

Determining Online Business Readiness Among Vocational School Students Throughout Banyuwangi

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ARTICLE INFO

Keywords:

Digital Marketing Literacy,
Entrepreneurship Education,
Entrepreneurial Attitude,
Online Business Readiness

Received : 23, September

Revised : 24, October

Accepted: 25, November

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ABSTRACT

In the digitalized Society 5.0 era, online businesses, particularly in Indonesia, have flourished with rapid technological changes. This research investigates the impact of entrepreneurship education and digital marketing literacy on the entrepreneurial attitudes of Vocational High School students in Banyuwangi, Indonesia, utilizing the Theory of Planned Behavior. Implications include significant contributions to SMK entrepreneurship education curriculum development and insights into factors influencing students' readiness for online businesses. Anticipated outcomes involve SMK students evolving into successful online entrepreneurs, contributing to local economic development. This quantitative study used Structural Equation Modeling based on Partial Least Square variance, employing Smart PLS 3.3 for analysis. Effective entrepreneurship education enhances preparedness and contributes to a robust entrepreneurial attitude. In summary, digital marketing literacy and entrepreneurship education complement each other, with students' attitudes linking the quality of both to their readiness for online businesses.

INTRODUCTION

The world has entered the era of Society 5.0, where all human technology is digitalized to meet human needs and activities. Ellis et al., (2019) and; Valenduc & Vendramin, (2018) In the current situation there are many new things or rules that need to be updated, one of them concerns businesses, especially business people. The domino effect of the transition period will result in the inability of entrepreneurs to adapt to natural selection and a decline in productivity. According to a study by the Center for Economic and Social Studies (CESS) and the Center for Small and Medium Enterprise Dynamics (CEMSED), the development of online commerce in Indonesia is now very rapid, and one of them is online shopping. Online shopping is a way of purchasing things through electronic communication devices or communications used in buying and selling, in which the buyer does not need to be present in the person's store to view and purchase the desired product, but only to view the desired product. produced from a website. You can order the products of your choice over the Internet, transfer money and the products will be delivered to your home from the online store (da Silveira et al., 2021; Kandpal & Mehrotra, 2019; Lestari & Saifuddin, 2020; Sopiyan, 2022). According to Saura (2021), online commerce is the third party that connects the two actors who buy and sell things online.

Now that online shopping is considered more efficient, it has also become a means of travel for users. With the advancement of research, the Internet can be classified as a new form of shopping, shopping online is another way of shopping. Aulia, (2021); Kurdes et al., (2022); and Verma, (2018) Today, the Internet has grown in terms of coverage, efficiency, security and popularity. This is why the emergence of e-commerce can be a good solution to manage business technologies such as Facebook, Instagram, Shopee, Lazada, OLX, Bukalapak, etc. On the other hand, Wibisono et al. (2019) stated that many entrepreneurs in the Banyuwangi region still use traditional methods and traditional business practices that rely on history. E-commerce is also focused on urban areas, accessible electronically. High online sales in a region cannot be separated from the lack of internet access in that region. According to the 2016 Association of Internet Service Providers (APJII) survey, 86.3 million (65%) of the 132.7 million Internet users use Java. According to Petit et al., (2019); Ritz et al. (2019) explained that advancements in social networking sites have become a way to do advertising work, so information can be easily exchanged with anyone from existing facilities. Of course, the limited budget that must be used to promote the product makes it an effective and inexpensive way to promote the product (Dash et al., 2021; Santoso, 2020; Zhu, 2019). Also, Nysa & Floor (2020); Omar & Year (2020); Purbasari et al., (2021); Redjeki and Affandi (2021) illustrated the public awareness/conditions that can lead to online business planning by ensuring that technology users do not use the tab. Nowadays, mobiles are so outdated that people rarely use them. Almost everyone already has a sophisticated mobile device and should optimize that sophistication for their business. Today's society must therefore prepare for the transition from consumption to production. In the digital world, we not only consume but also

create everything, which must be very difficult. Other digital marketing knowledge questions include Appio et al., (2021); Kitsios and Kamariotou (2021) argue that humanity exists according to three fundamental principles: the natural world, where everything on the surface of the Earth exists without human intervention or healing through creation, and the social world, all of which are processes of life created by man. It is said that we live in three countries: the social world and the developed world. The result of humans changing the natural and social world. A Form Building World is an information and communications technology created by humans to collect, manage, share, store and distribute information. Initially, this information may be written on paper, audio sent from a mobile phone, or audio and images sent from a video or film. Different types of information can be transferred through Internet technology, which creates a new world for people, an online world that creates new forms of social relationships without knowing geography, management or any other field.

In addition to teaching digital literacy, it is important to improve the quality of new education and change the market, especially in universities, to interest students in the global economy. Fundamentally, technical education is necessary to create and prepare students to enter the world of work or open up jobs for themselves and others. It is therefore useful in reducing current crime in business or at the workplace. This is the importance of business training before starting a business (Dana et al., 2021; Neneh, 2020). According to Sang and Lin (2019); Wardana et al., (2020) Entrepreneurship education can be based on the entrepreneur's business ideas, thoughts, feelings and behaviors. Research findings consistent with this assertion include O'Connor (2013); Gianiodis & Available (2020); Mutanda & Moyo, (2021) What he calls entrepreneurship education is the individual understanding of entrepreneurship with its many benefits, creativity and innovation in creating businesses that benefit oneself and to its communities or customers. On the other hand, Joe & Lee (2018); Hernández-Sánchez et al., (2019); Hassan et al., (2020); Important protection & Korir, (2021). , and create a new organization. declaration of understanding. Entrepreneurial knowledge is acquired and possessed by individuals through entrepreneurship education, which can help them innovate and survive in the market (Henrekson & Sanandaji, 2017; Prabhu, 2019; Agarwal et al., 2020 ; Wardana et al., 2020; Yang & Kim, 2020).

Looking at the above, we can see that business education is very important in preparing future entrepreneurs, but education does not necessarily create people who can directly do business online, and there are still many unemployed . This shows that there are other factors that can motivate students to prepare for online business, namely entrepreneurial attitude (Gianiodis & Meek, 2020; Hernández-Sánchez et al., 2019; Pihie & Sani , 2009); Yang and Kim, 2020). Decide if you are ready to start an online business doing business as an intermediary. Behavior defines the need to respond regularly to objects or types of objects, whether they like or dislike (Beugelsdijk & Noorderhaven, 2004; Lindsay, 2005; Pihie & Bagheri, 2010). According to Prada (2020), an

attitude is a love or desire for support. Based on the above two points, we can conclude that behavior is a way of learning to respond or be motivated by stimuli about an ordinary object, like or dislike. Entrepreneurial behavior is the tendency to react emotionally to risks involved in business (Lindsay, 2005; Pihie and Bagheri, 2010).

Entrepreneurial behavior with signs of interest in business, creativity and innovation, a positive view of business failure, leadership and responsibility, and enjoys facing risks and challenges. 2004 ; Lindsay, 2005; Pihie and Bagheri, 2010; Schwarz et al., 2009; Prada, 2020). Business Behavior aims to manage business behavior in response to online development in the age of technology and business. Most research on behavior or behavior-like responses is not separated from the Theory of Planned Behavior (TPB) of Ajzen (1991) and Shapero & Sokol (1982). In fact, to this day, TPB Ajzen is still a source of effort for many researchers in different parts of the world because it can explain how a person's behavior behaves. What differs from previous studies is that education leads to the motivation to become an entrepreneur or is one of the variables that determine this motivation (Noel, 2002; Krueger, et al., 2000; Fayolle & Gailly, 2004).

Furthermore, the urgency of this study was raised so that students from universities working in the Banyuwangi region would have an important opportunity to participate in the economic development of the Banyuwangi region. Through online commerce, students not only create jobs for themselves, but also for others. Particular attention is paid to the development of the Banyuwangi region, which has good potential and a lot of capital, both human and natural, that can be used for online commerce. Digital business knowledge and understanding of Banyuwangi Business School knowledge for SMK students should be continuously improved, and the business attitude that should be able to change yes, the changes should be added.

This research continues to help schools, especially vocational colleges (SMK), provide business education and teach digital business knowledge (social media, site templates, e-commerce and websites) to the market. By explaining the context and important skills in the state, this study makes a difference from previous research and is novel in that it researches the development of UTAUT's perspective on the level of employment as measured by business and digital education. marketing knowledge. Behavior as a determinant of online business planning among working students in Banyuwangi region.

LITERATURE REVIEW

Digital Marketing Literacy

Fan et al., (2021); Ira Promasanti Rachmadewi et al., (2021); Redjeki & Affandi, (2021) Give a description of digital marketing and digital commerce knowledge. This includes an understanding of technology, digital platforms and data analysis, as well as the skills needed to plan, implement and evaluate online marketing campaigns. Digital marketers know how to engage with digital consumers, use social media, manage online advertising campaigns, and measure performance through impact metrics and analytical insights. Digital marketing literacy helps individuals successfully participate in an evolving

digital marketplace, understand consumers, and make informed decisions in the context of digital marketing.

Entrepreneurship Education

Aparicio et al., (2019); Gérola (2019); Winarno & Nadia, (2021) Entrepreneurship is a program of study designed to develop a person's knowledge, skills and entrepreneurial attitude. This includes understanding business strategies, identifying business opportunities, creating business plans, risk management, creativity, innovation and action skills. Business education helps people learn about business, develop business ideas, and understand the process of planning and running a business. The training also emphasizes values such as patience, perseverance and social responsibility, which are important in the business context. The main goal of business education is to equip people with the knowledge and skills necessary to succeed in the business world and to create a culture of entrepreneurship in the community.

Entrepreneurial Attitude

Entrepreneurial behavior refers to a set of personal beliefs, values and mental attitudes that form the basis of entrepreneurial behavior and actions. These include factors such as confidence, independence, creativity, initiative, perseverance and risk-taking (Andriani and Sukaris, 2022; Eliyana et al., 2020; Soomro et al., 2021) . People with an entrepreneurial spirit tend to have the ability to create and identify opportunities, assess risks, and remain competitive in the face of competition. Entrepreneurial behaviour also includes an orientation toward value creation, a willingness to solve problems, and the ability to learn from experience. Individuals with a positive entrepreneurial attitude are more likely to be successful in responding to market conditions, coping with uncertainty, and developing unique entrepreneurial capabilities.

Online Business Readiness

Chania (2021); Mittal et al., (2021); Wang et al., (2023) Online business planning is the ability and planning of business units to be efficient and participate in digital activities. It covers a wide range of topics including technology, digital expertise, online marketing strategies, cybersecurity and customer engagement in cyberspace. Businesses with advanced online marketing plans can adapt their traditional business models to digital ones, improve their online presence and leverage the existing market through digital platforms. Planning an online business involves not only understanding data security and privacy, but also being able to use data to inform decision-making. Overall, an online business plan reflects the company's ability to take advantage of the digital age by using technology and strategies tailored to its business needs and goals.

METHODOLOGY

Using a quantitative approach, this study examines the positive aspects of online business planning among university students in Banyuwangi, Indonesia. Using descriptive methods, the study aims to understand the relationship between the predictors (digital marketing culture and entrepreneurship education) and intervening variables, entrepreneurial behavior, which leads to changes, business planning online. This study, in Banyuwangi, East Java, was conducted over three weeks in July 2023 and used an internet-based questionnaire distributed by Google Forms. The target group is a total of 500 business and commerce students at vocational schools. Using the stratified random sampling method, 218 students meeting the specific criteria constituted the study sample.

Primary and secondary data are collected through questionnaires and data analysis. Measurements used a Likert scale and data analysis included structural equation modeling (SEM) using SmartPLS 3.3.3. The research examines external and internal models, assesses emotions, and explores differences between variables. The significance of this study lies in its potential contribution to curriculum development and its understanding of factors affecting students' readiness for online business. Its aim is not only to collect existing experience, but also to provide valuable advice to improve students' preparation for the changing world of online business.

RESEARCH RESULT

General description of research objects

SMKS ITQ Az-Zakariyya:

SMKS ITQ Az-Zakariyya is a private vocational high school located in Kembiritan Genteng. It operates under the Yayasan Pondok Pesantren Baitul Qur'an Az-Zakariyya and focuses on producing scholars capable of facing technological advancements based on moral and religious values. The school offers programs in Design Communication Visual, with 4 classes and 112 students. The commitment is to provide professional education and shape students into competent, faithful, and patriotic individuals.

SMK Roudlotussalam:

Located in Banyuwangi, SMK Roudlotussalam is a private vocational school founded under the Yayasan Pendidikan Islam dan Sosial Roudlotussalam. It offers programs in ISO certification, operates with 3000 watts of electricity, and has 33 students. The school is led by Principal Wawan Rudi Hartono and is currently undergoing the accreditation process.

SMK Nurut Taqwa:

SMK Nurut Taqwa, situated in Songgon, emphasizes four competencies: Automotive Engineering, Motorcycle Engineering and Business, Computer and Network Engineering, and Accounting and Financial Institutions. The school, established in 2013, owns a building with extensive facilities and implements a Teaching Factory level 3 approach. With 48 teachers, the school aims for both technical competence and excellence in religious and life skills. It has a mature SWOT analysis and strategic plans for the future, including international

language development and collaboration with the business and industrial sectors.

Characteristics of Respondents Based on the Education of Male Parents

Table 1. Characteristics of respondents by sex

Gender	Frequency	Percentage
Man	144	66.1
Woman	74	33.9
Total	218	100.0

Source: Processed Primary Data, 2023

Based on Table shows that the majority of respondents were male with a total of 144 respondents or as many as 66.1% of the total respondents, while the female sex amounted to 74 respondents or as many as 33.9% of the total respondents. **Characteristics of respondents by age**

Table 2. Characteristics of respondents by age

Age	Frequency	Percentage
16.00	7	3.2
17.00	21	9.6
18.00	172	78.9
19.00	18	8.3
Total	218	100.0

Source: Processed Primary Data, 2023

Based on Table above, it shows that the majority of students majoring in Business and Marketing SMK se Banyuwangi are 18 years old with a total of 172 respondents (78.9%) of all respondents, followed by students majoring in Business and Marketing SMK se Banyuwangi with the age of 17 years as many as 21 respondents (9.6%) of the total respondents, and at least 16 years old as many as 7 respondents (3.2%).

Table 3. Characteristics of respondents based on the number of active social media

Number of Active Social Media	Frequency	Percentage
Less than 3	103	47.2
More than 3	115	52.8
Total	218	100.0

Source: Processed Primary Data, 2023

Based on the data in Table 4.3 shows that the majority of active social media students majoring in Business and Marketing SMK se Banyuwangi are more than 3, namely as many as 115 respondents or 52.8% of the total respondents, and those less than 3 as many as 103 respondents or 47.2%.

Table 4. Characteristics of respondents based on the number of active market places

Number of Active Market Places	Frequency	Percentage
Less than 2	74	33.9
More than 2	144	66.1
Total	218	100.0

Source: Processed Primary Data, 2023

Based on the data in Table 4.4, it shows that the majority of the active market place of students majoring in Business and Marketing SMK se Banyuwangi is more than 2, namely 144 respondents or 66.1% of the total respondents, and those less than 2 as many as 74 respondents or 33.9%.

Table 5. Characteristics of Respondents by Class

Class	Frequency	Percentage
10	31	14.2
11	154	70.6
12	33	15.1
Total	218	100.0

Source: Processed Primary Data, 2023

Looking at Table 4.5 above, the majority of management and marketing students at SMK se Banyuwangi are Grade 11 students with 154 (70.6%) of the total respondents, followed by Grade 12 students with 33 (15.1%). All respondents. Class 10 has the least number of 31 respondents (14.2%).

Distribution of Respondents' Answers

Digital Marketing Literacy (X1)

Knowledge of digital marketing changes, consisting of 8 questions, received an average score of 4.207 from respondents. This represents a good category of research. In particular, respondents strongly agreed, with the highest mean (4.353) for the question "So far, I can create the meaning of the relationship." However, the ability to identify competitors using social media/e-commerce is the lowest with an average score of 3,950, indicating a need for improvement in this area.

Entrepreneurship Education (X2)

The different business studies have 8 questions and received an average of 4,417 points, showing that the research is very good. The item "I do not understand the purpose of starting a business until I have received business training" has the highest mean (4.610). On the other hand, respondents are less direct about immediately putting sales training into practice, as evidenced by the lowest score (4.206).

Commercial behavior (Z)

The business behavior variable, composed of 10 questions, is ranked excellent with an average score of 4.352. Respondents strongly agreed with the item "I have a passionate attitude and work hard to make a positive impact on the environment" with the highest score (4.537). However, the lowest score (4.179) was obtained for the statement "If you want to get ahead, always be curious," indicating that there is room for improvement in developing students' curiosity.

Online Business Readiness (Y)

The online business planning variable, consisting of 11 questions, received an average of 4,383 points, indicating that the survey was very responsive. Most respondents agree with the statement regarding online business planning. The statement “My institution supports communication/Wi-Fi signals to perform online tasks” received the highest score (4.486), while the ability to understand developments in the advertising and marketing industry E-commerce received the lowest rating. I got (4,138).

Hypothesis Testing

Based on the results of the external model and internal model testing carried out so far, it is confirmed that it is necessary to evaluate the external model and internal model thinking. By calculation using SmartPLS 3.0 software. The model is obtained as follows: The analysis of the hypothesis in this research is divided into two stages: the first is the analysis of the direct effect, and the second is the analysis of the direct correlation carried out by bootstrapping in SmartPLS 3.3.3. software. The roadmap of this study can be seen in Fig 1.

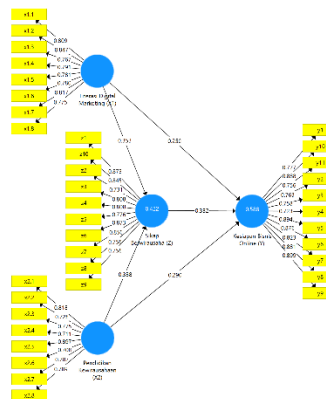


Figure 1. Path diagram of the research theoretical model

Source: Data Processing With PLS, 2023

Direct Influence Testing

This study used a direct test to test hypotheses 1, 2, 3, 4 and 5. This test used the coefficient value of the method and concluded that the hypothesis was supported. Determine the value of the t statistic more than that of the t table (1.96) and p value <0.05. The effects are positive and the importance of the experience changes. The results of the direct correlation analysis were carried out using the method of coefficient values presented in Table 4.17 below.

Table 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T (O/STDEV)	Statistics	P Values
Digital Marketing Literacy (X1) -> Online Business Readiness (Y)	0.250	0.243	0.091	2.734		0.006
Digital Marketing Literacy (X1) -> Entrepreneurial Attitude (Z)	0.353	0.355	0.092	3.841		0.000
Entrepreneurship Education (X2) -> Online Business Readiness (Y)	0.290	0.292	0.092	3.135		0.002
Entrepreneurship Education (X2) -> Entrepreneurial Attitude (Z)	0.338	0.343	0.094	3.604		0.000
Entrepreneurial Attitude (Z) -> Online Business Readiness (Y)	0.332	0.337	0.080	4.143		0.000

Source: Data Processing With PLS, 2023

As a result of testing the fifth hypothesis, the relationship between different business behaviors (Z) and online business planning (Y) has a coefficient value of 0.332 and a calculated t-value of 4.143, which means that it is greater than 1.96 and the p-value is greater. Less than 0.000 or 0.05. Therefore, it can be said that entrepreneurial attitude has a direct and significant impact on the online business plan of SMK se Banyuwangi commerce and economics students. This study received Hypothesis 5 because business behavior has positive and positive effects on online business planning. These results signify higher attitude control and higher online business planning of commerce and economics students of SMK se Banyuwangi.

Table 7. Indirect Influence Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T (O/STDEV)	Statistics	P Values
Digital Marketing Literacy (X1) -> Entrepreneurial Attitude (Z) -> Online Business Readiness (Y)	0.117	0.119	0.040	2.915		0.004
Entrepreneurship Education (X2) -> Entrepreneurial Attitude (Z) -> Online Business Readiness (Y)	0.112	0.116	0.045	2.520		0.012

Source: Data Processing With PLS, 2023

Hypothesis Test Results

It is based on the results of direct and indirect tests carried out as part of this study. All hypothesis tests presented in the abstract are summarized as follows.

Table 8. Hypothesis Test Results

	Path Coefficient	t-Statistics	P-Value	Information	Significance	Types of Mediation
H1	0.250	2.734	0.006	Accepted	Significant	-
H2	0.353	3.841	0.000	Accepted	Significant	-
H3	0.290	3.135	0.002	Accepted	Significant	-
H4	0.338	3.604	0.000	Accepted	Significant	-
H5	0.332	4.143	0.000	Accepted	Significant	-
H6	0.117	2.915	0.004	Accepted	Significant	Partial Mediation
H7	0.112	2.520	0.012	Accepted	Significant	Partial Mediation

Source: Data Processing With PLS, 2023

Information:

- H1 :Digital Marketing Literacy (X1) has a significant effect on Online Business Readiness (Y).
- H2 : Digital Marketing Literacy (X1) has a significant effect on Entrepreneurial Attitude (Z).
- H3 :P Entrepreneurship Education (X2) has a significant effect on Online Business Readiness (Y).
- H4 : Entrepreneurship Education (X2) has a significant effect on Entrepreneurial Attitude (Z).
- H5 : Entrepreneurial attitude (Z) has a significant effect on online business readiness (Y).
- H6 : Digital Marketing Literacy (X1) has a significant effect on online business readiness (Y) mediated by Entrepreneurial Attitude (Z).
- H7 : Entrepreneurship Education (X2) has a significant effect on online business readiness (Y) mediated by Entrepreneurial Attitude (Z).

DISCUSSION

The Effect of Digital Marketing Literacy (X1) on Online Business Readiness (Y) in Students of the Department of Business and Marketing SMK se Banyuwangi

Based on the analysis of the method using SmartPLS software in the first evaluation, the knowledge of the digital marketing revolution has proven to be very useful for online business planning. The better your digital marketing skills, the more prepared your online business will be. These results are consistent with previous research conducted by Sariwulan et al., *Entrepreneurship: The Role of Literacy and Intelligence*, 2020. This study concludes that digital literacy has a direct and indirect impact on the activities of SMEs.

The results of this study showed that there is a greater ability of online business students of the Department of Management and Marketing of SMK se Banyuwangi to use digital business, their experience plan being higher. The most important indicator of digital marketing knowledge is that business and economics students at SMK se Banyuwangi are already good at creating social content. Through their ability to create social media content, students will better

understand the role of social media in showcasing and promoting their business, which will prepare them for doing business online.

SMK se Banyuwangi said most commerce and marketing students are still not able to identify candidates using social media/e-commerce. It is hoped that with advances in digital marketing, the ability to identify competitors using social media and e-commerce will be improved, thereby improving the readiness of businesses to print online.

The results of this study are consistent with those of Fan et al., (2021); Ira Promasanti Rachmadewi et al., (2021); Redjeki & Affandi (2021) say that digital business intelligence is a person who can understand, interpret and use many ideas, strategies and tools in the digital sector. This includes an understanding of technology, digital platforms and data analysis, as well as the skills needed to plan, implement and evaluate online marketing campaigns. Digital marketers know how to engage with digital consumers, use social media, manage online advertising campaigns, and measure performance through impact metrics and analytical insights. Digital marketing literacy helps individuals successfully participate in an evolving digital marketplace, understand the customer, and make informed decisions in the context of digital marketing.

The Effect of Digital Marketing Literacy (X1) on Entrepreneurial Attitudes (Z) in Students of the Department of Business and Marketing of SMK se Banyuwangi

According to the analysis method using SmartPLS software in the second analysis, knowledge of digital marketing changes was found to have a positive effect on attitude towards entrepreneurship. The greater the ability to use digital marketing, the higher the sales behavior. Increasing your digital marketing skills will improve your business attitude or willingness to respond to the risks you face in your business. Good digital marketing knowledge makes a person enjoy thinking (knowledge), thinking (thinking) and doing (hair) while performing tasks that lead to efficiency and effort in finding, developing and implementing new working methods, technologies and products. . I forced him. By providing good service to get bigger profits. Appio et al., (2021); Kitsios and Kamariotou (2021) argue that humanity exists according to three fundamental principles: the natural world, where everything on the Earth's surface exists without human intervention or healing through creation, and the social world, all of which are processes of life created by man. It is said that we live in three countries: the social world and the developed world. The result of humans changing the natural and social world.

A Form Building World is an information and communications technology created by humans to collect, manage, share, store and distribute information. Initially, this information may be written on paper, audio sent from a mobile phone, or audio and images sent from a video or film. Different types of information can be communicated through Internet technology, creating a new world for people - an online world that creates new forms of social relationships without knowing geography, management bonuses or other regions. This is also supported by a study by Dong et al. (2020). failed & Bisbrook, (2019); Tajvidi et al., (2021); Zhao et al. (2021) that the use of digital in

the market will bring benefits to the business and can provide many conveniences in the market, such as easy access to information, expansion and communication. . Digital literacy is not limited to the ability to use new technologies, learn to use new tools, or even use these tools and technologies to learn (Aulia, 2021; Chaffey & Bosomworth, 2018; da Silveira et al., 2021; Smith et al., 2017). According to Chaffey and Bosomworth (2019), digital literacy is a change that allows people to use technology and search for more information on the Internet. The emergence of many users of digital marketing can be a good business idea to run a business digitally. Strategy will affect the life of an organization in the long term, at least five years (Al-Kwafi et al., 2020; Lynch et al., 2021; Smith et al., 2017).

The growing awareness of digital marketing will increase business behavior resulting from direct support showing where knowledge and information is derived. It is also based on the feeling of interest and the desire to participate in the company. As digital business knowledge increases, students' positive thinking towards everything increases, and their ability to respond effectively to people's information, situations, criticism, criticism, depression, depression, trials and tribulations increases. With the knowledge of digital marketing, students will always want to know that they have an attitude that is not suspicious even when facing their competitors and that they want to move forward with an attitude of passion and work hard to make a positive impact on the environment. around them.

The Effect of Entrepreneurship Education (X2) on Online Business Readiness (Y) in Students of the Department of Business and Marketing of SMK se Banyuwangi

Based on the analysis of SmartPLS software usage in the third evaluation, the changes to business training were found to be very useful for online business planning. With better business education, you will be better prepared to do business online. The results of this study are consistent with the findings of Saadat et al. (2022) that business education has a positive and positive effect on business knowledge and entrepreneurship. Trade, which plays an important and important role in reconciling trade and business. . . This was found to be the case. Business knowledge and business knowledge.

The results of this research show that the better the business education of online business students at the Department of Management and Commerce at SMK Banyuwangi, the higher their preparation. The most important indicator of business education is that management and business students do not understand the purpose of business before receiving business education. As business training progresses, students will better understand the purpose of the business, which will further prepare them for online business. Research findings consistent with this assertion include O'Connor (2013); Gianiodis & Available (2020); Mutanda & Moyo, (2021) What he calls entrepreneurship education is the individual understanding of entrepreneurship with its many benefits, creativity and innovation in creating businesses that benefit oneself and to its communities or customers. On the other hand, Joe & Lee (2018);

Hernández-Sánchez et al., (2019); Hassan et al., (2020); Important protection & Korir, (2021). , and create a new organization. declaration of understanding. The entrepreneurship knowledge acquired and possessed by individuals through entrepreneurship education can then help individuals innovate and survive in the market (Henrekson & Sanandaji, 2017; Prabhu, 2019; Agarwal et al., 2020; Wardana et al., 2020. Yang & Kim, 2020). As business education increases, students' positive thinking will increase when they encounter everything, and their ability to effectively respond to people's information, situations, criticism, difficulties, difficulties, trials and tribulations will increase. Entrepreneurship education encourages students to adopt a non-confrontational attitude, even in the face of competitors, to have the will and to work hard to have a positive impact on the environment, and to always ask themselves how they want to get from the front.

The Influence of Entrepreneurial Attitude (Z) on Online Business Readiness (Y) in Students of the Department of Business and Marketing SMK se Banyuwangi

In the third analysis, based on the analysis method using SmartPLS software, it was found that the change in business behavior had a positive effect on online business planning. The higher the entrepreneurial attitude, the higher the preparation of online business students majoring in management and business SMK se Banyuwangi. The most important indicator of a company's behavior is the presence of a dedicated attitude and hard work to ensure that it has a positive impact on the environment. With dedication and hard work, students' online business plans will increase. On the other hand, what remains to be improved is the lack of curiosity when it comes to forward-looking thinking. Students must maintain their curiosity about the company and ensure that the company always follows current trends. More information will prepare students for online business.

Emotional intelligence has an approach often called tripartite modal (Schwarz et al., 2009). The first is the basis of wisdom, which is a person's beliefs and thoughts about something. The second is the emotional aspect, which is a positive and negative feeling about something. Ultimately, it's sort of part of the character.

SMK se Banyuwangi majoring business and marketing students are expected to improve their digital business knowledge to increase their business attitude and finally realize their online business plan. Online business planning is characterized by supporting external facilities such as laptop/PC facilities to support online activities, HP installations to support online activities and a copy of business environment supporting Wi-Fi communication/signal to perform online tasks. Online marketing planning by an in-house supporter includes setting up a special mobile phone business, email marketing service, and signing up for a paid website while doing business online.

The Influence of Entrepreneurship Education (X2) on Online Business Readiness (Y) through Entrepreneurial Attitude (Z) in Students of the Department of Business and Marketing of SMK se Banyuwangi

Based on the results of the hypothesis test, it was found that there is a significant impact between business training and Business SMK Se Banyuwangi, which can create a good business attitude to create online business planning for students majoring in business administration. This means that good business training can improve business behavior and create an online business plan. Entrepreneurial behavior plays an important role in mediating the relationship between business education and online business planning.

Hernández-Sánchez et al., (2019) Entrepreneurship education gives people the opportunity to perform creative work, start their own business, or collaborate with businesses to meet life needs, including leadership and relationships. . This means that education should provide people with business skills or abilities. (Cho & Lee, 2018) stated that entrepreneurial ability can be developed through education. In other words, entrepreneurship education will become a tool to develop human resources for business development and success (Bazkiaei et al., 2020; Hasan et al., 2020; Vyas & Vyas, 2019 ; Yang & Kim, 2020).

According to Becker & Schmid, (2020); Bejaković & Mrnjavac (2020) It is a network of many connected computers around the world that provide the Internet. In today's modern life, the Internet is used as another source of information that everyone can access to satisfy their desire for specific information. Based on current developments, researchers can conclude that information and communication technologies have contributed to social entrepreneurship and that e-commerce plays an important role in mediating or facilitating research information. And communicate appropriately and accurately.

CONCLUSIONS AND RECOMMENDATIONS

The results show a significant impact on the main factors affecting students majoring in commerce and economics at SMK se Banyuwangi. First, a relationship was identified between digital marketing knowledge and online business planning, indicating that more digital marketing improves students' online business preparation. Furthermore, the study shows the positive impact of improved digital marketing knowledge on students' business practices, suggesting that a better understanding of digital marketing contributes to better business thinking. Furthermore, this study established a positive relationship between business training and online business planning and practices. This shows that entrepreneurship support has a positive impact on preparing students for online entrepreneurship and helps promote entrepreneurship. This study also shows a direct link between entrepreneurial behavior and online business planning, stating that students who have a positive attitude and make better business decisions can solve problems in online business. Through more detailed analysis, the study revealed the relationship between digital marketing

knowledge, business behavior and online business planning. This shows that digital marketing knowledge plays an important role in online marketing planning by mediating the development of marketing strategy. This study supports the idea that a combination of good digital marketing skills and a good business strategy contributes to the readiness to participate in online commerce. Similarly, research shows the mediation of entrepreneurial behavior in the relationship between business education and online business planning. This suggests that the positive impact of entrepreneurship education on online business planning comes through entrepreneurship development. Essentially, this study provides insight into the interaction between digital marketing knowledge, business education, entrepreneurship and online business planning among students joining SMK Se Banyuwangi Commerce and Business..

ADVANCED RESEARCH

For future research can develop this research deeply by using other aspects of entrepreneurial in Vocational Schools.

ACKNOWLEDGMENT

We would like to thank all the people in finished this paper, especially our advisors.

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