Digital literacy and the use of e-commerce have an important role in shaping the interest in digital entrepreneurship among students. This is supported by research conducted by [20] which shows that there is a significant influence between digital literacy and the use of e-commerce on the interest in digital entrepreneurship. This shows that student Which own understanding about digital technology and are able to utilize e-commerce platforms tend to be more interested For operate business digital. With thus, literacy digital and utilization e-commerce No only is skills technical alone, but also important factors that form the foundation for students to explore business opportunities in the digital era.

V. CONCLUSION AND SUGGESTIONS

This study examines or analyzes the influence of digital literacy and e-commerce on the interest in

digital entrepreneurship among students at Garut University. Students are one of those who will play an important role in driving and developing the digital entrepreneurship sector and contributing to economic growth. This study shows that students in University Garut own understanding Which Good about digital literacy, with referring to on indicators variable literacy digital such as internet searching, *hypertext navigation*, content evaluation, and compilation of knowledge and information, students tend to have a strong interest in entrepreneurship in the digital field. Of the four indicators of digital literacy variables, search in Internet own mark which most tall in This research means that students at Garut University actively use the internet as a source the information. Matter this show that student have the ability to access and evaluate information effectively via the internet.

VI. REFERENCE

- [1] N. A. Fahmi, Z. Zulkifli, T. Irwanto, and ..., "Analysis of The Influence of E-Commerce Use and Digital Literacy Toward Society Intention in Digital Entrepreneurship," ... *Comput. ...*, 2023.
- [2] M. R. Bustami and T. T. Akbari, "International Journal of Multicultural and Multireligious Understanding The Torch Theory of Youth Leadership in Nusantara Malay Archipelago: Four Typologies in Indonesian Cities," pp. 156–174, 2020.
- [3] A. I. Sudrajad, D. Tricahyono, E. B. Yulianti, and ..., "The Role of Digitalization Performance on Digital Business Strategy in Indonesia MSEMs," ... *Bus. Rev. ...*, 2023.
- [4] I. A. Umboh and V. D. W. Aryanto, "Digital marketing development model through digital literacy mediation to improve SME's performance," *Media Ekon. Dan Manaj.*, 2023.
- [5] F. I. Maulana, A. Purnomo, F. C. Pratama, V. P. Widharta, and ..., *Scientometric analysis of digital entrepreneurship through bibliometric visualizing in the last 10 years*. eprints.unmer.ac.id, 2022.
- [6] A. Hussain, M. Akbar, A. Shahzad, P. Poulava, and ..., "E-commerce and SME performance: The moderating influence of entrepreneurial competencies," 2022,



- mdpi.com.
- [7] Y. Zhai, K. Yang, L. Chen, H. Lin, M. Yu, and ..., "Digital entrepreneurship: global maps and trends of research," *J. Bus. ...*, 2023, doi: 10.1108/JBIM-05-2021-0244.
 - [8] T. Guo and S. Kiratikarnkul, *The Influence of Digital Marketing Literacy and Self-Efficacy on the Intention to be an E-Commerce Entrepreneur*. 202.28.38.45, 2024.
 - [9] L. W. Wardana, A. Indrawati, F. I. Maula, A. M. Mahendra, and ..., "Do digital literacy and business sustainability matter for creative economy? The role of entrepreneurial attitude," 2023, *cell.com*.
 - [10] R. S. Oktari, K. Munadi, R. Idroes, and H. Sofyan, "Knowledge management practices in disaster management: Systematic review," *Int. J. Disaster Risk Reduct.*, vol. 51, no. August, p. 101881, 2020, doi: 10.1016/j.ijdr.2020.101881.
 - [11] S. D. Sarasvathy, "Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency," *Acad. Manag. Rev.*, vol. 26, no. 2, pp. 243–263, 2001, doi: 10.5465/amr.2001.4378020.
 - [12] E. Irfan, Y. Ali, and M. Sabir, "Analysing role of businesses' investment in digital literacy: A case of Pakistan," *Technol. Forecast. Soc. Change*, 2022.
 - [13] S. Nambisan, "Digital Entrepreneurship: Toward a Digital Technology Perspective of Entrepreneurship," *Entrep. Theory Pract.*, vol. 41, no. 6, pp. 1029–1055, 2017, doi: 10.1111/etap.12254.
 - [14] D. J. Teece, G. Pisano, and A. Shuen, "Dynamic Capabilities and Strategic Management," *Strateg. Manag. J.*, vol. 18, no. 7, pp. 509–533, 1997, doi: 10.1002/(SICI)1097-0266(199708)18:7<509::AID-SMJ882>3.0.CO;2-Z.
 - [15] F. Sussan and Z. J. Acs, "The digital entrepreneurial ecosystem," *Small Bus. Econ.*, vol. 49, no. 1, pp. 55–73, 2017, doi: 10.1007/s11187-017-9867-5.
 - [16] N. Alam, H. Ashfia, S. Salma, and S. Nugraha, "The Influence of Product Innovation and Organizational Innovation On Culinary Business Performance Of Small And Medium Enterprises," vol. 5, no. 4, pp. 275–283, 2023.
 - [17] G. Abdul, F. Maulani, N. Fauziah, T. Mohamad, and S. Mubarak, "The Effect Of Digital Literacy And E-Commerce Toward Digital Entrepreneurial Intention," *Bus. Innov. Entrep. J.*, vol. 5, no. 3, pp. 184–191, 2023.
 - [18] I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, 1991, doi: 10.1016/0749-5978(91)90020-T.
 - [19] F. D. Davis, "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," *MIS Q.*, vol. 13, no. 3, pp. 319–340, May 1989, doi: 10.2307/249008.
 - [20] A. N. Putra and T. Widodo, "Digital Literacy and Its Influence on the Interest in Digital Entrepreneurship Among Vocational Students," *J. Entrep. Educ.*, vol. 26, no. 2, 2023, [Online]. Available: <https://www.abacademies.org/articles/digital-literacy-and-its-influence-on-the-interest-in-digital-entrepreneurship-among-vocational-students-15770.html>
 - [21] Y. A. Fatimah, D. Kannan, K. Govindan, and ..., "Circular economy e-business model portfolio development for e-business applications: Impacts on ESG and sustainability performance," 2023, *Elsevier*.
 - [22] H. Margono, "Digital Marketing & Digital Entrepreneurship During Social Restriction Policy in Indonesia," 2022, *scholar.archive.org*.
 - [23] P. T. Joseph, *E-commerce: An Indian perspective*. books.google.com, 2023.
 - [24] D. Price-Dennis and Y. Sealey-Ruiz, *Advancing racial literacies in teacher education: Activism for equity in digital spaces*. books.google.com, 2021. [Online]. Available: https://books.google.com/books?hl=en&lr=&id=RB4wEAAAQBAJ&oi=fnd&pg=PP1&dq=price&ots=zCF4WF2UTg&sig=rEXS-IKTC4De9-975k_UTXUiE1c
 - [25] K. C. Laudon and C. G. Traver, *E-commerce 2021: Business, Technology, Society*. Pearson, 2021. [Online]. Available: <https://www.pearson.com/store/p/e-commerce-2021/P100002796495>
 - [26] J. W. Creswell, *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: pustaka pelajar, 2016.
 - [27] U. Sekaran and R. Bougie, "Research Methods for Business: A Skill-Building Approach," *Leadersh. Organ. Dev. J.*, vol. 34, no. 7, pp.



- 700–701, 2016, doi: 10.1108/loj-06-2013-0079.
- [28] D. Setiadi, S. Nurhayati, A. Ansori, M. Zubaidi, and R. Amir, “Youth’s digital literacy in the context of community empowerment in an emerging society 5.0,” *Society*, 2023.
- [29] U. Suryani, S. B. Abdinagoro, and ..., “Impact of digital literacy and market orientation through e-commerce adoption on the MSME performance moderated by O2O business adoption,” ... *Entrep.*, 2022.
- [30] V. Gashaj, L. C. Dapp, D. Trninic, and C. M. Roebers, “Trends in Neuroscience and Education The effect of video games , exergames and board games on executive functions in kindergarten and 2nd grade : An explorative longitudinal study,” *Trends Neurosci. Educ.*, vol. 25, p. 100162, 2021, doi: 10.1016/j.tine.2021.100162.

