



The effect of digital literacy, e-commerce business trend, mobile payment, income expectations on intention in digital-based entrepreneurship

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ARTICLE INFO

Article history:

Received Dec 2, 2023

Revised Dec 08, 2023

Accepted Dec 15, 2023

Keywords:

Digital literacy;
E-commerce business trend;
Income expectations;
Intention in digital-based entrepreneurship;
Mobile payment.

ABSTRACT

This study aims to analyze the effect of digital literacy, e-commerce business trends, mobile payments, and income expectations on intention in digital-based entrepreneurship. The population used in this study were students of the Faculty of Economics and Business, Islamic University of Malang. There were 190 respondents in this study. Data were collected through an online survey of respondents who have an intention in digital entrepreneurship. Partial Least Square (PLS) analysis method was used to test the relationship between independent variables and dependent variables. The results showed that digital literacy and income expectation have a significant positive influence on intention in digital-based entrepreneurship. In contrast, there is no significant effect of e-commerce business trend and mobile payment on entrepreneurial intention. The findings indicate the need to improve digital literacy and understanding of income expectations as an effort to encourage entrepreneurial intention, while strategies related to e-commerce and mobile payment need to be further evaluated. This research provides important insights for stakeholders in understanding the factors that influence intention in digital-based entrepreneurship. The practical implication of this study is the need to improve digital literacy and provide a better understanding of the income potential in entrepreneurship to encourage the creation of new digital-based entrepreneurs.

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1. INTRODUCTION

Indonesia's entrepreneurship ratio currently stands at 3.47%, which is lower than the score of neighboring countries, such as Singapore at 8.6% (DDTCNEWS, 2023). When compared to the population, this score indicates that there are still few entrepreneurs in Indonesia. The government continues to encourage an increase in this score by establishing fiscal incentives that make it easier for people to engage in entrepreneurship. Some policies that support MSMEs include taxation provisions, access to capital, business incubation, and various programs to improve the soft skills of business actors. Entrepreneurship is a solution to the absorption of unemployment in Indonesia. The number of job seekers is increasing, while employers are limited. BPS data shows that there were 937,176 job seekers in 2022, while the total available job vacancies were 59,276 (Katadata, 2023).

This imbalance between the number of job seekers and job vacancies contributes to the unemployment rate in Indonesia.

The low ratio of entrepreneurship can be reduced and improved with the adoption of digital technology as a business medium has become one of the attractive options. The COVID-19 pandemic has accelerated digital transformation in various sectors. Many businesses have been forced to shift to an online model, and this has raised awareness of the potential of digital-based businesses as a resilient alternative to economic challenges (Jafari-Sadeghi et al., 2021). Intention in digital-based entrepreneurship is a phenomenon that is increasingly gaining attention along with the growth of e-commerce, digital technology innovation, and changes in the business paradigm (Bastomi & Sudaryanti, 2022). The growth of information and communication technology (ICT) has created new opportunities for entrepreneurship, especially in the context of digital-based entrepreneurship (Shen et al., 2018). Digital-based business refers to a business model that is fully integrated with digital technology, utilizing online platforms to run operations, interact with customers, and conduct transactions (Bican & Brem, 2020).

The proliferation of digital-based businesses means that digital skills are becoming increasingly important. Individuals who have information technology skills and are familiar with digital trends have an advantage in building and managing online businesses (Fauzi et al., 2020). In the context of digital entrepreneurship, digital literacy is an essential foundation that allows a person to manage their business, understand online consumer behavior, and utilize digital marketing strategies (Saputri et al., 2022). Digital literacy includes an understanding of hardware and software usage, online safety, data analysis, and skills in utilizing various digital tools and platforms (Intaratat, 2022). This allows them to reach a wider market, optimize business processes, and improve operational efficiency. Research conducted by Fatonnah et al. (2022); Putri & Jayatri (2021); Jerni et al. (2021); Khoiriyah et al. (2022) have shown the results that digital literacy has a significant effect on entrepreneurial intention. In contrast to research findings Apidana (2021) and Dafiq et al. (2022) which states that digital literacy has no significant effect on entrepreneurial intention.

The rapid growth of e-commerce and the digital entrepreneurship ecosystem characterize the current economic transformation. Small and medium enterprise (SME) owners can now access a wide range of markets through online platforms, and innovations continue to emerge in the form of apps, marketplaces, and new business models (Qiu & Man, 2021). With e-commerce platforms, individuals can easily start an online business and sell their products or services to consumers around the world (Steel, 2021). Individuals no longer need to have a physical store or large capital to start a business. Digital entrepreneurs can run their businesses with more flexible hours and can reach customers in various locations. This convenience has sparked intention in digital-based entrepreneurship, especially for those with limited resources. This is in line with research findings Delvisa & Riswan (2023); Dirgantara (2023); Sari & Subroto (2019) that e-commerce has a significant effect on entrepreneurial intention. Otherwise, Gultom (2021) and Nurabiah et al. (2021) found that e-commerce has an insignificant effect on entrepreneurial intention.

Mobile payments have driven innovation in digital business models. Mobile payments give digital entrepreneurs the flexibility to accept payments from customers. By using mobile payment apps or platforms, individuals can make transactions instantly without the need to use cash or credit card (Chahar et al., 2023). Mobile payments have adopted advanced security technologies, such as encryption and two-factor authentication, to protect payment transactions (Al-Tamimi & Al-Haj, 2017). This high transaction security encourages intention in digital-based entrepreneurship as it reduces customer concerns regarding data and transaction security (Akinyokun & Teague, 2017). The speed and ease of completing transactions can be an impetus for individuals to engage in online business activities. Research results (Apriyadi et al., 2023); (Steven et al., 2023); and (Anggraeni et al., 2022) support that mobile payment has a significant effect on entrepreneurial intention.

Income expectations play a crucial role in shaping individuals' intention in engaging in digital-based entrepreneurship. The desire to achieve financial freedom or earn greater income from online business can stimulate intention in entrepreneurship (Li & Liu, 2023). If individuals believe that digital businesses have high income potential, they may be more likely to choose those businesses over others. A favorable perception of how to generate income through digital business can give confidence in realistic financial expectations. If income expectations are high, individuals may be more willing to

take the risk of starting a digital-based business (Prasetya & Azizah, 2022). The expectation of positive financial outcomes can be an incentive to commit more seriously to digital entrepreneurial endeavors. Based on research that has been conducted, income expectations are proven to have a significant influence on intention in digital-based entrepreneurship. Research results Ayem & Milanda (2023); Lubis et al. (2023); and Putra & Oknaryana (2023) found that income expectations have a significant effect on entrepreneurial intention. However, different results were found by Widianingsih (2021) and Sintya (2019) which states that income expectations do not have a significant effect on entrepreneurial intention.

This study aims to investigate the influence of digital literacy, e-commerce business trends, mobile payments, and income expectations on intention in digital-based entrepreneurship. By understanding this relationship, it is expected to provide deeper insight into the factors that encourage or inhibit a person to engage in the digital business world. The results of this study are expected to contribute to the development of programs and policies that support the growth of entrepreneurship in the digital era.

2. RESEARCH METHOD

The type of research conducted is quantitative research with an explanatory approach. The population in this study were all active students of the Faculty of Economics and Business, Islamic University of Malang. In this study, the size of the population that has used mobile banking cannot be known with certainty, so the authors chose a sampling technique using purposive sampling technique with criteria, namely 1) Active students of the Faculty of Economics and Business, Islamic University of Malang, 2) Have used mobile banking or e- wallet for transactions. Sampling was carried out using the Malhotra technique. According to Malhotra (2006) the minimum sample is the result of multiplying five of the number of items. So that the minimum sample calculation in this study was 25 items \times 6 so that the results obtained were 150 samples. After distributing the questionnaires, the data that returned and could be processed were 190 respondents. Data collection was carried out by distributing questionnaires through Google Form media with 5 Likert scales. While the analysis technique uses Partial Least Square (PLS) technique.

Table 1. Operational Definition of Variables

Variables	Measuremet	Source
Digital Literacy	I can learn new digital technologies easily	Nikou et al. (2022); Jerni et al. (2021); Santoso (2023)
	I am confident in my search capabilities to get information from the Web	
	I understand issues related to web-based activities, e.g. cyber security, search issues, plagiarism	
	I have the technical skills I need to use digital technologies for work/learning and create work (e.g. presentations) that demonstrates my understanding.	
	I am able to utilize digital media as a reference to find business ideas.	
E-Commerce Business Trend	I feel that my knowledge related to entrepreneurship has increased after reading various information from the internet	Dirgantara (2023); Gultom (2021) and Nurabiah et al. (2021)
	I use internet media for learning problems, finding the latest information, and other things so that I have good problem solving skills in entrepreneurship.	
	I am able to use e-commerce applications well	
	Transactions carried out in e-commerce are easy to do	
Mobile Payment	The stages of e-commerce transactions are easy to learn and can be completed in a short time.	Apriyadi et al. (2023)
	E-commerce provides advantages because it can save time and costs	
	With e-commerce services can be fulfilled as promised	
	Mobile payment is easy to use	
	Mobile payments keep me up to date	
	Mobile payment is very convenient because I can use it	

	anytime.	
Revenue Expectation	Mobile payment method is more convenient High income is my motivation for entrepreneurship. Unlimited income is my motivation for entrepreneurship By becoming an entrepreneur, I will earn more than being an employee. The income generated is more potential if you become an entrepreneur.	Lubis et al. (2023) Putra & Oknaryana (2023); and Santoso (2023)
Digital-based Entrepreneurship Intention	I am intentioned in becoming a digital entrepreneur because I can reach many people I prefer digital entrepreneurship to working with others With digital entrepreneurship, I will have a higher chance of success. I want to be a digital entrepreneur so that I can showcase my skills in what I'm good at I fully intend to start a technology-based business	Apriyadi et al. (2023); Santoso (2023) Hasanah & Setiaji (2019)

3. RESULTS AND DISCUSSIONS

Result

Based on the data in the table below, it can be seen that of the total number of respondents, 121 (64%) are women and 69 (36%) are men. This shows that the majority of respondents are women. Based on the data in the table above, it can be seen that out of the total number of respondents, 135 (71% of the sample) are between 19 to 21 years old, while 52 (27%) are between 22 and 23 years old, and 3 (2% of the sample) are between 24 and 27 years old. This confirms that the majority of respondents were between the ages of nineteen and twenty-one. The distribution of respondents based on the study program taken is known that 80 (42%) came from management, 96 (51%) came from accounting, and 14 (7%) came from Islamic banking. While the characteristics of respondents based on pocket money show that most students get pocket money from parents ranging from IDR 500,001 to 1,000,000. The greater the student's pocket money, the greater the potential for students to save business capital. In addition, respondents answered their intention of 51.4% in the culinary field and 34.1% in the fashion field.

Table 2. Personality Characteristics that Respondents

Description	Categories	Frequency	Percentage
Age	19-21 Years	135	71%
	22-23 Years	52	27%
	24-27 Years	3	2%
Gender	Male	69	36%
	Female	121	64%
Study Program	Management	80	42%
	Accounting	96	51%
	Islamic Banking	14	7%
Pocket Money	IDR 0-500,000	83	44%
	IDR 500,001-1,000,000	69	36%
	IDR 1,000,001-2,000,000	28	15%
	IDR >2,000,001	10	5%

Conducting an assessment for convergent validity begins at the beginning of the investigation. Subsequently, evaluations of item factor loadings, average variance extracted (AVE), and composite reliability (CR) were conducted to ensure the validity of the measurement model. Table 1 presents the results of the measurement model. As per the table provided, the item loadings have exceeded the recommended threshold of 0.6 (Hair et al., 2017). This study yielded AVEs that were within the acceptable range of exceeding 0.5, ranging from 0.618 to 0.719. Furthermore, the composite reliability (CR) shows a range of 0.898 to 0.927, Cronbach's alpha (CA) shows a range of

0.851 to 0.902 which is greater than 0.7. This assumption is in line with the value proposed by Hair et al. (2017).

Table 3. Measurement Model Results

Variable	Items	Loading Factor	Composite Reability	Cronbach's Alpha	AVE
Digital Literacy	x1.1	0,785	0,919	0,897	0,618
	x1.2	0,770			
	x1.3	0,762			
	x1.4	0,796			
	x1.5	0,843			
	x1.6	0,806			
	x1.7	0,735			
Business TrendE-Commerce	X2.1	0,832	0,927	0,902	0,719
	X2.2	0,885			
	X2.3	0,858			
	X2.4	0,827			
	X2.5	0,836			
Mobile Payment	X3.1	0,799	0,903	0,857	0,700
	X3.2	0,875			
	X3.3	0,846			
	X3.4	0,825			
Revenue Expectation	X4.1	0,836	0,899	0,851	0,691
	X4.2	0,833			
	X4.3	0,852			
	X4.4	0,804			
Digital-based Entrepreneurship Intention	y1.1	0,817	0,898	0,859	0,638
	y1.2	0,719			
	y1.3	0,823			
	y1.4	0,823			
	y1.5	0,806			

After the assessment of convergent validity is completed, the next stage is the evaluation of discriminant validity. This test is used by Fornell & Larcker (1981) based on existing literature. Table 4 shows that the square root of the AVE (diagonal) is higher than the correlation (off-diagonal) for all reflective constructs.

Table 4. Discriminant validity using Fornell-Larcker Criterion

	Business Trend E-Commerce	Revenue Expectation	Digital Literacy	Intention in Digital-based Entrepreneurship	Mobile Payment
Business Trend E-Commerce	0,848				
Revenue Expectation	0,423	0,831			
Digital Literacy	0,642	0,513	0,786		
Digital-based Entrepreneurship Intention	0,409	0,629	0,533	0,799	
Mobile Payment	0,604	0,442	0,628	0,430	0,837

Henseler et al. (2015) proposed the use of the Heterotrait-Monotrait correlation ratio (HTMT) as a means to verify the validity of discriminant terms. The current study utilizes a reliable power methodology to assess discriminant validity, using the same approach. In the context of HTMT tests, it is generally recommended to consider values below 0.85 as a benchmark for evaluating HTMT

coefficients. Thus, these findings indicate that the measurement model exhibits an adequate level of validity and discriminant validity. Table 3 shows that the square root of the HTMT is below 0.85, which indicates that the validity and discriminant validity of the measurement model are satisfactory.

Table 5. HTMT Criterion

	Business Trend E-Commerce	Revenue Expectation	Digital Literacy	Intention in Digital-based Entrepreneurship	Mobile Payment
Business Trend E-Commerce					
Revenue Expectation	0,476				
Digital Literacy	0,713	0,583			
Intention in Digital-based Entrepreneurship	0,447	0,718	0,584		
Mobile Payment	0,697	0,511	0,719	0,489	

This study conducted statistical analysis to estimate the path coefficients of the structural model and used bootstrap analysis to confirm the statistical significance of the results. Table 5 shows that hypotheses 1 and 2 are accepted, while hypotheses 3 and 4 are rejected. We used a significance level of 5% (0.005) to test the hypotheses. Digital literacy has a significant effect on intention in digital-based entrepreneurship because it has a t-statistic (2.324) that is greater than the t-table (1.96). E-commerce business trends do not have a significant effect on intention in digital-based entrepreneurship because it has a t-statistic (0.177) which is smaller than the t-table (1.96). Mobile payment has no significant effect on intention in digital-based entrepreneurship because it has a t-statistic (0.061) which is smaller than the t-table (1.96). While income expectations have a significant effect on intention in digital-based entrepreneurship because it has a t-statistic (7.711) which is smaller than the t-table (1.96).

Table 6. Results of structural model

Hypothesis	Influence	Original Sample	Standard Deviation (STDEV)	T Statistics	P-Values	Description
1	Digital Literacy → Digital-based Entrepreneurial Intention	0,243	0,105	2,324	0,021	Significant
2	E-Commerce Business Trend → Digital Entrepreneurship Intention	0,018	0,101	0,177	0,860	Not Significant
3	Mobile Payment → Digital Entrepreneurship Intention	0,059	0,084	0,703	0,482	Not Significant
4	Income Expectation → Intention in Digital-Based Entrepreneurship	0,470	0,061	7,711	0,000	Significant

Discussion

The Effect of Digital Literacy on Intention in Digital-Based Entrepreneurship

Digital literacy has a significant influence on intention in digital-based entrepreneurship for several main reasons. First, the utilization of digital media as an individual reference in finding business ideas. Digital media is the main resource for entrepreneurs looking for inspiration and business ideas (Oppong et al., 2020). Through platforms such as the internet, apps, and social media, individuals can easily access a variety of up-to-date information on market trends, consumer needs, and emerging business opportunities. Various websites such as business news portals, discussion forums

and entrepreneurial blogs provide in-depth insights into different industry sectors and successful business strategies. By utilizing the diversity of information available digitally, aspiring entrepreneurs can hone their ideas, identify new opportunities, and build a strong foundation for innovative and sustainable ventures (Sher et al., 2020).

Secondly, reading various information from the internet can be an effective way to increase entrepreneurship-related knowledge. By reading various information from the internet, individuals can expand their understanding of the basic concepts of entrepreneurship, marketing strategies, financial management, product development, market analysis, and more (Qiu & Man, 2021). In addition, the internet also provides access to online communities and forums that can be a place to share knowledge and experiences with fellow entrepreneurs (Ayough et al., 2020). Through this, you can learn from others' experiences, get advice, and build valuable networks.

Third, utilizing the internet as a learning tool can significantly improve problem solving skills in entrepreneurship. Digital platforms that provide online forums and communities that can be used to discuss with individuals who have different experiences and perspectives will enrich thinking and help train problem solving skills (Okpara & Mengistie, 2008). Through case studies available online, individuals can learn the success and failure stories of famous entrepreneurs, analyze their business strategies, and gain valuable insights (Bahcecik et al., 2019). Overall, digital literacy plays an important role in shaping intention in digital-based entrepreneurship. With a good understanding of digital technologies, individuals can capitalize on existing opportunities, overcome associated barriers, and generate innovations that drive digital business growth.

The Influence of E-Commerce Business Trend on Intention in Digital-Based Entrepreneurship

Business trend e-commerce does not have a significant influence on digital-based business intention. Overall, although the e-commerce business trend has great potential in influencing digital-based business intention, there are several factors that may limit its influence. First, a lack of understanding about the use of e-commerce can be an obstacle to an individual's intention in engaging in digital-based business. If an individual does not have an adequate understanding of how to start and manage an e-commerce business, they may feel unsure or worried about the risks associated with it (Asrul et al., 2023). In addition, intense competition in the e-commerce industry may also affect individuals' intention in engaging in digital-based businesses. The e-commerce market is full of big and small players competing for market share. For individuals who are just starting out or do not have a clear competitive advantage, this high competition may make them hesitant to jump into the e-commerce business (Nurabiah et al., 2021).

Second, the existence of e-commerce services that do not live up to the promises made can be a serious obstacle to entrepreneurial intention. Potential entrepreneurs who have a bad experience with e-commerce, such as late delivery, damaged goods, or unresponsive customer service, may feel frustrated and lose trust in the platform (Gultom, 2021). These negative impacts can not only halt their efforts in building an online business, but also trigger broader doubts towards the e-commerce ecosystem as a whole. Therefore, it is important for e-commerce service providers to prioritize service quality in order to support and encourage entrepreneurial intentions, creating an enabling environment for entrepreneurs to thrive and succeed.

The Effect of Mobile Payment on Intention in Digital-Based Entrepreneurship

Mobile payment does not have a significant influence on digital-based business intention. Inconvenience in mobile payment methods can affect intention in digital entrepreneurship. Entrepreneurs who want to utilize digital business models may feel burdened by the complexity of payment processes that involve a number of steps or require a stable internet connection (Festa et al., 2022). This may hinder their business growth rate and even lead them to switch back to traditional payment methods that may be easier to do but less efficient in the digital ecosystem. Improving the user experience of mobile payment methods needs to be the main focus of digital financial service providers. Simplifying the payment process, improving security, and ease of use can stimulate intention in digital entrepreneurship by creating a favorable environment for online business growth (Wu et al., 2022). In this way, entrepreneurs can focus on developing business ideas and growth strategies without being hindered by technical constraints that could be detrimental to their digital payment processes.

The Effect of Income Expectations on Intention in Digital-Based Entrepreneurship

Income expectations have a significant influence on intention in digital-based entrepreneurship for several main reasons. First, high income expectations can be a strong motivation for individuals to engage in digital entrepreneurship. As a digital entrepreneur, individuals have the potential to achieve significant income through various sources, such as online product or service sales, advertising, and business partners (Mitsa & Lyakh, 2023). The potential to create a stable source of income, even without geographical restrictions, makes digital entrepreneurship very attractive. The cost-efficiency advantages of digital business models, such as online sales, affiliate marketing, and app or platform development, can provide greater income compared to conventional jobs (Li & Liu, 2023). With this motivation, many individuals are eager to develop their creative business ideas, take risks and capitalize on digital opportunities to achieve greater financial success.

Secondly, being an entrepreneur offers greater earning potential than being an employee. Entrepreneurs have the opportunity to control and manage their own business, which means they can directly feel the impact of their efforts and initiatives. Compared to employees who receive a fixed salary, entrepreneurs have the opportunity to earn a larger income in line with the growth of their business (Ranjan, 2019). Business success can open the door to additional income through expansion, product or service diversification, and operational scale-up (Lubis et al., 2023). In addition, entrepreneurs also have the flexibility to price their products or services, target a wider market, and maximize profits (Putra & Oknaryana, 2023). Overall, being an entrepreneur provides greater opportunities for income that reflect their dedication, creativity, and hard work in developing a successful business.

4. CONCLUSION

Research on digital-based entrepreneurial interest has various implications and contributions that can have a positive impact on government, academics and practitioners. The most important implication and contribution is that this research is expected to analyze the factors that support to increase the number of entrepreneurs in Indonesia. The implementation of effective programming for the development of the digital entrepreneurial ecosystem can be based on the research findings in the form of factors that have been studied such as digital literacy and income expectations. These results confirm the importance of improving digital literacy as an effort to encourage interest in digital-based entrepreneurship to be a strategic focus in designing education and training programs. With good digital literacy, individuals can increase knowledge and find business ideas and learning media to improve problem solving. In addition, an in-depth understanding of income expectations as a motivational factor can spur interest in entrepreneurship. By understanding the potential financial aspects, high income can be obtained by individuals through digital entrepreneurship. Individuals expect to earn more income than when they become employees to engage in digital entrepreneurship. Income expectations are a strong driver to overcome the risks and challenges that may be associated with entrepreneurship. The theoretical implications of this research include a deeper understanding of the factors that influence interest in digital-based entrepreneurship. The finding that digital literacy and income expectations have a significant influence can enrich theories regarding individual motivation in adopting and developing digital businesses. These results can be used to extend theoretical models that consider the role of digital literacy and perceived income in the context of digital entrepreneurship. In addition, the practical implications of this research highlight several important aspects. Suggestions addressed to stakeholders, such as the government, educational institutions, and businesses need to focus on training and education programs to improve digital literacy such as understanding cyber security, plagiarism, and internet search issues that are still low. In addition, online platforms or communities that provide support, information exchange, and collaboration among entrepreneurs can help overcome uncertainty and increase interest in digital-based entrepreneurship. Conversely, the findings indicating that e-commerce and mobile payment lack the ability to stimulate interest in digital entrepreneurship provide valuable guidance and a basis for the government and affiliated organizations to pinpoint the specific barriers hindering the growth of the digital business ecosystem. Furthermore, stakeholders are advised to assess additional elements that may exert a more significant influence on entrepreneurial enthusiasm in the digital era. The study is limited by a small sample size of respondents and the

utilization of just a limited number of variables. This study is anticipated to provide a comprehensive examination of the link, including moderation or mediation, using a more diverse population. Hence, this result offers significant knowledge for policymakers, scholars, and professionals in formulating methods to foster the growth of the digital entrepreneurial ecosystem.

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