

The Influence of Entrepreneurial Literacy and Digital Literacy on Business Success Through Digital Platforms as a Mediating Variable Among Metal Artisans in Makassar City

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ABSTRACT

This study aims to examine the influence of Entrepreneurial Literacy and Digital Literacy on business success, with Digital Platforms serving as a mediating variable, among metal artisans in Makassar City. A quantitative research method with a descriptive approach was applied, using a sample of 150 metal craftsmen. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The results indicate that both Entrepreneurial Literacy and Digital Literacy significantly and positively affect the business success of metal artisans, with Digital Platforms acting as a mediator in this relationship. The study underscores the importance of these factors in fostering business growth. Based on these findings, it is recommended that government authorities intensify efforts to increase awareness and promote entrepreneurial and digital literacy, helping business owners enhance their financial management, entrepreneurial skills, and ability to effectively utilize digital platforms for marketing their products.

INTRODUCTION

In the rapidly advancing era of globalization, businesses today heavily rely on digital technology (Clark-Wilson et al., 2020). Metal artisans in Makassar, like many other entrepreneurs, are not exempt from the impact of technological advancements. Entrepreneurial literacy and digital literacy have become highly relevant topics, especially in the context of metal artisans striving to enhance their business success through digital platforms (Rahmatullah et al., 2022).

Metal artisans in Makassar face new challenges in running their businesses. Despite their expertise in producing high-quality metal products, many artisans still lack a comprehensive understanding of essential business skills and digital knowledge. Entrepreneurial skills encompass business administration, marketing strategies, and product development, while digital skills involve leveraging information technology and online platforms for promotion and sales. Limitations in these two areas can hinder artisans' ability to maintain their position in an increasingly competitive market.

Entrepreneurial literacy refers to an individual's capacity to create something original through creative ideas and innovative efforts. In the metalworking sector, entrepreneurial skills pertain to the ability to develop innovative concepts for marketable metal products. Meanwhile, digital literacy involves the ability to search for, evaluate, apply, create, and share content or information using information and communication technology. For metal artisans, digital literacy specifically refers to the ability to utilize online platforms such as e-commerce, social media, and business applications to boost sales and promote metal products (Sariwulan et al., 2020).

The use of digital platforms has become increasingly vital for metal artisans in Makassar. Through digital platforms, they can expand their market reach and strengthen their product presence (Syahfitri & Karoma, 2021). However, to effectively leverage these platforms, metal artisans must develop strong digital literacy skills. Digital literacy enables them to optimize the use of digital technology to enhance business performance.

Makassar has a rich cultural heritage, one of which is metal craftsmanship. For generations, the people of Makassar have mastered the art of processing metal into various products, ranging from jewelry to household tools (STICKEL, 2024). However, as times change, metal artisans are confronted with increasingly complex challenges. Competition with mass-produced goods, shifting consumer preferences, and a lack of innovation are among the obstacles that must be overcome.

LITERATURE REVIEW

Entrepreneurial Literacy

Entrepreneurial literacy focuses on equipping individuals with the skills, knowledge, and values necessary to identify business opportunities, as well as to establish and grow new ventures (Supatminingsih et al., 2024). Entrepreneurial skills are essential for individuals aspiring to build and expand a business, as learning about entrepreneurship enhances their capacity to

recognize job opportunities, develop business connections, and formulate effective strategies for their organizations.

H1: It is hypothesized that there is a direct influence between entrepreneurial literacy and digital platforms.

H3: It is hypothesized that there is a direct influence between entrepreneurial literacy and business success.

Digital Literacy

To achieve greater competitiveness in the digital era, digital literacy is crucial for micro, small, and medium enterprises (MSMEs). Mastering digital technology enables MSMEs to reach a broader market, improve operational efficiency, and drive innovation in their offerings. By enhancing their digital skills, small and medium enterprises can leverage social media for marketing, utilize e-commerce for sales, and adopt business applications to streamline operations.

Additionally, digital literacy helps MSMEs make data-driven decisions, allowing them to collect and analyze customer and market information. However, their biggest challenges remain limited resources and inadequate education. Therefore, collaborative efforts among the government, private sector, and educational institutions are essential to providing the necessary training and resources, enabling MSMEs to fully harness digital technology and drive inclusive and sustainable economic growth.

H2: It is hypothesized that digital literacy directly influences digital platforms.

H4: It is hypothesized that digital literacy directly influences business success.

Business Success

Business success refers to a condition in which a company has evolved from its previous state. The primary goal of any enterprise is to achieve success, with all actions directed toward this objective. In general, business success signifies an improved or superior condition compared to previous periods. A company's achievements reflect a distinctive approach that sets it apart from others in its industry or a comparable category.

H5: It is hypothesized that digital platforms have a positive and significant impact on business success.

Digital Platforms

An intervening variable, commonly referred to as a mediating variable, serves to mediate the relationship between an independent (explanatory) variable and a dependent (outcome) variable. As stated by Khan (2018), a moderating variable is an independent variable that has the potential to either strengthen or weaken the relationship between other independent variables and the dependent variable. The purpose of using a mediator variable is to assess the strength of the relationship between independent and dependent variables.

Entrepreneurial Characteristics

Entrepreneurial characteristics encompass traits such as creativity, innovation, perseverance, and the ability to identify opportunities (Marfua,

2021). According to Phutry Lelliezza and Ali Musadeq (2019), entrepreneurs naturally develop a mindset known as entrepreneurial character, which shapes their identity in social settings. Additionally, entrepreneurs must exhibit responsibility and a willingness to take risks (Fahri Sahrul Ramadhan, Abdul Hafid, Ardiansyah, 2024).

Entrepreneurial traits, including creativity, risk-taking, and perseverance, have been proven to play a crucial role in influencing an individual's intent to start a business (Cao et al., 2022). According to Sun et al. (2020), individuals with strong entrepreneurial characteristics are more likely to have the intention to start a business because they feel more confident and motivated to pursue business opportunities. This aligns with the study by Erickson & Laing (2016), which states that entrepreneurial goals are significantly influenced by entrepreneurial character.

H6: It is hypothesized that entrepreneurial literacy has a positive and significant impact on business success through digital platforms.

H7: It is hypothesized that digital literacy has a direct and significant influence on business success through digital platforms.

METHODOLOGY

The quantitative method is applied in this study, where the collected data is represented in numerical form and analyzed statistically. This method is used to examine a specific population or sample, involving random sampling. The study investigates causal relationships by analyzing the extent to which changes in one variable affect changes in another.

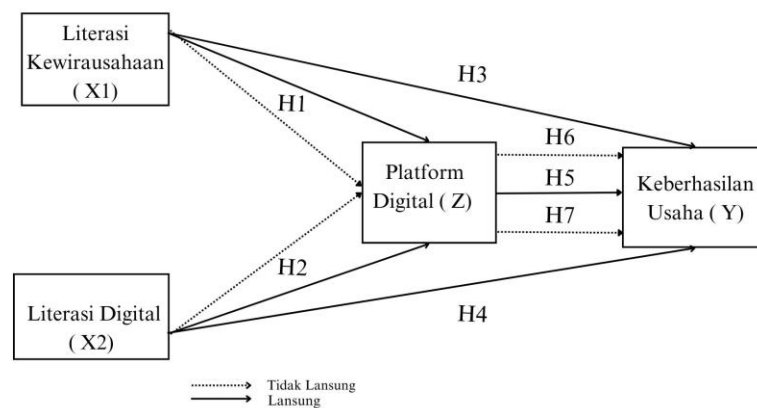


Figure 1. Conceptual Framework

RESEARCH RESULT

Descriptive Statistical Analysis

The table below provides an overview of the research respondents' data:

Table 1. Respondents' Demographic Profile

No	Aspect	Frequency	Percentage (%)
1.	Gender		
	Female	133	88,6%
	Male	37	11,4%
2.	Age		
	20 – 23	21	14%
	24 – 26	23	15,3%
	27 – 30	37	24,7%
	31 – 33	37	24,7%
	>34	56	36,6%
3.	Level of Education		
	SD	3	2%
	SMP	7	4,7%
	SMA/SMK/MA	117	78%
	D3/D4	6	4%
	S1	17	11,3%
4	Business duration		
	1 – 3 Years	14	9,3%
	4 – 6 Years	22	14,7%
	7 – 9 Years	36	24%
	>10 Years	79	52%
4.	Sales Revenue		
	1.000.000 – 3.000.000	23	15,3%
	3.000.000 – 6.000.000	36	24%
	6.000.000 – 9.000.000	69	46%
	>9.000.000	22	14,7%

Source: Processed from research data, 2024

Measurement Model Test Results

The researcher conducted testing related to the outer model by applying several evaluations of convergent validity, discriminant validity, and reliability. In this study, the researcher performed a measurement model test using data from 150 respondents. Figure 2 below shows the measurement test for this research model:

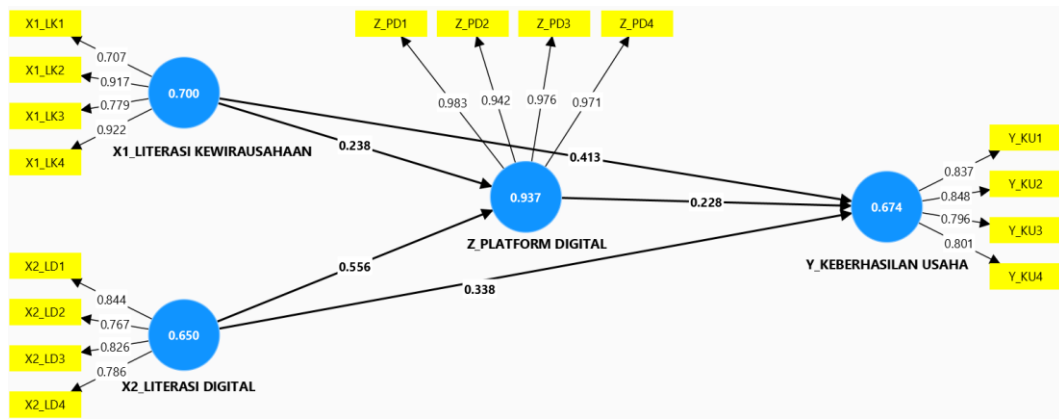


Figure 2. Measurement Model Test Results

The outer model test (measurement model), which begins with a convergent validity test, can then be performed based on respondent data. The ideal factor loading value, which is ≥ 0.7 , indicates that each item is valid in assessing its respective construct, supporting the foundational steps in the existing theory.

For reliability to be considered acceptable, the value must be greater than or equal to 0.7. The Cronbach's Alpha, Composite Reliability, and AVE methods demonstrate this. Based on the results, the current construct is reliable or has a strong correlation, as indicated by the Cronbach's Alpha and Composite Reliability methods, both showing values of ≥ 0.7 . If the AVE value exceeds 0.5, it indicates that each variable has a low level of inaccuracy.

Table 2. Construct Reliability

Variable	Cronbach's Alpha	Composite Reliability	Rho_a	Description
X1_Entrepreneurial Literacy	0.851	0.902	0.860	Entire is Reliable
X2_Digital Literacy	0.822	0.881	0.829	
Y_Business Success	0.839	0.892	0.843	
Z_Digital Platform	0.978	0.984	0.981	

Source: Smart PLS Data Processing Results, 2024

To determine the degree of difference between one construct and another, the next step is to conduct a discriminant validity test. This can be observed from the Cross Loading values of each construct. Table 2 presents the findings of the cross-loading values, which show that the correlation coefficients of all indicators are higher than those of other factors. Since a construct can predict whether the indicators forming it are better than those of other constructs, discriminant validity has been established.

Table 3. Cross Loading

Code	X1	X2	Y	Z
LK1	0.707	0.533	0.563	0.545
LK 2	0.917	0.534	0.702	0.516
LK 3	0.779	0.559	0.597	0.478
LK 4	0.922	0.618	0.729	0.509
LD1	0.554	0.844	0.663	0.613
LD2	0.551	0.767	0.574	0.489
LD3	0.527	0.826	0.675	0.678
LD4	0.544	0.786	0.590	0.505
KU1	0.748	0.600	0.837	0.614
KU2	0.700	0.644	0.848	0.613
KU3	0.518	0.579	0.796	0.549
KU4	0.573	0.732	0.801	0.594
PD1	0.635	0.697	0.717	0.983
PD2	0.532	0.617	0.644	0.942
PD3	0.604	0.722	0.729	0.976
PD4	0.593	0.731	0.706	0.971

Source: Smart PLS Data Processing Results, 2024

T-Square Test

When evaluating the structure, the initial step is to examine the t-square for each endogenous variable as a measure of structural model reliability. The variation in P-square (P^2) values can be understood as a method to assess the substantial impact of unobserved external factors on unobserved endogenous variables. For instance, if the squared values are 0.75, 0.50, and 0.25, one can conclude that the model is strong, moderately balanced, and limited, respectively. Higher R^2 values indicate a more effective predictive model and a recommended research model (Peterson K, 2023).

F-Square Test

The Entrepreneurial Literacy variable has a moderate influence on the Business Success variable ($f^2 = 0.350$). The Entrepreneurial Literacy variable has a small influence on the Digital Platform variable ($f^2 = 0.068$). The Digital Literacy variable has a moderate influence on Business Success ($f^2 = 0.183$). The Digital Literacy variable has a moderate influence on the Digital Platform ($f^2 = 0.373$). The Digital Platform variable has a small influence on Business Success ($f^2 = 0.095$) (Sahita et al., 2020).

DISCUSSION

This study highlights the influence of Entrepreneurial Literacy and Digital Literacy on Business Success among metal craftsmen in Makassar, with Digital Platforms as the mediating variable. Based on statistical analysis, this research confirms all ten proposed hypotheses.

Table 4. Hypothesis Testing

Hypothesis	Standard Devision	T Statistics	P Values	Description
X1 -> Y	0.063	6.596	0.000	Sig
X1 -> Z	0.088	2.714	0.007	Sig
X2 -> Y	0.066	5.096	0.000	Sig
X2 -> Z	0.077	7.239	0.000	Sig
Z -> Y	0.076	3.016	0.003	Sig

Source: Processed Data from Smart PLS, 2024

The Influence of Entrepreneurial Literacy on Digital Platforms Among Metal Craftsmen in Makassar

Entrepreneurial skills and digital platforms exhibit a significant and beneficial relationship among metal craftsmen in Makassar. According to Leoksono et al. (2022), entrepreneurial competence refers to the understanding necessary to conceptualize and apply entrepreneurial knowledge in daily life. Possessing entrepreneurial skills makes it easier to develop an interest in entrepreneurship compared to those without such skills. As stated by Dana et al. (2022), an individual's understanding of entrepreneurship—an essential component of entrepreneurial competence—is characterized by positive, creative, and innovative traits that help transform business prospects into profitable opportunities.

The Influence of Digital Literacy on Digital Platforms Among Metal Craftsmen in Makassar

There is a significant and positive relationship between digital literacy and digital platforms for metal craftsmen in Makassar. Today, technological advancements are deeply intertwined with people's daily lives. Due to rapid technological progress (globalization), we can instantly experience events from all over the world (Purbasari et al., 2021). Naturally, these advancements have significantly transformed human life, alongside civilization and culture (Putra et al., 2023). Such changes have also profoundly influenced the evolution of contemporary values in society, particularly among individuals from Eastern cultural and traditional backgrounds, including those in Indonesia. In Indonesia, technological progress has had a substantial impact on societal values, affecting both urban and rural communities (modernization), especially in the metal trade sector (Efendi et al., 2023).

Digital literacy enables individuals to distinguish between accurate and misleading information (Pratama et al., 2023). Advanced digital skills enhance an individual's ability to process information critically. These skills have become increasingly essential due to the rapid pace of technological advancements (Rafiq et al., 2024). To participate effectively and safely in the evolving digital landscape of globalization, acquiring digital skills should be a top priority (Holm, 2024). Beyond technical proficiency in using devices and applications, digital literacy also encompasses an understanding of online interaction ethics, critical evaluation of information, and awareness of digital security threats (Anggeraini et al., 2019; Kusumastuti et al., 2021). Research indicates that digital literacy positively influences digital platforms (Intellectual

Property, 2024). A study by Orakova et al. (2024) also found that digital literacy affects digital platforms. Additionally, according to Muhdi et al. (2024), digital platforms do not diminish entrepreneurial skills.

The Influence of Entrepreneurial Literacy on Business Success Among Metal Craftsmen in Makassar

Business success among metal craftsmen in Makassar has a positive and significant correlation with entrepreneurial skills. Fauziyah, as cited by Irta Yani et al. (2020), states that entrepreneurial competence influences business success, as entrepreneurs' skills enhance their capacity to formulate business strategies and generate innovative ideas to remain competitive in the market. This finding highlights that in entrepreneurship, it is crucial not only to have the ambition to start a business but also to possess entrepreneurial skills to develop marketable product ideas and assess market potential and relevant target customers (Jasin et al., 2024).

This is supported by a study by Irawan & Mulyadi (2016), which examined the impact of entrepreneurial skills on business success. Findings from Cetindamar & Abedin (2021) and Ephrem et al. (2021) emphasize that comprehensive entrepreneurial knowledge is fundamental, underscoring the significance of entrepreneurship as both an influential factor and an essential component. Several factors affect entrepreneurial competence, including mindset development, attitude cultivation, and behavioral formation (Nguyen et al., 2021).

The Influence of Digital Literacy on Business Success Among Artisans in Makassar

Among metalworkers in Makassar, there is a significant and positive relationship between entrepreneurial skills and business success. Basic digital knowledge involves understanding technology and its evolution, which has been integrated into marketing, particularly given today's technological advancements that enhance the sophistication of sales processes. This, in turn, influences transactional activities between retailers and metalworkers in Makassar (Outline, 2023).

In today's fast-paced information and technology era, entrepreneurs must possess digital literacy to communicate effectively and gain unlimited access to resources (Ali et al., 2024). Therefore, understanding digital literacy is essential for SMEs to sustain their businesses (Li, 2023).

According to Tanapaisankit et al. (2024), eight factors contribute to entrepreneurial transformation, one of which is technological advancement. Research by Danladi et al. (2023) highlights that leveraging technology in entrepreneurship offers numerous advantages for business success, facilitating various entrepreneurial activities such as improved access to information, expanded networks, and enhanced communication. Platforms like Instagram, Facebook, Shop, Lazada, OLX, and Bukalapak play a crucial role in this process. A study by Khan et al. (2021) suggests that entrepreneurial competence fosters innovation and the creation of new products that add value, demonstrating

greater creativity and business acumen, which ultimately contribute to business success.

The Impact of Digital Platforms on Business Success Among Metalworkers in Makassar

There is a significant and positive correlation between digital platforms and business success among metalworkers in Makassar. Digital transaction platforms facilitate connections between buyers and sellers in an online format, serving as communication mediums that benefit from virtual interactions (De Reuver, 2018). To support SME success in today's global market, platforms like Instagram and Amporbatsapp play a crucial role in enhancing the visibility of products and services to the public (Turyadi et al., 2023). Through Instagram's in-app Business Features, interactions between sellers and potential customers can be strengthened—whether during advertising, product presentations, information sharing, or transactional processes (Meilinda et al., 2023). Moreover, the number of digital platform users in Indonesia has surged significantly each year (Hanandeh et al., 2024).

This aligns with research by Dharma et al. (2022), which indicates that internet usage in Indonesia is currently high, and social media plays a crucial role in significantly boosting business visibility. Utilizing the internet as a platform impacts sales growth, thereby enhancing the success of commercial enterprises (Suali et al., 2024). In this context, technology significantly contributes to improving business efficiency and productivity. For instance, business management programs help entrepreneurs manage their businesses more effectively, streamline production processes, optimize resources, and enhance the quality of products and services (Raihana et al., 2024). In this scenario, technology assists entrepreneurs in reducing production costs and shortening response times for clients.

The Influence of Entrepreneurial Literacy on Business Success Through Digital Platforms Among Metalworkers in Makassar

There is a strong and positive relationship between entrepreneurial skills and business success through digital platforms among metalworkers in Makassar. Entrepreneurship refers to the ability to leverage innovative thinking and seize opportunities for success (Vancikaksono et al., 2023). The act of imaginative and inventive thinking—developing concepts and ideas—leads to the creation of original and distinctive products. In organizations, this process is driven by research and development initiatives (Bachmann et al., 2024).

Individuals aspiring to become entrepreneurs must cultivate innovative and imaginative entrepreneurial abilities (Nguyen et al., 2024). Entrepreneurial competence, also known as entrepreneurial skills, is an external factor that significantly influences business success (Widyastuti et al., 2024). The higher the level of entrepreneurial skills, the easier it is to achieve business growth. Jovanovic et al. (2022) state that possessing entrepreneurial skills can positively impact business success through digital platforms.

According to Yanto et al. (2022), individuals from small and medium enterprises (SMEs) with literacy skills can significantly and positively influence

business success via digital platforms. To support SME growth in the era of globalization, platforms such as Instagram and Amporbatsapp are essential for increasing the visibility of products and services to the public (Mughal et al., 2024). Through Instagram's Business Advertising Features, interactions between sellers and potential buyers can be enhanced—whether during promotions, presentations, or providing product details—thereby streamlining the transaction process (Xiao et al., 2022).

The Influence of Digital Literacy on Business Success Through Digital Platforms Among Metal Craftsmen in Makassar

There is a significant and positive relationship between digital literacy and business success through digital platforms among metal craftsmen in Makassar. Digital literacy plays a crucial role in equipping individuals and communities with the ability to utilize technology efficiently. It encompasses the capacity to access relevant information, engage in meaningful discussions, and develop a comprehensive understanding of global issues (Genefri et al., 2024). In today's fast-paced era of information and technological exchange, entrepreneurs must possess the necessary digital skills for seamless communication and unrestricted access (Suryani et al., 2022).

Entrepreneurs face various challenges in business management that must be overcome to achieve their desired goals. To run a business effectively, individuals need to understand multiple competencies, such as financial literacy, business acumen, and entrepreneurial knowledge (Albulescu et al., 2016; Razak et al., 2016). Today, beyond formal education, digital media and applications are extensively used in both business and daily life (Mavlutova et al., 2020). The emergence of digital media has transformed numerous aspects of life, including the economy (Warokka, 2020). The growth of the digital economy within communities and organizations has motivated millennials to establish their own businesses (Saptono et al., 2020) and operate them using premium products through digital platforms (Andriani et al., 2019).

CONCLUSIONS AND RECOMMENDATIONS

The conclusions drawn from the data analysis and study findings indicate that Entrepreneurial Literacy and Digital Literacy have a significant and positive impact on the success of metal artisans in Makassar, with Digital Platforms serving as a mediating variable in this relationship. This study highlights the importance of these three factors.

It is recommended that relevant government authorities enhance efforts to promote awareness of entrepreneurial and digital literacy. This will enable business owners to better manage their finances, develop proper entrepreneurship skills, and effectively market their products through digital platforms.

ADVANCED RESEARCH

Future researchers are encouraged to conduct a more in-depth analysis of entrepreneurial literacy by considering new variables that have not been explored in this study. Additionally, future studies should include a more

diverse group of respondents to better represent the overall characteristics of artisans. This is essential to ensure that the research provides more comprehensive solutions for business success. By replacing or adding other mediating variables, future research is expected to yield more relevant and insightful findings.

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