



Research Paper

Influence Digital Literacy and Efficacy Self to Intention Entrepreneurship Generation Millenials

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ABSTRACT: Objective from study This is For know How objective entrepreneurship Generation Millennials in the District Gowa influenced by digital literacy and efficacy self . Studies this, who studies correlation between two variable that is, to the extent where variation in One variable related with another factor focus on connection between second variable the. There are 197,644 Millennials in population research, which is sample of 100 people. With use IBM SPSS 29.0 application, method data collection in the form of questionnaire, meanwhile method data processing includes analysis statistics descriptive and multiple linear regression. Based on findings research, got concluded that efficacy self and impactful digital literacy positive to plan millennials for start business alone in the District Gowa. Findings study show that (1) digital literacy has influence positive and significant to intention entrepreneurship generation millennials in the District Gowa; (2) self-Efficacy effect positive and enough big to intention entrepreneurship generation millennials in the District Gowa; (3) digital literacy and impactful self-efficacy positive and significant to intention entrepreneurship generation millennials in the District Gowa.

KEYWORDS: Digital Literacy, Efficacy Self, Intention Entrepreneurship.

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I. INTRODUCTION

Development of Human Resources (HR) is a key part of the country's economic progress. Due to a number of problems with human resources, economic growth is difficult to achieve. One of the human resource problems is unemployment. Every country is struggling with unemployment [1]. Because there are so many Indonesians, it can be difficult to find respectable work. As a result, many of them prefer to be unemployed. Indonesian unemployment from time to time always increases. Increasing the desire for entrepreneurship for the millennial generation is a way to improve the economy and overcome unemployment in Indonesia [2]. Entrepreneurship can be defined as the process of creating useful things by investing time and energy, using financial strategies, taking risks under uncertain circumstances, and ending up getting rewards for personal satisfaction and money (Christian & Mulia, 2017). This entrepreneurship program is expected to strengthen the Indonesian economy and give birth to many entrepreneurs who in turn will create a large number of jobs, so that people can choose jobs based on their skills. With so many jobs available, it is expected that the unemployment rate will decrease.

Adapting to the flow of the digital era and globalization is characterized by completely automatic and digital activities in the daily lives of Indonesian people. The era of economic globalization can improve Indonesia's quality of life, but it is also a challenge for its citizens, especially the millennial generation, who must be prepared to compete in the global economy. As a consequence, Indonesian companies are increasingly advancing in global market competition in line with advances in technology and communication in the contemporary digital era.

Digital software and media are now used in business and everyday life, and in education. [3]. Many changes have occurred in digital media that affect many aspects including business. [4]. The rise of the digital economy in society and business encourages the millennial generation to launch independent businesses [5] and run them on digital platforms with high-quality products [6]. Interest in entrepreneurship develops as a result of entrepreneurial knowledge and information (Tahir et al., 2021). Digital literacy is needed at the level of human

resource development to build and increase understanding of the existence of digital media. The term digital comes from the Greek word *Digitus*, which means "finger" [26]. Digital literacy is the technology of writing, reading, and registering digital texts/items before converting them into digital formats. Digitalization entails many transformation processes, each with its own implications for entrepreneurship and entrepreneurship [7]. We live in an information world, where more individuals have to handle more information, which requires more technological assistance, which in turn requires and produces more information (Oluwakemi, 2019).

Entrepreneurial activities are considered to have the potential to support economic growth in the current digital era [8]. Collaboration and interaction in business need to create positive, shared, and hopeful narratives (Lubis, 2019). Entrepreneurship is an economic agenda which is always developing and can improve people's lives. [9]. The growing interest in entrepreneurship is currently gaining traction, especially among the millennial generation. [10]. One of the keys to the success of a business is entrepreneurial behavior (Prabawati, 2013). Self-efficacy is part of the factor which influences the entrepreneurial intensity of students in business [11]. Self-efficacy has a greater influence on entrepreneurial intentions than other factors [12]. Self-efficacy is the belief that individuals have the ability to choose appropriate behavior in order to achieve the expected success. The concept of self-efficacy covers a wide range of abilities, including aspects of social activity and behavioral skills.

Millennials are people born between the 1980s and 2000s. [13] Millennials are now always echoed on social media [14]. Millennials rely heavily on digital devices in the modern world. Millennials have a bold personality, creative mind, and modern mindset from birth. Talented, innovative and creative millennials can contribute to the economy [15]

According to [16] The role of the millennial generation in nation building is quite large; Gaya believes that the millennial generation as a whole can make changes and become pioneers, not only following existing trends, but also creating new things in society. Millennials are obsessed with technology. They are comfortable with computers and other forms of technology. However, many millennials fail to take full advantage of technological advances, especially in high-paying jobs or businesses. Many millennials haven't tapped into this resource, or they may not understand how to use it to generate income. The government also urges the younger generation to work more and not just look for work [17]. Corporate actors must complete various activities when managing a business or business to achieve the desired goals [18]. As a result, business owners need to be literate in various fields, including financial literacy, business and entrepreneurship.

SP2020 statistical results, Generation Z and Millennial Generation make up the majority of Gowa's population. Millennials make up 25.81 percent (197,644 individuals) of the total population of Gowa, while Generation Z makes up 28.19 percent (97,999 people) of the total. These two generations are of productive age which offer the potential to spur economic growth" [19]. The Government of Gowa Regency is still making preparations to face the era of digital disruption or digital innovation. Various efforts have been made to develop digital literacy in all sectors, especially in local government. The era of digitalization is inevitable. To enter this era, it is necessary to provide digital literacy to all parties.

Someone will be able to use digital media, communication tools, and other technological networks if they are digitally literate. As a result, this will affect creativity, self-confidence, and critical thinking. In a world without technology, development as we know it no longer exists. all towards digitization of information. Based on the concepts described above, the authors are interested in studying and discussing "The Influence of Digital Literacy and Self-Efficacy on Entrepreneurial Intentions in Gowa Regency".

II. LITERATURE REVIEW

Intention is the intention of each person so that involved in certain behavior [20]. "Nope Can said as how much hard or so far where somebody offer For try" [21]. Entrepreneurial intention is someone's determination to become an entrepreneur [22]. In this study, the basic theory is used as a reference, namely: "Theory of Planned Behavior" [21]. "Theory of Planned Behavior" (TPB) is an expansion of Theory of Reasoned Action (TRA). According to TRA, individual behavior is generated by its two main factors: the nature of behavior and subjective norms, while the TPB adds a third factor: perceived behavioral control. Various behaviors in entrepreneurship are very appropriate when explained by "Theory of Planned Behavior" (TPB). TPB makes the assumption that almost all behavior results from an individual's intention to take action and their capacity for conscious decision making. Entrepreneurs are those who plan, manage, and are brave enough to take risks to build new business and commercial possibilities. [23]. Intention entrepreneurship explain that evaluation subjective about is somebody do something behavior or No show how much strong intention they For do it. Request somebody For evaluate self they Alone on scale dimensions subjective account _ connection they with behavior possible We For determine intention someone [24]. According to Koe at al. (2012) Entrepreneurship depicted as the process by which people identify opportunity, take advantage opportunity the through study and innovation, and Finally enjoy it.

Literacy is the ability to read and write”. [14] . “The word "digital," which comes from the Greek word "Digitus," which means "finger” [26]. The ability to read, write, and calculate various digital texts/objects that exist in a digital environment is referred to as digital literacy. “ Entrepreneurs who are digitally literate are able to adapt to changes in the technological landscape and use media for communication, marketing, trend analysis and customer demand” [27]

Self-efficacy is the belief if everyone _ have the ability to choose appropriate behavior in order to achieve success in the anticipated manner. The idea of self-efficacy encompasses a wide range of skills, including behavioral and social aspects. By because it, concept self can made base for development more self good as well as for evaluate and evaluate self alone.

III. METHOD

The method in this research is a quantitative method using descriptive techniques. Descriptive research, on the other hand, is a study that is structured in a clear manner in which the type of data needed and who will be the subject of the research has been neatly arranged and prepared before data collection is carried out. The method used is quantitative techniques, where the quantitative method in question is a research approach that uses positivism as a basis for assessing certain populations and samples. In this survey, there are 197,644 millennials in Gowa Regency. Random Sampling is a sampling technique used.

According to [29] "to determine the sample size, you can use the Slovin formula". The slovin formula is:

$$s = \frac{N}{1 + Ne^2}$$

$$s = \frac{197.644}{1 + 197.644(0,1)^2}$$

$$s = \frac{197.644}{1 + 1.976,4}$$

$$s = \frac{197.644}{2.976,4}$$

$$s = 66.41$$

s = 99.95 (rounded up to 100 people)

Information:

s = samples

N = population size

e = Percentage of inaccuracy due to sampling error which can be tolerated, namely (0.1 or 10%).

The results of the Slovin formula for sample calculations with an error rate of 10% are as follows.

Based on the calculation of the number of samples above, this study used a population of 197,644 people with a minimum sample limit of 100 people.

In this study there were 3 variables, namely digital literacy (X1), self-efficacy (X2) and entrepreneurial intention (Y). The first is digital literacy, where the definition of digital literacy refers to the entrepreneur's ability to adapt to technological advances to use communication media, marketing, trend analysis, and demand for goods and services [27]. Self-efficacy is a person's assessment of his own ability to complete activities and achieve the desired results (Lodjo, 2013). Intention is the intention to carry out certain behaviors [20]. The instruments used as research guidelines are listened to in the table below.

Table 1 . Research Instruments

Variable	Indicator	Measurement Scale
Digital Literacy (X1)	<ol style="list-style-type: none"> 1. Information Literacy 2. <i>Learning Skills</i> 3. <i>ICT Literacy</i> 4. Privacy Management 5. <i>Communication Collaboration</i> 6. Media Literacy 	Likert
Self Efficacy (X2)	<ol style="list-style-type: none"> 1. Belief in one's own potential 2. Confidence in the success of the business he founded 3. Business will continue to grow with trust 	Likert
Entrepreneurial Intention (Y)	<ol style="list-style-type: none"> 1. Willing to do anything to become an entrepreneur 2. Professional goal is to become a business owner 3. Make every effort to set up and operate the business 4. Make a decision to start a business in the future 	Likert

	Source: Researcher (2022)	
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The data used in the research was generated through distributing questionnaires where answers were provided for each question item and would be given to respondents to answer. The results of the questionnaire will then be assessed using ordinal data with weights ranging from 1 to 5, using the following categories:

Table 2 Likert Scale Instrument

No.	Alternative Answers	Positive Statement	Negative Statement
1	Strongly Agree (SS)	5	1
2	Agree (S)	4	2
3	Neutral (N)	3	3
4	Disagree (TS)	2	4
5	Strongly Disagree (STS)	1	5

Then the respondent will only answer by choosing points between 1-5. In research, the instrument analysis technique used is divided into two, namely validity and reliability. The validity test rule is that when the value of $r_{count} > r_{table}$, the statement is valid. Conversely, the value of $r_{count} < r_{table}$, so the statement is not valid. The next instrument test is the reliability test, the reliability test rule is $Cronbach\ alpha > 0.6$, so both variables can be said to be reliable

IV. RESULT

After a series of data tests, the results of the validity test of the research instrument were obtained. The validity test was carried out in order to test whether the questions in the research that had been prepared by the researchers could actually be used in conducting the research. Test the validity of the research questionnaire where in the morning 100 respondents in the study were tested for validity with the aim of finding out whether each question item was valid or not in the study. Based on the validity test for the digital literacy variable that has been carried out, it means that the statements used are valid and can actually be used in research. Based on the validity test for the self-efficacy variable that has been carried out, it means that the statement The method used is valid and can actually be used in research. Based on the validity test of the entrepreneurial intention variable that has been carried out, all statements can really be used in research. The next test is the reliability test for the instruments in the study. Reliability itself is a measuring test to find out the research measurement tools used have consistency in research. The rule of the reliability test is that if the $r_{count} > r_{table}$ ($r_{count} \geq r_{table}$) then the variable is reliable, conversely if the $r_{count} < r_{table}$ ($r_{count} \leq r_{table}$) the variable is not reliable.

4.1 CHARACTERISTICS OF RESPONDENTS BASED ON GENDER AND AGE

The characteristics of the research respondents, namely the identity of the respondents consisting of gender and age, The table of the characteristics of the respondents is as follows: Respondents in this finding were male and female, the following is a table of gender characteristics:

Table 3 Characteristics of Respondents by Gender

No	Category	Frequency	Percentage
1	Man	28	28%
2	Woman	72	72%
Amount		100	100%

Source: Research Questionnaire Results (2022)

In table 3 the number of women and men is much different. There were 72% or 72 female respondents, but 28% or 28 male respondents. Thus, it can be interpreted that the results of the questionnaire research did not represent the opinions of both genders or that the total number of male respondents was much smaller than that of women.

The following table shows the characteristics of the respondents based on their age:

Table 4. Characteristics of Respondents by Age

No.	Age (Years)	Frequency (Person)	Percentage (%)
1	24	38	38%
2	25	18	18%
3	26	13	13%
4	27	6	6%
5	28	4	4%
6	29	2	2%
7	30	8	8%
8	32	3	3%
9	33	3	3%
10	34	1	1%
11	35	2	2%
12	37	2	2%
Amount		100	100%

Source: Research Questionnaire Results (2022)

In table 4, respondents aged 24 years there were 38 respondents aged 25 years totaling 18 (18%), respondents aged 26 were 13 people (13%), respondents aged 27 were 6 people (6%), respondents aged 28 were 4 people (4%), respondents aged 29 years were 2 people (2%), respondents aged 30 were 8 people (8%), respondents aged 32 were 3 people (2%).

4.2 Variable Descriptive Statistical Analysis

The results of the descriptive analysis of the dependent variable and the independent variables in the research are.

Table 5 Descriptive Analysis Results

Descriptive Statistics

		Minimum	Maximum	Means	std. Deviation
Digital Literacy	100	67	100	88,69	8.303
Self Efficacy	100	19	45	33,62	5,818
Entrepreneurial Intention	100	29	49	39,41	5,097
Valid N (listwise)	100				

Source: Research Questionnaire Results (2022)

Through the Descriptive Test Results above, it can be described the distribution of data where the researcher obtained, namely:

1. Digital Literacy Variable (X_1), through these data it can be described if the minimum value is 67 but the maximum value is 100 and the average value of Digital Literacy is 88.69. The standard deviation of Digital Literacy is 8.303
2. Self-Efficacy Variable (X_2), through this data it can be described that the minimum value is 19 then the maximum value is 45 and the average Self-Efficacy value is 33.62. The standard deviation of Self-Efficacy is 5.818
3. Entrepreneurial Intention Variable (Y), through data it can be described if the minimum value is 29 then the maximum value is 49 and the average value of Entrepreneurial Intention is 39.41. The standard deviation of Entrepreneurial Intention is 5.097

V. CLASSIC ASSUMPTION TEST

5.1 Normality Test

The normality test was carried out, the data used in the study could be known to be normally distributed or not. The normality test uses the *Kolmogorov-Smirnov Test* statistic . Residual bias is declared normally distributed if the significance value is > 0.05 . Total normality test, ie.

Table 6 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters ^{a,b}	Means	,0000000
	std. Deviation	3.10478236
Most Extreme Differences	Absolute	,085
	Positive	,085
	Negative	-,064
Test Statistics		,085
asymp. Sig. (2-tailed) ^c		,070

Source: Research Questionnaire Results (2022)

The results of the calculation of the normality test, the value of the *colomogrov-smirnov test* is 0.085 and the significance is at 0.070 which means it is normally distributed.

5.2 multicollinearity Test

The multicollinearity test is a data analysis test which aims to find out the correlation between the independent variables in the available regression models. This multicollinearity test uses the VIF test, if the VIF value is < 0.10 then there is no or no multicollinearity.

Table 7 Multicollinearity Test Results

No	Variable	Tolerance Value	VIF value	Information
1	Digital Literacy	0.869	1.151	There is no multicollinearity
2	Self Efficacy	0.869	1.151	There is no multicollinearity

Source: Research Questionnaire Results (2022)

In the results of the multicollinearity test table 7, all variables provide a *tolerance value* of > 0.10 . So, it can be concluded that there is no multicollinearity.

5.3 HETEROSCEDASTICITY TEST

Heteroscedasticity testing was carried out based on the *Scatter Plot* . heteroscedasticity test results namely.

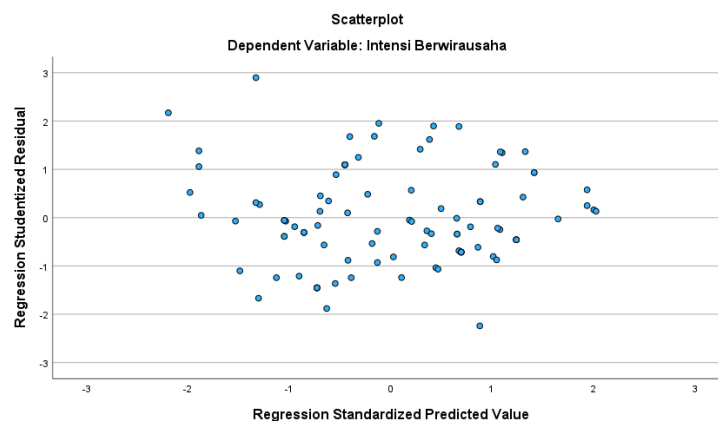


Figure 2 Heteroscedasticity Test Results

Based on Figure 2, we can see that the dots spread downward and upward 0 which are located on the Y axis and no clear pattern is formed on the dots. So from that, it can be said that there is no heteroscedasticity in this regression model.

VI. HYPOTHESIS TESTING

VI.1 MULTIPLE LINEAR REGRESSION ANALYSIS

The multiple linear regression analysis test serves to understand the effect of the variables Digital Literacy (X_1) and Self-Efficacy (X_2) on Millennial Generation's Entrepreneurial Intention (Y) in Gowa Regency. Following are the results of this test through calculations using SPSS 29:

Table 8 Test Results of Multiple Linear Regression Analysis

No.	Variable	Coefficient B value
1	Constant	10.05
2	Digital Literacy (X_1)	0.089
3	Self Efficacy (X_2)	0.639

Source: Research Questionnaire Results (2022)

Based on table 8 above, describes the value of a (constant) 10.05, the coefficient of the Digital Literacy variable (X_1) is 0.089, and the Self-Efficacy variable (X_2) is 0.639, it can be formulated:

$$Y = a + B_1X_1 + B_2X_2$$

$$Y = 10.05 + 0.089 + 0.639$$

Through table 8, it can be described as:

- a. The value of the regression coefficient X_2 ($B_1 X_2$) amounts to 0.639, giving an answer if the total self-efficacy has a positive impact on entrepreneurial intentions which means that if each increase of 1 unit of self-efficacy variable can have an impact on entrepreneurial intentions totaling 0.639 through opinion if other variables are not examined .
- b. The value of the regression coefficient X_1 ($B_1 X_1$) amounts to 0.089, giving an illustration if the digital literacy variable has a positive impact on entrepreneurial intentions which means that if every increase of 1 unit of digital literacy variable can have an impact on entrepreneurial intentions totaling 0.089 through opinions if other variables are not examined .
- c. The value of a is 10.05, namely the condition or constant of the entrepreneurial intention variable has not had an impact on other variables, namely digital literacy variables (X_1) and self-efficacy (X_2). If the independent variable does not have it, then the entrepreneurial intention variable does not change

6.2 Partially Significant Test (T Test)

Partial tests were carried out with the aim of finding out the magnitude of the partial influence that the independent variables have on the dependent variable. Partial test results can be seen below.

Table 9 Partially Significant Test Results (T Test)

No.	Variable	T_{count}	T_{table}	sig. value
1	Digital Literacy	4,440	1,660	0.001
2	Self Efficacy	12,400	1,660	0.001

Source: Research Questionnaire Results (2022)

In accordance with table 9, namely the (partial) t test gives if the significance assessment impacts digital literacy (X_1) regarding entrepreneurial intentions (Y) namely $0.001 < 0.1$ and $t_{count} 4.440 > t_{table}$ value of 1.660, so H_0 is rejected and H_a is accepted . This means that there is a significant impact of digital literacy on entrepreneurial intentions. Furthermore, the results of the (partial) t test show that the significance value has an impact on self-efficacy (X_2) regarding entrepreneurial intentions (Y), namely $0.001 < 0.1$ and $t_{count} 12.400 > t_{table}$ 1.660, so that H_0 is rejected and H_a is accepted. This means that there is a significant impact on self-efficacy regarding entrepreneurial intentions.

Simultaneous Test (Test F)

The simultaneous test is used to test how much impact the independent variable has on the dependent variable simultaneously.

Table 10 Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	1617,862	2	808,931	82,222	<.001 ^b
	residual	954,328	97	9,838		
	Total	2572,190	99			

Source: Research Questionnaire Results (2022)

From table 10 it can be seen that the significance value has an impact on digital literacy (X_1) and self-efficacy (X_2) regarding entrepreneurial intentions (Y) which is $0.001 < 0.1$ and $f_{count} 82.222 > f_{table\ value} 2.36$. This means that H_03 is rejected and H_a3 is accepted. This means that there is a significant impact of digital literacy (X_1) and self-efficacy (X_2) regarding entrepreneurial intentions (Y).

6.3 Determination Coefficient Test

The coefficient of determination is a description of the amount of contribution which is owned by the independent variable regarding the dependent variable. The result, that is.

Table 11 Test Results for the Coefficient of Determination

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,793 ^a	,629	,621	3,137

Source: Research Questionnaire Results (2022)

Through table 11, note that the R square value is 0.629. Therefore, we can conclude that self-efficacy and digital literacy have a positive impact on millennial generation entrepreneurial intentions in Gowa Regency by 62.9%. However, the other 37.1% were influenced by factors or variables not examined.

VII. DISCUSSION

VI.1 EFFECT OF DIGITAL LITERACY (X1) ON ENTREPRENEURIAL INTENTION (Y)

The t test can be concluded if digital literacy has a partial effect on business intentions. The research results are in line with [27] that there is a significant and positive influence between digital literacy regarding business interest in students of the Faculty of Economics. The positive impact of digital literacy on entrepreneurial intentions shows that the millennial generation views digital literacy learning as providing an overview of the basics of starting a business and can generate or develop entrepreneurial ideas so as to enable the millennial generation to become creative and innovative human beings. This shows that the greater the level of understanding of the millennial generation regarding Digital Literacy, the higher their Entrepreneurial Intention will be. Digital literacy is a method for influencing behavior. A positive attitude towards digital literacy will result in strong entrepreneurial goals.

This study supports several previous research findings. According to research [27] digital literacy has a significant and positive effect on interest in entrepreneurship. Consistent study findings on the theory of business-planned behavior According to the theory, attitude is the foundation for the formation of intention. According to [13], at the level of human resource development, digital literacy is expected to be able to develop and increase understanding of the existence of digital media. Digital literacy is the technology of writing, reading and registering digital text before converting it into a digital format. The findings of this study are in accordance with the theory of planned behavior which states that attitude is the foundation for forming intentions so that attitudes can grow business intentions . Millennials need digital literacy to understand how to use digital technology for entrepreneurship. Good digital literacy skills can open up a world of possibilities for you. As a result, digital literacy in the millennial population is needed to stimulate increased entrepreneurial intentions.

The results of relevant research conducted study show that digital literacy has a beneficial and substantial influence on entrepreneurial tendencies in e-business among students at the Faculty of Economics, Semarang State University. This impact is related to the mindset of using digital literacy for good entrepreneurship, which will create strong entrepreneurial tendencies. Furthermore, the findings of the research conducted with the findings of this study refine the research that has been conducted. The argument is that digital literacy has a significant impact or influence on the dependent variable of the study, namely millennial

entrepreneurial tendencies. This is because entrepreneurship is an understanding of entrepreneurship and the use of digital technology in business operations. Digital literacy is defined as knowledge, ability, and understanding of digital technology. The use of attitudes to build behavior is referred to as digital literacy. Individual attitudes that are well understood and implemented in terms of digital literacy will further boost aspirations for entrepreneurship, especially among the millennial generation, and will have a beneficial effect in the form of increased entrepreneurial skills

6.2 The Effect Of Self-Efficacy on Millennial Generation's Entrepreneurial Intentions in Gowa Regency

Self-efficacy is basically a person's belief in their capacity to launch and manage a business while taking calculated risks to meet goals. Self-efficacy in this study consisted of indicators of belief in one's own potential, belief in the success of one's own business, and belief in one's own ability to survive in the future doing business in line with the research conducted. One of the factors that has an impact on entrepreneurial ambition according to the idea of planned behavior put forward [21], namely perceived behavioral control which can be represented as self-efficacy. According to Hapsah & Savira in Individuals who have a high sense of self-efficacy are more confident in their capacity to carry out various tasks, which leads to a strong interest in entrepreneurship. As a result, the stronger a person's self-confidence or self-efficacy towards students' interest in entrepreneurship, the greater the intensity of their entrepreneurship. As a result, it is estimated that strong self-efficacy can affect the entrepreneurial intensity of the millennial generation in Gowa Regency.

The results of Muhammad Rakib's research (2020), *Determinants of Entrepreneurial Intention: Empirical Study of Student Entrepreneurs*, stated that students' self-efficacy towards entrepreneurial intentions increased along with increased student self-efficacy. In order not to give up easily in the face of failure and maintain positive thoughts about the environment and himself, an entrepreneur must have confidence in his ability to put his original and creative ideas into action and be willing to take calculated risks. This finding is in line with where it was found that business interest is characterized as a strong interest, desire, and willingness to work hard or independently or try hard to meet their needs without fear of possible dangers, as well as a sufficiently strong will. to learn from failure.

The results of relevant research reveal that in India, self-efficacy has a significant and positive impact on student business intentions. Students who are confident in their talents are more likely to be successful in building and managing their businesses. Furthermore, the research findings that have been carried out by The independent variable self-efficacy has a positive and substantial influence on the bond variable, namely students' aspirations for entrepreneurship. Students who show a high level of efficacy will have a great influence on their desire to become entrepreneurs. Self-efficacy is a person's belief in his capacity to establish and run a business by taking risks to achieve business goals. This is because self-efficacy is a significant cognitive antecedent of entrepreneurial intention and activity. Self-efficacy is considered as the ability to influence someone in carrying out a behavior or action. The desire to become an entrepreneur is one of the actions a person chooses. This confirms the importance of self-efficacy for students and is in line with [21] Theory of Planned Behavior, which suggests that self-efficacy is an important part of perceived behavioral control. Entrepreneurial activities require self-confidence to face all the challenges and dangers that come with owning a company, especially in this digital era

6.3 The Effect of Digital Literacy and Self-Efficacy on Millennial Generation's Entrepreneurial Intentions in Gowa Regency

The determinants of entrepreneurial intentions in e-business are seen as coming from internal factors such as self-efficacy variable which is a psychological quality, as well as external elements such as students' contextual circumstances and digital literacy. This is related to [21] Theory of Intention to Planned Behavior, which includes Attitudes Toward Behavior, Subjective Norms, and Perceptual Behavioral Control. The Subjective Norm component represents the surrounding environment and digital literacy, while the Perceived Behavioral Control factor indicates self-efficacy. Variables in digital literacy are used to change attitudes into behavior. This is because attitudes can foster entrepreneurial intentions by forming basic attitudes for the formation of intentions. This is shown by the impact of digital literacy on student intentions in entrepreneurship. Self-efficacy is considered as the ability to influence someone in carrying out a behavior or action. The desire to become an entrepreneur is one of the actions a person chooses.

Entrepreneurial activity requires a high level of confidence to face all the challenges and risks that come with running a business. This is shown by the impact of self-efficacy on millennial generation entrepreneurial intentions. The findings of this study are in line with the findings of Hasanah and Setiaji (2019) which state that the independent variable in this study is digital literacy followed by self-efficacy, all of which affect the dependent variable in this study, namely entrepreneurship. business intention of e-students at the Faculty of Economics, Semarang State University.

Digital literacy fosters skills that support digital business by providing broad insights. Apart from digital literacy, self-efficacy also plays an important role in shaping the entrepreneurial intentions of the millennial generation. A person's actions will be influenced by their self-efficacy. The desire to become an entrepreneur is one of the actions chosen by someone. This shows the importance of self-efficacy among the millennial generation. A person's perception of self-efficacy influences their behavior. One of the actions chosen by a person is the aspiration to become an entrepreneur. This shows the importance of self-efficacy among the millennial generation. This research supports previous research by Ulfa and Khasan (2019), Semarang State University, The Influence of Digital Literacy, Self-Efficacy, and Family Environment on Entrepreneurial Intentions of Students of the E-Business Economic Education Study Program, which found that digital literacy, family environment, and efficacy self has a positive and significant effect on entrepreneurial intensity

VIII. CONCLUSION

Based on the findings and data analysis, conclusions were drawn including:

1. Regarding the positive and significant impact of digital literacy on the business intentions of the millennial generation in Gowa Regency. This positive influence means that the higher the level of digital literacy in this generation, the higher the intention of the millennial generation in entrepreneurship. Millennials who have a good level of digital literacy from the use of digital devices where they have it can encourage entrepreneurial intentions.
2. Positive and significant impact between self-efficacy regarding millennial generation entrepreneurial intentions in Gowa district. This positive effect means that the higher the self-efficacy of the millennial generation, the higher the intention of the millennial generation in entrepreneurship. The millennial generation has full confidence in the potential that both knowledge and skills can encourage to increase the intention of the millennial generation in entrepreneurship.
3. There is a positive and significant impact on digital literacy and self-efficacy regarding the entrepreneurial intentions of the millennial generation in Gowa Regency. This positive effect means that when the millennial generation has a good level of digital literacy in utilizing digital devices they have, and high self-efficacy in entrepreneurship, then the millennial generation's intention in entrepreneurship can increase

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