
The Effect of Digital Literature, Entrepreneurship Literature, and Entrepreneurship Behavior on Marketing Performance of Traditional Market Traders in Dinoyo Malang (Case Study of Traders on Malang Online Platform)

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Abstract

This study aims to determine whether there is a direct and indirect influence between Digital Literacy, Entrepreneurial Literacy on Marketing Performance, and Entrepreneurial Behavior in the Dinoyo traditional market. This study uses a discrete/normal quantitative approach, that is, this data is obtained from the calculation results of traders who join the online platform application. The sampling technique was 200 respondents. Data analysis of this research was carried out using the Statistical Package for the Social Sciences (SPSS) method using SPSS. The results of this study are that: 1) Digital Literacy has a positive and significant direct effect on Marketing Performance with a Beta value of 0.367 and Entrepreneurial Behavior with a Beta value of 0.269 2) Entrepreneurial Literacy has a positive and significant direct effect on Marketing Performance with a Beta value of 0.238 and Entrepreneurial Behavior with a Beta value of 0.364. 3) Entrepreneurial Behavior has a positive and significant with a Beta value of 0.221 direct effect on Marketing Performance 4) Digital Literacy has a positive and significant with a Beta value of 0.350 direct effect on Marketing Performance through Entrepreneurial Behavior 5) Entrepreneurial Literacy has a positive and significant with a Beta value of 0.318 direct effect on Marketing Performance through Entrepreneurial Behavior. Based on the results of this study, the researchers suggest that this research is not only one product, so that it can be generalized widely. Because at this time digital cannot be separated from aspects of human life along with the times. Understanding of digital literacy, entrepreneurial literacy, and entrepreneurial behaviour can improve the marketing performance of traders. Keywords Employee Digital Literacy, Entrepreneurship Literacy, Entrepreneurial Behavior, Marketing Performance.

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INTRODUCTION

The role of internet technology is also increasingly important for the life sector, no wonder there is an increase of 25.5 million internet users in the Republic of Indonesia (Republic of Indonesia), this is also due to the impact of the covid-19 pandemic which results in the majority of people using the internet more than 8 hours every day (APJII 2019-2020). Until the market buying and selling activities are now leading to online sales. The market in Indonesia is referred to as the target of economic activity that facilitates various community needs. Traditional markets are markets that have existed since ancient times to meet the food needs of the people in the past and each region has certain customs and habits, now the market is also a pillar of the Indonesian economy. Not only that, but the market is also an important pillar in bringing Indonesia to be a developing country today. For internet access, such as household products, they are more sought after and purchased when shopping online, such as favorite marketplaces, namely Lazada, Shopee, Tokopedia, and Bukalapak”.

Digital literacy can help traditional markets in dealing with the pandemic era and the modern era where the internet is more developed, and fast information encourages the continued development of communication and information technology, which gives rise to

competition in the digital world. This can be very helpful in overcoming the backwardness of the Dinoyo traditional market, and MSMEs in the traditional market with digital trade.

Some examples of supporting media can support digital literacy, entrepreneurial literacy, and marketing strategies with business performance (Salsabila, 2009). That there is a positive and significant relationship between Digital Literacy variables on entrepreneurial behavior. According to (Lisa, 2019), entrepreneurial behavior has a simultaneous effect on performance. According to (Guyen, 2020), digital literacy has a positive effect on marketing performance. According to (Mudasih, 2020), digital literacy has a significant effect on entrepreneurial behavior. And according to (Trarintya, 2020), entrepreneurial literacy has a significant effect on marketing performance.

RESEARCH METHODS

This study uses a discrete/normal quantitative approach, that is, this data is obtained from the calculation results of traders who join digital platforms. This study has independent variables, namely Digital Literacy (X1) and Entrepreneurial Literacy (X2), the dependent variable is Marketing Performance (Y), and the mediating variable is Entrepreneurial Behavior (Z). The sampling technique was 200 respondents. Data analysis of this research was carried out using the Statistical Package for the Social Sciences (SPSS) method using SPSS version 25 software.

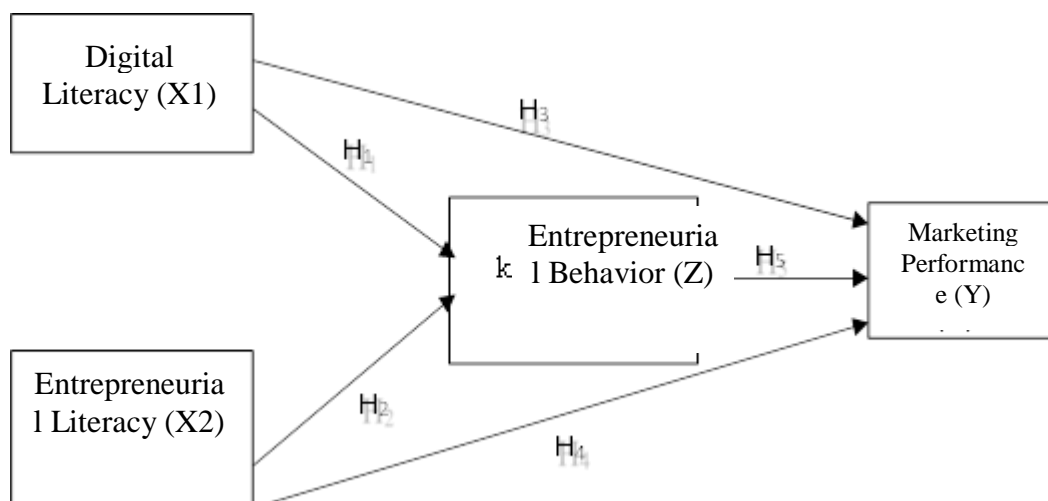


Figure. 1 Path Analysis Model

RESULTS AND DISCUSSION

Results

a. First Equation

The following is a path analysis of the direct influence of variables X1 (Digital Literacy), and X2 (Entrepreneurial Literacy) on variable Z (Entrepreneurial Behavior).

Table 1 Results of Statistical Analysis of the First Equation

Coefficients					
Variable	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	1.694	1.320		1.283	.201
Digital Literacy	.250	.048	.367	5.194	.000
Literacy Entrepreneurship	.287	.056	.364	5.153	.000
R square	.444				
e1	0,745				

(Source: Primary data processed, 2022)

Based on table 4.7 shows a Beta value of 0.367 and a significant value of 0.000 <0.05, namely the digital literacy variable X1 has a positive and significant effect on the entrepreneurial behavior variable Z. Furthermore, the Beta value is 0.364 and a significant value is 0.000 <0.05, namely the entrepreneurial literacy variable X2 has a positive effect and significant to the entrepreneurial behavior variable Z.

The effect of the error (e1) used the formula:

$$e1 = 1 - R^2 = \sqrt{1 - 0,438} = 0,750$$

$$Z_1 = \beta_1 ZX1 + \beta_2 ZX2 + e_1$$

$$Z = 0,367 X1 + 0,364 X2 + 0,750$$

The coefficient of determination (R²) of 0.438 directly affects digital literacy, entrepreneurial literacy on entrepreneurial behavior is 43.8% while the remaining 56.2% can be influenced by other variables outside this research model.

Digital Literacy has a positive and significant effect on marketing performance through entrepreneurial behavior.

Indirect effect: = X1 → Z → Y

$$= \beta_4 \times \beta_7$$

$$= 0,367 \times 0,221$$

$$= 0,081$$

Entrepreneurship Literacy has a positive and significant effect on marketing performance through entrepreneurial behavior.

Indirect effect: = X2 → Z → Y

$$= \beta_4 \times \beta_7$$

$$= 0,364 \times 0,221$$

$$= 0,080$$

b. Second Equation

The following is a path analysis of the direct influence of variables X1 (Digital Literacy), X2 (Entrepreneurial Literacy), and Z (Entrepreneurial Behavior) on Y (Marketing Performance).

The results of the statistical analysis of the second equation can be seen in the table below:

Table 2 Results of Statistical Analysis of the Second Equation

Variable	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
	Constant	5.958	1.450		4.109
Literasi Digital	.192	.056	.269	3.418	.001
Digital Literacy	.196	.065	.238	3.029	.003
Literacy					
Entrepreneurship	.232	.078	.221	2.977	.003
R square	0,389				
e2	0,782				

(Source: Primary data processed, 2022)

Based on Table 4.8 which shows a Beta of 0.269 and a significant value of 0.001 <0.05, the digital literacy variable X1 has a positive and significant effect on the marketing performance variable. Furthermore, the Beta value of 0.238 and a significant value of 0.003 <0.05, namely the entrepreneurial literacy variable have a positive and significant effect on the marketing performance variable. Furthermore, the Beta value is 0.221 and a significant value is 0.003 <0.05, namely the entrepreneurial behavior variable Z has a positive and significant effect on marketing performance.

The effect of the error (e2) is used by the formula:

$$e2 = 1 - R^2 = \sqrt{1 - 0,389} = 0,782$$

$$Y = \beta_3 YX1 + \beta_4 YX2 + \beta_5 Z + e_2$$

$$Y = 0,269 X1 + 0,238 X2 + 0,221 Z + 0,782$$

The following are the results of the interpretation of the full path analysis (path analysis) which can be seen in Table 4.9

Table 3 Path Analysis Results

Effect Between Variables	Effect		Total
	Direct	Indirect	
Effect X1 → Y	0,269	-	0,269
Effect X2 → Y	0,238	-	0,238
Effect X1 → Z	0,367	-	0,367
Effect X2 → Z	0,364	-	0,364
Effect Z → Y	0,221	-	0,221
Effect X1 → Z → Y	0,269	0,081	0,350
Effect X2 → Z → Y	0,238	0,080	0,318

(Source: Primary data processed, 2022)

Based on the structure of the research model, the empirical equation can be made as follows:

a. $Z = \beta_1 ZX1 + \beta_2 ZX2 + e_1$

$$Z = 0,367 X1 + 0,364 X2 + 0,750$$

b. $Y = \beta_3 YX1 + \beta_4 YX2 + \beta_5 YZ + e_2$

$$Y = 0,269 X1 + 0,238 X2 + 0,221 Z + 0,782$$

The picture above 4.4 explains the Beta standard and the magnitude of the indirect effect of each variable.

Coefficient of determination: $R^2 = 1 - P_e 1^2 * P_e 2^2 \dots P_e x^2$.

Interpretation (R^2) of determination is as follows:

$$R^2 = 1 - (0,750^2) - (0,782^2) = 1 - 0,345 = 0,656$$

Based on the above formula, the coefficient of determination shows a direct and indirect effect of 0.656 or 65.6% with an explanation of the contained data model (65.6%). the remaining 34.4% is explained by variables outside this study.

c. Hypothesis testing

Hypothesis testing is done by regression analysis which is used to find out how the relationship between the dependent and independent variables is. The results of the analysis will be used as a basis to find out how the relationship between variables is and to test the researchers' provisional assumptions (hypotheses). The significance value (p-value) is the value seen for decision-making from hypothesis testing in this study.

So H_0 is accepted if the significance value is > 0.05 and vice versa H_0 is rejected if the significance value is < 0.05 . If the significant value of the result is more than 0.05 then it has no effect simultaneously. Meanwhile, if a significant value is less than 0.05, it has a simultaneous effect.

The results of the hypothesis testing of direct and indirect effects can be seen in table 4.9.

- a. **H1:** The effect of digital literacy on entrepreneurial behavior has a significant value of $0.000 < 0.05$ with a Beta value of 0.367. Based on this value, it is stated that H_0 is rejected, thus it is proven that digital literacy has a positive and significant influence on entrepreneurial behavior for traditional market traders.
- b. **H2:** The influence of entrepreneurial literacy on entrepreneurial behavior has a significant value of $0.000 < 0.05$ with a beta value of 0.364. Based on this value, it is stated that H_0 is rejected, thus it is proven that entrepreneurial literacy has a positive and significant influence on entrepreneurial behavior for traditional market traders.
- c. **H3:** The effect of digital literacy on marketing performance has a significant value of $0.001 < 0.05$ with a Beta value of 0.269. Based on this value, it is stated that H_0 is rejected, thus it is proven that digital literacy has a positive and significant influence on marketing performance for traditional market traders.
- d. **H4:** The influence of entrepreneurial literacy on marketing performance has a significant value of $0.003 < 0.05$ with a Beta value of 0.238. Based on this value, it is stated that H_0 is rejected, thus it is proven that entrepreneurial literacy has a positive and significant influence on marketing performance for traditional market traders.
- e. **H5:** The influence of entrepreneurial behavior on marketing performance has a significant value of $0.003 < 0.05$ with a Beta value of 0.221. Based on this value, it is stated that H_0 is rejected, thus it is proven that entrepreneurial behavior has a positive and significant influence on marketing performance for traditional market traders.
- f. **H6:** The influence of digital literacy has an indirect effect on marketing performance through entrepreneurial behavior has a Beta value of 0.350. Based on this value it is stated that H_0 is rejected, thus it is proven that digital literacy has an indirect effect on marketing performance through entrepreneurial behavior for traditional market traders.
- g. **H7:** The influence of entrepreneurial literacy has an indirect effect on marketing performance through entrepreneurial behavior which has a Beta value of 0.318. Based on this value, it is stated that H_0 is rejected, thus it is proven that entrepreneurial literacy has

an indirect effect on marketing performance through entrepreneurial behavior for traditional market traders.

Discussion

a. The Effect of Digital Literacy on Entrepreneurial Behavior

The results of this study indicate that there is a positive and significant relationship between digital literacy and entrepreneurial behavior in Dinoyo market traders. (Salsabila, 2009) With high digital literacy, each individual is easily learning about the risks that can be avoided or finding ways to overcome business problems. In other words, digital literacy can increase entrepreneurial behavior in a person (Islami, 2019). Supported (Bintaraningtiyas, Mulyaningsih, Ratwianingsih, 2021), (Camileri, 2019), (Tahir et al., 2021), (Mudasih, 2021), (Febriyantor, 2018). The findings in this variable study are that Dinoyo Traditional market traders besides having an understanding of digital literacy can implement online buying and sell through the platform. Merchants also prioritize behavior to serve customers so they can easily solve problems.

b. The Effect of Entrepreneurial Literacy on Entrepreneurial Behavior

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Literacy and Entrepreneurial Behavior in Dinoyo market traders. Supported by research (Bayu, n.d., 2011), (Sienatra, 2020), (Rakib, 2022), (Mustari et al., 2021). The findings in this variable study are that Dinoyo Traditional market traders besides having an understanding of entrepreneurial literacy can apply online buying and sell through the platform. Merchants also prioritize behavior to serve customers so they can easily solve problems.

c. The Effect of Digital Literacy on Marketing Performance

The results of this study indicate that there is a positive and significant relationship between Digital Literacy and Marketing Performance for Dinoyo market traders. Supported by research (Huseyin Guven, 2020), (Toporin, pyatkina, 2021), (Prihadi, Mulyana, 2019), (Ranatunga, Priyanath, Sariwulan, et al., 2020). The findings in this variable study are that Dinoyo Traditional market traders besides having an understanding of digital literacy can apply online buying and sell through the platform. With this, the merchants get increased performance in sales and expand sales.

d. The Effect of Entrepreneurial Literacy on Marketing Performance

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Literacy on Marketing Performance at Dinoyo market traders. Supported by research (Hartawati, 2019.), Lisa, (2019), (Prawira, 2015), (Bayu, 2011), (Charir 2017), (Abdullah et al., 2018). (Trarintya, 2020), (Mustari, 2021). The findings in this variable study are that Dinoyo Traditional market traders besides having an understanding of entrepreneurial literacy can apply online buying and sell through the platform. With this, the merchants get increased performance in sales and expand sales.

e. The Influence of Entrepreneurial Behavior on Marketing Performance

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Literacy on Marketing Performance at Dinoyo market traders. Supported by research (Trarintya, 2020), (Hartawati & Management, 2019), (Bahri et al.), (Rante & Warokka, 2013), (Amir et al., 2018), (Donbesuur et al., 2020). The findings in this variable study are that the Dinoyo Traditional market traders besides having an understanding of entrepreneurial behavior can apply online buying and sell through the platform. With this, traders get an increase in marketing performance in sales and expand sales.

f. The Effect of Digital Literacy on Marketing Performance through Entrepreneurial Behavior

The results of this study indicate that there is a positive and significant relationship between Digital Literacy on Marketing Performance and through Entrepreneurial Behavior of Dinoyo market traders. Supported by research (Salsabila, 2009), (Bintaraningtiyas, Mulyaningsih, Ratwianingsih), (Camileri, 2019.), (Tahir et al., 2021), (Mudasih, 2021), (Febriyantor, 2018), (Trarintya, 2020), (Hartawati & Management, 2019), (Bahri et al., 2021), (Amir et al., 2018), (Donbesuur et al., 2020). The findings in this variable research are that Dinoyo Traditional market traders besides having digital literacy also have a positive and significant influence on marketing performance through entrepreneurial behavior, someone who has a digital understanding with behavior in serving customers improves marketing performance and is of good value for future sales.

g. The Effect of Entrepreneurial Literacy on Marketing Performance through Entrepreneurial Behavior

The results of this study indicate that there is a positive and significant relationship between Entrepreneurial Literacy on Marketing Performance and Entrepreneurial Behavior of Dinoyo market traders. Supported by research (Bayu, n.d., 2011), (Sienatra, 2020), (Rakib, 2022), (Mustari et al., 2021), (Rakib, 2022), (Trarintya, 2020), (Hartawati & Management, 2019), (Bahri et al., 2021), (Rante & Warokka, 2013), (Amir et al., 2018), (Donbesuur et al., 2020). The findings in this variable study are that Dinoyo Traditional market traders besides having entrepreneurial literacy also have a positive and significant influence on marketing performance through entrepreneurial behavior, someone who has a digital understanding with behavior in serving customers improves marketing performance and is of good value for future sales.

CONCLUSION

Based on the results of the discussion and research in the previous chapter, the researchers conclude as follows: 1) There is a positive and significant direct influence between the variables of the influence of digital literacy on entrepreneurial behavior. 2) There is a positive and significant direct influence between the variables of the influence of entrepreneurial literacy on entrepreneurial behavior. 3) There is a positive and significant direct influence between the variables of the influence of digital literacy on marketing performance. 4) There is a positive and significant direct influence between the variables of the influence of entrepreneurial literacy on marketing performance. 5) There is a positive and significant direct influence between the variables of the influence of entrepreneurial behavior on marketing performance. 6) There is a positive and significant indirect effect between the variables of the influence of digital literacy on marketing performance through entrepreneurial behavior. 7) There is a positive and significant indirect effect between the variables of the influence of entrepreneurial literacy on marketing performance through entrepreneurial behavior.

Based on the results of this study, researchers provide suggestions, namely: 1) For Market Managers. Based on the results of this research, market managers should further deepen their skills related to digital literacy, entrepreneurial literacy, entrepreneurial behavior, and marketing performance to help traders get maximum performance in business management. 2) For further research. Based on the results of research on Digital Literacy, Entrepreneurship Literacy, and Entrepreneurial Behavior on Marketing Performance of Dinoyo Traditional Markets, Malang. a.) Adding variables or factors taken b.) Adding respondents not only traders, maybe customers.

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