



The Influence of Economic Literacy and Digital Literacy on Entrepreneurial Intentions among Students Participating in ESP (Entrepreneur Student Program) UNJ

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ABSTRACT :

ESP encourages students to develop entrepreneurial intentions. Students who were previously afraid to start their own business will begin to be motivated to take part in ESP. The current era of technology that is developing so rapidly is certainly an added value in making it easier for students to become entrepreneurs. From p that's what happened problem study this " is there is influence economic literacy and digital literacy to Entrepreneurial intentions among students participating in ESP UNJ " research This aim For know and analyze economic literacy and digital literacy to entrepreneurial intentions . Method which is used is quantitative . Deep sample study This is student ESP UNJ participants. Retrieval technique sample sampling "*Simple Random Sampling*" with use table *Isaac* and *Michael* with level error 5 % is known that If amount population 285 so amount sample 164 . Deep data collection techniques study This use primary data source . Analysis techniques data using analysis regression multiple and processing data analysis with SPSS application . Research results This prove that (1) exists influence positive and significant economic literacy to entrepreneurial intention, (2) existence influence positive and significant digital literacy to entrepreneurial intention , and (3) existence influence positive and significant from literacy economics and digital literacy __ to Entrepreneurial intentions among students participating in ESP UNJ . Viewed on *the R-Square* , namely of 0.109 _ or 10 , 9 % means that variable economic literacy and digital literacy capable give explanation (have influence) on variable entrepreneurial intentions as big as 10 , 9 %.

KEYWORDS : Economic literacy , digital literacy , entrepreneurial intentions

BACKGROUND



The workforce in Indonesia is always changing from year to year, this of course affects the number of people who work and people who do not work or are unemployed. The very large population proves that Indonesia has very large human resources (HR).

All advantages are always accompanied by disadvantages, and abundant human resources do not prove that Indonesia is free from problems. This problem is proven by the fact that not always every year the number of people who add to the workforce also increases the number of people who work. Unemployment itself has become a problem that is always present from year to year.

Labor Force in Indonesia

(in millions)

Ket .	2020		2021		2022		2023
	Feb.	August .	Feb.	August .	Feb.	August .	Feb.
Workforce	140.2	138.2	139.8	140.1	144	143.7	146.6
Work	133.2	128.4	131	131	135.6	135.2	138.6
Unemployment	6.9	9.7	8.7	9.1	8.4	8.4	7.9

Source: Central Statistics Agency

The labor force based on the data above has varying numbers ranging from 138.2 million people to 146.6 million people. People working in 2020 decreased by 4.8 million people between February and August. But on the contrary, from 2021 to 2023 the number of people working will increase by an average of 3.8 million people. Meanwhile, unemployment in 2020 increased by 2.8 million between February and August. However, the decrease in the number of unemployed between February 2021 and February 2023 is only around 0.8 million people.

As many people know , the Covid-19 pandemic is a very big factor in influencing daily life. New phenomena have emerged during the pandemic. Like *Panic Buying* and *Scarcity* , as Soenjoto said (2020) *panic buying* and *scarcity* is detrimental destructive coping responses _ many people especially for those who need it. Various phenomena that occur influence the condition of a person's economic income.

The various phenomena that occur above certainly have an influence on a person's economic income. Whether it's because the income has stopped, it could also be because the amount spent to meet needs has increased. This causes many people to rack their brains and think of creative ways to increase their income. The easiest way to do this is to create your own new job opportunities or entrepreneurship as a mainstay solution.

The emergence of businesses after going through the pandemic, to be precise throughout 2022, was recorded by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM) at 8.71 million units. Apart from providing a large contribution to employment opportunities, the presence of MSMEs is believed to be able to help national economic stability. With the support and special attention given by the government, business actors are expected to have entrepreneurial intentions in developing their businesses, so that they can transform their businesses towards the digital era.(Putri, 2023).

This is supported by the statement by the President of Indonesia at the launch of the final draft of the 2025-2045 RPJPN " Don't only win from facet amount , but also must from facet the quality of its human resources . Well done physical , *skill* , character productive , and character discipline is a must We total overhaul , incl mastery science and technology " (BAPPENAS, 2023).



Students as one of the high level students. Making students part of Indonesia's young generation. And universities which are places of learning certainly provide many facilities. One of them is the Entrepreneurial Student Program (ESP) at Jakarta State University

ESP encourages students to develop entrepreneurial intentions. Students who were previously afraid to start their own business will begin to be motivated to take part in ESP. The current era of technology that is developing so rapidly is certainly an added value in making it easier for students to become entrepreneurs.

THEORETICAL FRAMEWORK

a. Economic Literacy

According to the KBBI (2023), literacy means the ability to write and read, knowledge or skills in a particular field or activity, an individual's ability to process information and knowledge for life skills. Meanwhile, according to the same source, economics means the science of the principles of production, distribution and use of goods and wealth (such as finance, industry and trade). So, if combined, economic literacy is an individual's knowledge or skills and abilities in the knowledge of the principles of production, distribution and use of goods and wealth.

According to Mathews in Sina (2012) literacy economy as ability individual For recognize and use concepts economics and method think economy For repair and get welfare . Meaning ability indicates that understanding literacy economy generated through a learning process sustainable . Meanwhile, according to Widayanti in Saepuloh (2020) literacy e economy (*economic literacy*) is ability For understand the meaning and significance of knowledge economics , that is about t action man For fulfil need his life a lot varied and developed with existing resources through choices activity production, consumption and or realized distribution _ with efficiency in action consume .

Literacy economy according to NCEE in Daroin (2010) , is something describing conditions somebody can understand problem base economy in a way OK , so can do activity economy with right . So literacy economy as one tool indicator competence knowledge influencing economy _ life in all field (Murniatiningsih, 2017).

Based on the theories stated above, it can be concluded that economic literacy is an understanding that is produced through a continuous learning process. So that individuals have the ability to achieve prosperity by recognizing, using and thinking about economic concepts . Through various kinds of economic activities such as production, consumption and distribution activities.

b. Digital Literacy

According to KBBI (2023), digital literacy is the ability to understand computer-based information. Hague in book movement digital literacy in Putri(2021) state that digital literacy is ability employ and ability share (*sharing*) in that mode different . For example in make , collaborate , communicate in a way effective as well as own understanding regarding when and how use device technology information To use support objective that .

Rahmi and Cerya in Syabaruddin (2022) interpret term digital literacy as something ability For understand and use information from various digital sources . He also has an opinion that digital literacy is ability For use technology and information from digital devices in a way effective and efficient in various context .



Based on the theory above, it can be concluded that digital literacy is the ability a person has to use technology. So that the technology used can be utilized appropriately, appropriately, efficiently and effectively in every aspect of life. As well as fostering a responsible attitude for individuals and acting safely when online in the digital world.

c. **Entrepreneurial Intention**

In the Big Indonesian Dictionary / KBBI (2023) Intention is the intention; purpose: then in the same source intention means a set of attributes or characteristics that describe something that can be triggered by a certain word (differentiated from extension). While k concept about intention proposed by Fishbein and Ajzen in Wahyudin (2002)Which interpreted as possibility subjective somebody unique do something behavior certain . Then confirmed that intention individual For do something That is something function from : (1) attitude to embodiment behavior in situation certain , as personal factors or *attitudinal*. This thing relate with orientation a person and develop on base confidence and considerations to what is believed that , (2) norms influential on embodiment behavior and motivation somebody For obey _ norm that , as factor social or *normative*. This is combined between perception *reference-group* or *significant-person* against embodiment behavior .

In KBBI (2023) Entrepreneurship is about entrepreneurship. Entrepreneurs are self-employed. An entrepreneur is a person who is clever or talented at recognizing new products, determining new production methods, arranging operations for procuring new products, marketing them, and managing operational capital.

Suryana (2006) explain that entrepreneurship is ability innovative as well as creative as basis , effort , and sources Power For see opportunity going to success . According to **Eddy Soertyanto** (2009), entrepreneurship is something effort creative and innovative For produce something something new that is useful , have mark add , create field work , and useful results for other people. According to **Saiman** (2009), understanding entrepreneurship is related efforts _ with creation effort , business , which is based on ability self Alone or independent .

Based on the entrepreneurship theory above, it can be concluded that entrepreneurship is a word that means a business is created because of a person's creative and innovative abilities by producing something that has added value. This means that the ability a person has to carry out business in an innovative and creative way, is able to create benefits with something newly created. Such as creating opportunities, providing jobs for local people, and producing something useful for other people.

Definition of intention k entrepreneurship in **Indarti** (2008)according to Kazt can interpreted as search process information available _ used For reach objective formation something effort . Somebody with intention For start business will own readiness and progress which is more Good in business carried out compared to somebody without intention For start effort . According to Choo in the same source Intention can made as approach incoming basis _ sense For understand anyone will _ become entrepreneurship .

Based on several theories mentioned above, the definition of entrepreneurial intention is that people have preparation by looking for related things before starting entrepreneurial activities. So that when someone has this intention, their business is able to show better readiness and progress. Intention can also be used as an initial benchmark if someone tries to understand what it means to be an entrepreneur.



METHOD

a. Methodology

This research is quantitative research because this research is based on the philosophy of positivism and is used to research certain populations or samples by collecting data using research instruments and analyzing data in the form of quantitative or statistical data to test hypotheses.

b. Population and sample

Population_ according to Sugiyono(2015) is the area of generalization that consists on object or subjects who have qualities and characteristics certain conditions determined by the researcher For studied and then withdrawn the conclusion . In this research, the population is all students participating in ESP in 2023. For the affordable population in this research, there are ESP participants who passed the *pitching stage selection* of 70 teams, totaling 285 people.

Determining the number of samples in this study uses a formula *Isaac* and *Michael* with level error by 5% . From a total population of 285 people, the sample size was 164 people. The sampling technique used is technique random simple (*simple random sampling*) , i.e method election size sample Where every member population have the same opportunities For chosen become member sample .

c. Data

The data in this research provides an overview of determining results during the research process in the field. Researchers use a grid of instruments in the form of questionnaires or primary data. The questionnaire contains 14 question items with 4 answer choices for variables economic literacy . Then 40 question items with 5 levels of answer choices for the literacy variable digital and entrepreneurial intention variables. Questionnaires are created and shared via Google form to 164 respondents from ESP participants who passed the *selection stage* .

RESULTS

This research uses a linear equation regression test which will be formed through testing multiple linear regression equations, hypothesis tests (t test and f test), and the coefficient of determination.

a. Multiple linear regression

Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig .
	B	Std . Error	Beta		
1 (Constant)	112,784	10,161		11,100	<.001
X1	1,048	,437	,181	2,397	,018
X2	,191	,059	,244	3,228	,002

a. Dependent Variable : Y

s source: SPSS output , processed by author s

Based on table above shows that equality linear regression multiple with two variables independent . For equality linear regression on generally formulated as following : $Y = 112.784 + 1.048X_1 + 0.191X_2$. From Eq that , is known that : Constant as big as 112,784 , that is literacy



economy and digital literacy if the value is 0 then entrepreneurial intentions value as big as 112,784 . Coefficient regression variable literacy economy as big as 1 ,048 , that is If literacy economy experience increase one , then entrepreneurial intentions will experience enhancement as big as 1,048 . _ Coefficient regression variable digital literacy as big as 0.191 , that is If digital literacy experience increase one , then entrepreneurial intentions will experience increase of 0.191 . Constant as big as 112,784 , that is literacy economy and digital literacy as big as 112,784 if the value is 0 then entrepreneurial intentions value as big as 112,784 . Coefficient regression variable literacy economy as big as 1 ,048 , that is If literacy economy experience increase one , then entrepreneurial intentions will experience enhancement as big as 1,048 . _ Coefficient regression variable digital literacy as big as 0.191 , that is If digital literacy experience increase one , then entrepreneurial intentions will experience increase of 0.191 .

b. Hypothesis testing

Statistical Test in a way Partial (t Test)

T Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig .
	B	Std . Error			
1 (Constant)	112,784	10,161		11,100	<.001
X1	1,048	,437	,181	2,397	,018
X2	,191	,059	,244	3,228	,002

a. Dependent Variable : Y

s source: SPSS output , processed by author s

Purposeful T test to meng significance test influence in a way Partial between variables independent and variable dependent . In research This use level significance 0.05. For explain results of T in the table above , will calculated moreover formerly t table value . Then look at the table significance 0.025 against amount sample 161 , then obtained t the table is 1 , 974 . second variable free after t test was carried out as following : Variable literacy economy found that mark significance < 0.05 (0.018 < 0.05) whereas For mark t count > ttable (2,397 > 1,974) then can concluded that Ha is accepted Ho is rejected , which means variable literacy economy in a way Partial there is influence Entrepreneurial intentions among PMW UNJ students. Variable digital literacy found that mark significance < 0.05 (0.002 < 0.05) whereas For t value count > t table (3.228 > 1.974) then can concluded that digital literacy _ Partial there is influence to behavior Entrepreneurial intentions among ESP UNJ participants .

Simultaneous Statistical Test (f test)

F test is used For test is variable free namely X1 and X2 capable explain change value on variable Y. criteria used _ as following : 1) Significance level ($\alpha = 0.05$) , 2) t distribution with degrees freedom df 1 (sum variables -1) and df 2 (nk-1) are amount independent variable , 3) If



F count > F table then Ho is rejected and Ha is accepted , 4) If F count > F table then Ho is accepted and Ha is rejected .

F Test Results (Simultaneous) Variables X1 and X2

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig .
Regression	2243,389	2	1121,695	9,835	<.001 ^b
Residual	18362,562	161	114,053		
Total	20605,951	163			

a. Dependent Variable : Y

b. Predictors : (Constant), X2, X1

s source: SPSS output , processed by author s

For analyze F test results in the table IV.10 , must be known terlebih dahulu formerly F value of table I which is 3,051 . _ Based on results calculation in a way simultaneous influence literacy economics , digital literacy to entrepreneurial intentions with using the SPSS program, obtained F value count as big as 9 , 835 with mark F significance is 0.001 . _ Because the sig value . F < 0.05 (0.001 < 0.005) and F count > F table (9.835 > 3.0514) then can concluded that Ha accepted Ho rejected , which means there is significant influence _ literacy economy and digital literacy in a way together to Entrepreneurial intentions among students participating in ESP UNJ .

c. Coefficient of determination

Coefficient determination used For explain proportion variable independent (literacy economy and digital literacy) capable explained by variables dependent (entrepreneurial intention) in equality regression . On testing coefficient determination with see *R Square* . Results coefficient test determination can seen in tabel following :

Coefficient Test Results Determination of X1 and X2

Model Summary

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	,330 ^a	,109	,098	10,680

a. Predictors : (Constant), X2, X1

b. Dependent Variable : Y

s source: SPSS output , processed by author s

Based on table the is known that value in *R Square* ie of 0.109 _ or 0, 1 09×100 = 10 , 9 % . That figure means that _ literacy economy and digital literacy influential to Entrepreneurial intentions of students participating in ESP UNJ . Whereas the rest as big as 89 , 1 % affected by other factors that are not researched in study this .

DISCUSSION



There is a significant and positive influence of entrepreneurial intentions. Good economic literacy will influence students' entrepreneurial intentions. Based on results analysis the can show that the more adequate economic literacy of a student who can utilized For support activity entrepreneurship , then will the more Students also have high entrepreneurial intentions . Meanwhile _ lack of economic literacy possessed by students who can used For activity entrepreneurial activities will hinder achieving entrepreneurial intentions . Based on results analysis can show that the more Good digital literacy that students have , then will the more The students ' entrepreneurial intentions are also good . that el variable economic literacy and digital literacy in a way together (simultaneous) able give explanation (have influence) on variable entrepreneurial intentions .

CONCLUSION _

From the results study regarding " **The Influence of Economic Literacy and Digital Literacy on Entrepreneurial Intentions among Students Participating in ESP UNJ .** " " , then researcher can conclude in study This is as following : 1. Economic Literacy own influence positive and significant to entrepreneurial intentions It means the more Good owned economic literacy , then will influence on entrepreneurial intentions . So the activities entrepreneurship can walk effective , 2. Digital Literacy own influence positive and significant to entrepreneurial intention which means that digital literacy possessed by capable students increasing students ' entrepreneurial intentions , 3. Economic literacy and digital literacy influential significant on the entrepreneurial intentions of students participating in PMW UNJ . Greater economic literacy and digital literacy that students have will increase entrepreneurial intentions .

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