Digitalpreneur Competency Model and Digital Literacy on MSME Business Performance in Jambi Province

Edward Edward[1], Fitri Chairunnisa[2]*, Ade Perdana Siregar[3]

[1,2,3] Faculty of Economics and Business, Universitas Jambi, Jambi, Indonesia, email:
fitri_chairunnisa@unja.ac.id

*Corresponding author: Fitri Chairunnisa[2]

Abstract: The development of digital technology opens up opportunities for Micro, Small and Medium Enterprises (MSMEs) to be able to improve their business performance through market expansion and increased sales. Provision of capabilities with digitalpreneur competencies and digital literacy will create successful business actors. The success of business actors can determine the success of their business by achieving business performance in achieving business goals. The aims of this study are (1) to analyze the influence of digitalpreneur competencies on MSME business performance; (2) analyze the influence of digitalpreneur competence on digital literacy; (3) analyzing the influence of digital literacy on MSME business performance; (4) analyze the role of digital literacy in mediating the influence of digitalpreneur competence on MSME business performance. The data analysis method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The results of the study show that (1) digital literacy shows a significant positive effect on MSME business performance, it is proven that the higher the digital literacy of business actors, the MSME business performance will increase; (2) digitalpreneur competence shows a significant positive effect on MSME business performance, it is proven that the better the digitalpreneur competency owned by business actors, the MSME business performance will increase; (3) digitalpreneur competence shows a significant positive effect on digital literacy, the better the digitalpreneur competence owned by business actors, the better digital literacy will be; (4) digital literacy as a mediation of the influence of digitalpreneur competence shows a significant positive effect on MSME business performance, where digital literacy is considered a variable that strengthens digitalpreneur competence in improving business performance.

Keywords: Digitalpreneur, Digital Literacy, Competence

INTRODUCTION

The development of digital technology is currently growing rapidly, opening up opportunities for Micro, Small and Medium Enterprises (MSMEs) to be able to improve their business performance through market expansion and increased sales. The view regarding the

entry of the industrial revolution according to the Ministry of Industry, Indonesia has four strategies, namely (1) the competitiveness and productivity of MSMEs is encouraged to be able to enter the international market; (2) maximizing the use of digital technology; (3) improvement of skills in the use of technology; (4) innovation of technology products. The strategy carried out serves as a guide for stakeholders to be able to improve the competence of human resources in order to gain competitive advantage and improve MSME business performance

Competence is a very important factor owned by MSMEs, with the availability of infrastructure without the competence that supports the goal of improving MSME business performance it is difficult to achieve. According to Wichramaratne, Kiminami & Yagi (2014), entrepreneurs are required to be competent in different fields with examples of managerial, behavior and attitudes in order to be competitive in the business environment. Competence can determine success in a business (Mitchelmore & Rowley, 2010). The role of competence can be a compass in carrying out business activities. According to Meutia & Ismail, (2012), efforts to increase innovation and competitive advantage require good competence.

Improving business performance in MSMEs with technological developments is needed with digitalpreneur competencies for business people. Competence in the industrial era 4.0 requires a digital-based business strategy or what is known as a digitalpreneur. With the high flow of updated information and technology, business actors must have digital competence in order to communicate and access without limits.

The development of information technology has a positive impact on providing information to information users. There is no limit to the information presented so that it is difficult for information users to access the information needed. In supporting the use of information for those who produce information and receive information, good digital literacy is needed. According to Hague and Payton (2017) the skills of individuals to be able to choose information, be creative, interact with others are the abilities of digital literacy.

Provision of capabilities with digitalpreneur competencies and digital literacy will create successful business actors. The success of business actors can determine the success of their business by achieving business performance in achieving business goals. The success of a business will have a positive impact on the business actors themselves, for employees and for the surrounding environment. Improving MSME business performance will have a good impact on economic growth and can reduce poverty.

The purposes of this paper are (1) to analyze the influence of digitalpreneur competence on MSME business performance; (2) analyze the influence of digitalpreneur competence on digital literacy; (3) analyzing the effect of digital literacy on MSME business performance; (4) analyze the role of digital literacy in mediating the influence of digitalpreneur competence on MSME business performance

LITERATURE REVIEW
Digitalpreneur Competence

The development of the times requires every individual to follow in technological developments, according to Li Wenjie (2017) the term digital entrepreneur is currently developing in the business world. Digital developments in the business world are increasing rapidly, creativity and innovation are developing every time. According to Davidson (2010), this phenomenon requires (three) types, namely entrepreneurial knowledge, entrepreneurial institutions and entrepreneurial business, where the three types can be integrated through the system, namely digital as a liaison of these types.

Based on the type of this phenomenon, the measurement of individuals focused on entrepreneurship is the type of entrepreneurial knowledge. Measurement of entrepreneurial

knowledge can be seen from individual competencies. Etymologically, a person's competence is the formation of skilled behavior from individuals, both leaders and subordinates, by having good skills, knowledge and behavior (Soegoto, 2009). This is in line with what Utami (2017) said, where knowledge can produce a quick response to information and facts, skills for tasks in achieving complex behavior require skills, potential abilities that have not been developed or their application is not yet fully a talent.

In entrepreneurship, competence is needed where the dimensions of entrepreneurial competence according to Asep and Yun Yun (2018) are as follows: 1) Opportunities competency; (2) Organizing competencies; (3) Strategic competencies; (4) Social competencies; (5) Commitment competencies; (6) Conceptual competence. Another opinion according to Suryana (2003), entrepreneurial competence can be interpreted as knowledge, attitudes and skills that are integrated with one another, achieving the best performance results in business management, entrepreneurs are needed to be trained and developed. MSME actors with digitalpreneur competencies must have competencies, including: (1) Managerial skills, management functions ranging from planning, organizing, implementing to supervising must be able to be carried out by industry players aimed at achieving goals according to targets. Measurement for digitalpreneurs, the absolute requirement is skill; (2) Conceptual skills, the main foundation of being a successful digitalpreneur must have the ability to formulate goals, policies and strategies in business. Learning from own experiences and other people's experiences as well as from various sources must be carried out by digitalpreneurs extra hard; (3) Human skills, digitalpreneurs to pioneer and develop businesses to achieve success require capital, namely sympathy, sociability, sociability and empathy for others; (4) Decision making skills, the ability to analyze and formulate various problems in finding alternative solutions are needed because digitalpreneurs are very often faced with a condition of uncertainty; (5) Time managerial skills, the ability to manage time can provide smoothness in carrying out work and according to the plan so that there is no accumulation of unfinished work. Digitalpreneur competencies are basic abilities, skills and attitudes in carrying out digital activities that have a very strong influence in efforts to improve business performance in MSMEs

Digital Literacy

Digital literacy is very important for entrepreneurs at this time, the ability to take information and provide information through digital media is needed. According to Paul Gilster (2007), digital literacy is the ability to use information and understand digital information effectively and efficiently. The ability to use digital media is an advantage for someone in interacting today. Activities today cannot be separated from digital media. According to Hague and Payton (2017) the skills of individuals to be able to choose information, be creative, interact with others are the abilities of digital literacy. One of the digital media is gadget, which according to Dennis McQuail (2011) the main categories are (1) interpersonal communication media; (2) Information search media with keywords; (3) interactive game media; (4) participatory media.

According to Davis et al, (2009), digital literacy has 6 (six) components, namely (1) functional skills and beyond, which are ICT skills related to technology operations, including the ability to use technology and familiarity with technology; (2) creativity, this component is the ability to think in various ideas by utilizing digital, this ability includes being creative, creative and imaginative; (3) collaboration, the ability to participate in the digital space, able to issue ideas and share ideas in the digital space; (4) communication, the ability to communicate through digital technology; (5) the ability to find and select information, the ability to select information and think selectively in receiving and giving information; (6)

cultural and social understanding, the ability to understand cultural and social contexts in digital media.

Business Performance

The level of success of SMEs in achieving their business goals is referred to as performance. According to Bakar, Sulaiman and Osman (2014), performance measurement can be seen from market growth, increased profits, ROI and customer growth. On the other hand, according to Tajeddini, Trueman and Gretchen (2006), performance measurement is measured by the percentage of new product sales in total sales and market share.

According to Mangkunegara (2005), the definition of performance is an outcome that is measured by the quality and quantity of individual achievement in carrying out tasks as a fulfillment of responsibilities. Assessment of performance is seen by what is produced by a business. Performance in a business is a display of a complete condition within a certain period, in the utilization of owned resources can produce an achievement from the results of operational activities of a business Helfert in Srimindarti (2004).

The performance of a business is measured financially and non-financially, where financially by looking at return on sales, profit growth and sales growth, while non-financially by customer satisfaction, market growth and product quality, Prieto and Revilla (2006). Another view put forward by Mishra and Suar (2010), company performance is described by financial performance and social performance.

METHODS

This research was conducted in Jambi Province, namely on Micro, Small and Medium Enterprises that are active in digital. The population of this study is Micro, Small and Medium Enterprises (MSMEs) in Jambi Province who are active in digital. The determination of the sample refers to the theory and the sample size is 150 respondents, according to Hair (2010) in the SEM analysis, the sample size is 100-200 respondents.

The data is divided into two types of data, namely (1) secondary data, data obtained from scientific journal literature, books and data from the government; (2) primary data, data obtained from the results of questionnaires, interviews and field observations

The variables used are (1) digitalpreneur competence with indicators of managerial skills, conceptual skills, human skills, decision making skills and time managerial skills; (2) digital diteracy with indicators of functional skills and beyond, creativity, collaboration, communication, the ability to find and select information and cultural and social understanding; (3) business performance with indicators of profit growth, sales growth and market growth

The method used is the Structural Equation Modeling (SEM) measurement using SmartPLS software. The analysis technique is carried out through analysis of results (1) outer model with Average Variance Extracted (AVE) indicators, loading factor and communality as well as reliability testing by analyzing the results of Cronbach's alpha and composite reliability; (2) inner model with analysis indicators based on the results of T-statistics and R-Square.

RESULTS AND DISCUSSION
Results

The results of the study carried out measurement tests on the reliability value, the analysis was carried out through Cronbach's alpha with a minimum score of 0.7 and composite reliability with a minimum score of 0.7, where the score of each measurement of each variable if more than 0.7 then the variable is considered reliable. Measurement of the validity of the test, the analysis is carried out through the Average Variance Extracted (AVE)

with a minimum score of 0.5, where the measurement score of each variable is more than 0.5, then the variable is considered to meet the validity

Table 1. *Construct Reliability and Validity*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Performance	0,854	0,885	0,871	0,643
Digital Literacy	0,902	0,887	0,896	0,701
Digitalpreneur Competence	0,873	0,851	0,867	0,644

Source: data processed, 2021

The results of Cronbach's alpha analysis on each variable show that the score is more than 0.7, the business performance variable is 0.854, the digital literacy variable is 0.902, the digitalpreneur competence variable is 0.873. These results indicate that the accuracy and reliability of all variables in this study. The results of the composite reliability analysis on each variable show that the score is above 0.7, where the business performance variable is 0.871, the digital literacy variable is 0.896, the digitalpreneur competence variable is 0.867. These results indicate that the variables as a whole are declared reliable. The results of the Average Variance Extracted (AVE) analysis on each variable show that the score is above 0.5, where the business performance variable is 0.643, the digital literacy variable is 0.701, the digitalpreneur competence variable is 0.644. These results indicate that the variables as a whole are declared to meet the validity

Hypothesis testing is done through the results of the t-value model can be seen in the following figure:
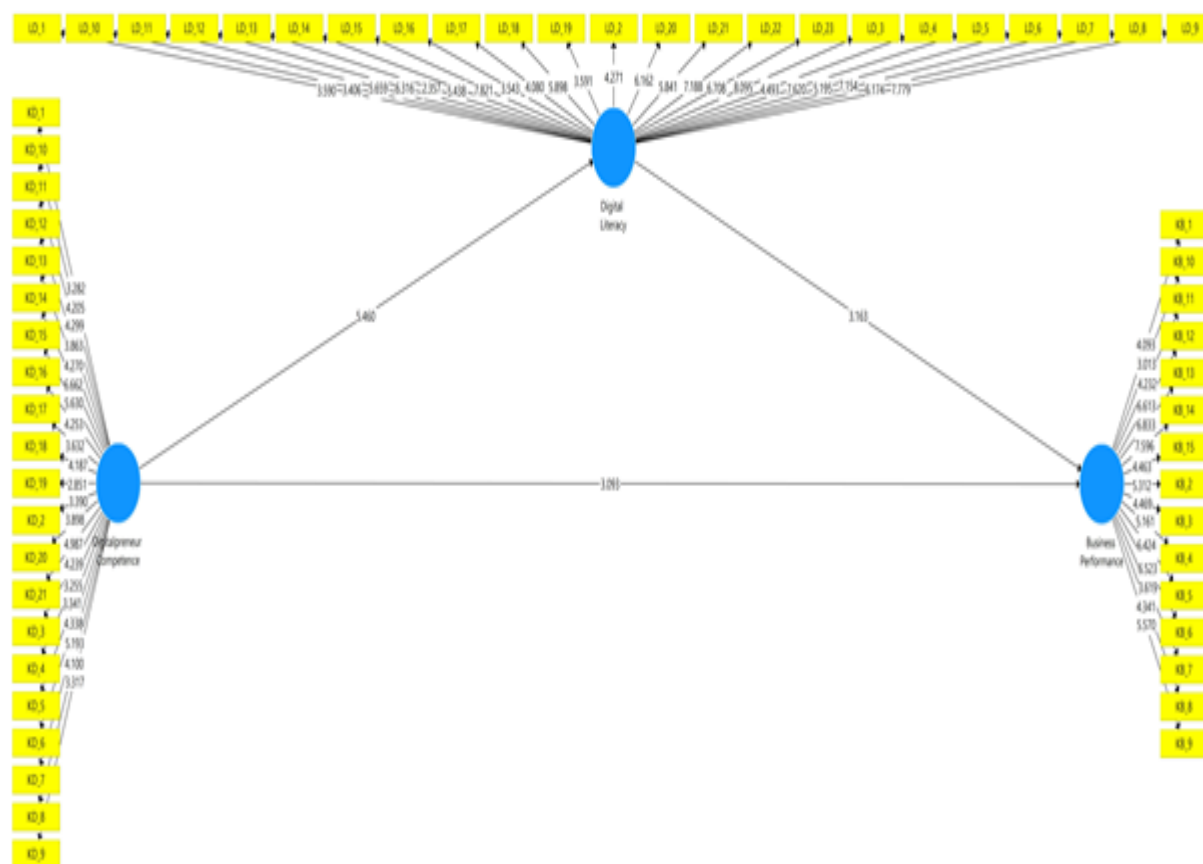

Figure 1. Bootstrapping Model

Testing the relationship between variables in this study can be seen in the following table:

Table 2. Outer Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
Digital Literacy -> Business Performance	0,591	0,529	0,508	3,163	0,002	Accepted
Digitalpreneur Competence -> Business Performance	0,295	0,338	0,270	3,093	0,000	Accepted
Digitalpreneur Competence -> Digital Literacy	0,643	0,558	0,440	5,460	0,005	Accepted
Digitalpreneur Competence -> Digital Literacy -> Business Performance	0,380	0,304	0,429	4,884	0,011	Accepted

Source: data processed, 2021

The measurement of the relationship between variables through the analysis of the t-statistical value with a minimum score of 1.972, if the score is more than 1.972 then the variable relationship is declared to have a significant effect. Based on the results in table 2, it can be seen that the overall t-statistic score is above 1.972, so all variables in this study are declared to have a significant effect and the model in this study is in accordance with the established criteria.

Discussion

1. The Effect of Digital Literacy on Business Performance

The test results are based on respondents' responses, where the digital literacy variable shows a significant influence on business performance. The results of the T-statistical test are 3.613, the value is > 1.972 and the P value is 0.002 with a significant level of 0.05, this proves that digital literacy includes functional skills and beyond, creativity, collaboration, communication, the ability to find and select. Information, cultural and social understanding partially have a positive effect on business performance. The test results can be interpreted that the higher the digital literacy, the business performance will increase

The indicator of a new design routine to create more interesting content is the most important dimension in improving MSME business performance. Innovation in making content more interesting will increase the ability and understanding of digital literacy. The results of the study are in line with those proposed by Hague and Payton (2017), where the skills of individuals to be able to choose information, be creative, interact with others are the abilities of digital literacy. This requires MSME business actors to improve their digital literacy skills through innovation to make content more interesting. This study shows that innovation in making content more interesting which in digital literacy affects MSME business performance which includes increased profits, sales growth and market growth in MSMEs.

2. The Influence of Digitalpreneur Competence on Business Performance

The test results are based on respondents' responses, where the digitalpreneur competence variable shows a significant influence on business performance. The results of the T-statistical test are 3.093, the value is > 1.972 and the P value is 0.000 with a significant level of 0.05, this proves that digitalpreneur competence covers managerial skills, conceptual skills, human skills, decision making skills and time managerial skills in general. partial

positive effect on business performance. The test results can be interpreted that the higher the level of digitalpreneur competence, the business performance will increase

The indicator of the use of opportunities from digital media in the conceptual skill dimension is the most important dimension in improving MSME business performance. The use of opportunities from digital media is increasing, the level of competence of digitalpreneurs will increase. The results of the study are in line with those proposed by Suryana (2003), competence in digitalpreneurs can be interpreted as knowledge, attitudes and skills that are integrated with one another, achieving the best performance results in business management, so entrepreneurs are needed to be trained and developed. This study shows that the use of opportunities from digital media on the dimensions of conceptual skills affects MSME business performance which includes increasing profits, market growth, financial performance and social performance in MSMEs.

3. The Effect of Digitalpreneur Competence on Digital Literacy

The test results are based on respondents' responses, where the digitalpreneur competence variable shows a significant influence on digital literacy. The results of the T-statistical test are 5.460, the value is > 1.972 and the P value is 0.005 with a significant level of 0.05, this proves that digitalpreneur competence covers managerial skills, conceptual skills, human skills, decision making skills and time managerial skills in general. partial positive effect on digital literacy. The test results can be interpreted that the higher the digitalpreneur competence, the digital literacy will increase

The indicator of the use of opportunities from digital media in the conceptual skill dimension is the most important dimension for business actors in improving digital literacy skills. The use of opportunities from digital media in the conceptual skill dimension is increasing, the digital literacy ability will increase. The results of the study are in line with those stated by Utami (2017), where knowledge can be able to produce quick reactions to information and facts, skills for tasks in achieving complex behavior require skills, potential abilities that have not been developed or their application is not yet fully a talent. This study shows that the use of opportunities from digital media in the conceptual skill dimension affects digital literacy including functional skills and beyond, creativity, collaboration, communication, the ability to find and select information, cultural and social understanding.

4. The Role of Digital Literacy as Mediating the Effect of Digitalpreneur Competence on Business Performance

The test results are based on respondents' responses, where the role of digital literacy as a mediation of the influence of digitalpreneur competence on the business performance of MSMEs has a significant effect. The results of the T-statistical test are 4.884, the value is > 1.972 and the P value is 0.011 with a significant level of 0.05, this proves that digitalpreneur competence covers managerial skills, conceptual skills, human skills, decision making skills and time managerial skills in general. partial positive effect on business performance through digital literacy covering functional skills and beyond, creativity, collaboration, communication, the ability to find and select information, cultural and social understanding

According to Mangkunegara (2005), the definition of performance is an outcome that is measured by the quality and quantity of individual achievement in carrying out tasks as a fulfillment of responsibilities. Assessment of performance is seen by what is produced by a business. This study concludes that digital literacy is able to mediate MSME business performance which is influenced by digitalpreneur competence owned by business actors.

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows: (1) digital literacy shows a significant positive influence on MSME business performance, it is proven that the higher the digital literacy of business actors, the MSME business performance will increase; (2) digitalpreneur competence shows a significant positive influence on MSME business performance, it is proven that the better digitalpreneur competence owned by business actors, the MSME business performance will increase, (3) digitalpreneur competence shows a significant positive influence on digital literacy, the better digitalpreneur competence owned by business actors, digital literacy will be better; (4) digital literacy as a mediation of the influence of digitalpreneur competence shows a significant positive influence on the business performance of MSMEs, where digital literacy is considered a variable that strengthens digitalpreneur competence in improving business performance.

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