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**THE EFFECT OF DIGITAL LITERACY AND THE SPIRIT OF  
INDEPENDENCE ON ENTREPRENEURIAL MOTIVATION AMONG  
STUDENTS**

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**Abstract**

In the digital era, digital literacy is a very important skill for students, especially in supporting entrepreneurial activities. The spirit of independence is also important which encourages students to take risks and start their own business. This study explores how digital literacy skills and a self-reliant mindset affect students drive to become entrepreneurs. This quantitative study uses a survey and multiple regression analysis to examine how two independent variables influence the dependent variable. The results of the study based on multiple regression analysis table significance value of digital literacy (X1) of  $0.026 < 0.05$  and the significance value of the spirit of independence (X2) of  $0.037 < 0.05$ . The conclusion that digital literacy and the spirit of independence significantly affect student entrepreneurship motivation. The implications of the study indicate the importance of developing digital literacy and the spirit of independence in educational programs to increase entrepreneurial motivation.

**Keywords:** Digital Literacy, Independent Spirit, Entrepreneurial Motivation, Students



## INTRODUCTION

In Today's digital age, technology is essential to all aspects of life, from education to business. Digital literacy, which includes the ability to search, understand and use digital information, is an indispensable skill for students who want to enter the entrepreneurial world. Advances in digital technology have significantly reshaped various aspects of life, notably education and entrepreneurship. Students, as part of the younger generation who are close to technology, have great potential to utilize digital literacy in entrepreneurial activities. Digital literacy not only includes the ability to use information technology, but also includes the ability to access, understand and process information effectively.

The spirit of independence is an important factor in shaping entrepreneurial motivation. It reflects an individual's ability to take initiative, manage risk, and take responsibility for decisions. In the context of entrepreneurship, the spirit of independence plays a key role in encouraging students to dare to start their own business. The spirit of independence, or an individual's ability to be independent in thought and action, is also an important factor that can influence one's motivation for entrepreneurship.

Entrepreneurial motivation among students is becoming an increasingly interesting issue to study, given the increasing opportunities offered by technological developments. The combination of digital literacy and independence is believed to be a significant driving factor in increasing entrepreneurial motivation among students. In the midst of increasingly fierce global competition, students who have good digital literacy and a strong spirit of independence will be better prepared to take the opportunities that exist and overcome the challenges that may be faced in the entrepreneurial world. This research investigates whether digital literacy skills and a self-reliant attitude significantly impact students' motivation to become entrepreneurs.

## LITERATURE REVIEW

### Digital Literacy

Digital literacy is defined as an individual's ability to find, evaluate, use and create information content using digital technologies. Digital literacy encompasses a wide range of skills such as software usage, online information search, and the ability to communicate effectively on digital platforms. (Ng, 2012). Digital literacy is the ability to read, write, and compute various digital texts/objects that exist in a digital environment. Humans basically live in three realms, namely: the natural world (everything on the earth's surface that exists



without human intervention and invention), the social world (all systems created by humans for their collective lives), and the designed world (the results of human modifications to the natural world and social world). One form of designed world is information and communication technology created by humans to collect, manipulate, classify, store, and distribute information (Gamire & Pearson) in (Hasanah & Setiaji, 2019). In the context of entrepreneurship, digital literacy can help students identify business opportunities, conduct online marketing, and manage their business more efficiently.

### **Spirit of Independence**

The spirit of independence is a trait that shows an individual's ability to stand alone, manage risks, and make decisions independently. (McClelland, 2016). According to Maslow cited in (Auliya, Mutia, & Habibah, 2023) said that someone is said to have independence if there is an attitude and behavior that can make their own decisions, regulate themselves, take the initiative and be responsible for everything. In entrepreneurship, the spirit of independence encourages individuals to develop creative and innovative ideas and face challenges with confidence.

### **Entrepreneurial motivation**

Entrepreneurial motivation refers to the internal or external drive that encourages individuals to start and manage a business (Shane, Locke, & Collins). According to Baum, Frese and Baron in (Aini & Oktafani, 2020) explain that motivation in entrepreneurship includes motivation that aims to achieve entrepreneurial goals, such as goals that include implementing and using business opportunities. Factors that influence entrepreneurial motivation include the need for achievement, the desire to be independent, and environmental influences.

Entrepreneurship means a person who is involved in an enterprise or business with the possibility of experiencing losses or profits. Therefore, someone who becomes an entrepreneur must have the inner readiness to face difficulties that may occur in his business, such as going bankrupt or experiencing large losses. According to Acs, Z et al in (Pupung, Erwin, Hafidah, & Hadenan, 2024) stated that currently entrepreneurship is no longer unfamiliar in Indonesia, even the government pays more attention to entrepreneurs known as MSES (Micro and Small Enterprises). The government is prioritizing this area as a strategy to lower Indonesia's unemployment rate. True entrepreneurial success requires dedicated commitment and consistent effort and does not rule out the possibility of entrepreneurs in Indonesia being able to improve the nation's economy,



<b>Author and Title</b>	<b>Methods</b>	<b>Research Results</b>
(Khairunisa & Sabaria, 2023) The Effect of Digital Literacy on Digital Entrepreneurship Interest of Students of the Faculty of Economics Business and Humanities, Universitas Muhammadiyah Sorong	Quantitative approach involving 90 respondents. Data analysis using Partial Least Square (PLS) with the help of SmartPLS 3.0 software.	The study shows that digital literacy has a positive and significant effect ( $P < 0.05$ ) on students' interest in digital entrepreneurship
(Ketaren & Wijayanto, 2021) The Effect of Independence and Self Efficacy on Entrepreneurial Interest in Feb Uksw Students	This research employed multiple regression analysis, conducted and analyzed using SPSS software.	The results indicate a positive relationship between independence self-efficacy, and student' interest in entrepreneurship
(Auliya, Mutia, & Habibah, 2023) The Influence of Independence and Knowledge on Entrepreneurial Interest of Students of the Faculty of Economics and Islamic Business, Sulthan Thaha Saifuddin State Islamic University Jambi	This study, using Descriptive Quantitative methods with accidental sampling techniques, the questionnaire method used is using a Likert scale and analyzed through data quality testing, classical assumption testing, multiple linear regression analysis, and coefficient of determination calculations.	The results showed that: independence has an influence and significant to the interest in entrepreneurship.
(Usli, 2023) The Effect of Digital Literacy and Learning Independence on the Learning	A probability sampling method, specifically simple random sampling, was used	The results of the analysis of the multiple linear regression equation $Y = 14,210 +$



Motivation of Economic Education Students Stambuk 2020	The data was analyzed using multiple linear regression, including partial and simultaneous hypothesis testing, and coefficient of determination analysis, all performed with SPSS version 24.	0.371x1+0.272x2 + e, show that there is a positive influence between digital literacy and learning independence on the learning motivation of Economic Education students in 2020, which means that if there is an increase in digital literacy and student learning independence, student learning motivation will also increase.
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The contextual framework of this research is described as follows:

**1. Independent Variable:**

Digital Literacy (X1):

- Students' ability to use, understand, and process information using digital technology.
- Indicators: Software usage, online information access, digital communication skills, understanding of digital security.

Spirit of Independence (X2):

- An attitude or trait that reflects a student's ability to take initiative, manage risk, and make decisions independently.
- Indicators: Independent decision-making, risk management, courage to start a business, personal responsibility.

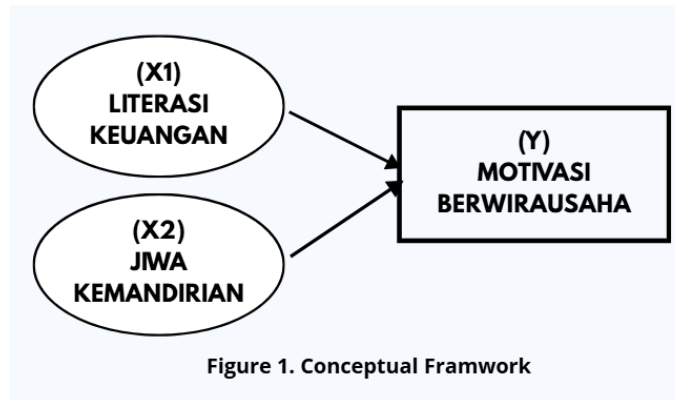
**2. Dependent Variable:**

Entrepreneurial Motivation (Y):

- An internal or external drive that motivates students to start and manage a business.
- Indicators: Intention for entrepreneurship, desire for financial independence, readiness to face challenges in business, belief in the ability to succeed in entrepreneurship.

### 3. Relationship between Variables:

- Digital Literacy (X1) -> Entrepreneurial Motivation (Y):  
Digital literacy is predicted to have a positive influence on entrepreneurial motivation. Students who have good digital literacy are better able to recognize business opportunities, utilize technology for marketing, and run business operations efficiently.
- Spirit of Independence (X2) -> Entrepreneurial Motivation (Y):  
Self-reliance is also predicted to have a positive influence on entrepreneurial motivation. Students with a high sense of independence tend to be more motivated to start their own business, take risks, and take responsibility for their decisions.
- Digital Literacy (X1) and Spirit of Independence (X2) -> Entrepreneurial Motivation (Y):  
The combination of digital literacy and self-reliance is expected to have a greater impact on entrepreneurial motivation than each variable separately.



**Digital Literacy (X1):** Affects how students can use technology to find opportunities, develop ideas, and run businesses. Students with good digital literacy will have a better ability to start and manage their business.

**Spirit of Independence (X2):** Affects students' readiness to face challenges, take risks, and take responsibility for decisions in entrepreneurship. Students with a high spirit of independence are more likely to have a strong motivation for entrepreneurship.

**Entrepreneurial Motivation (Y):** Is the result of the combined effect of digital literacy and the spirit of independence. The better the digital literacy and the stronger the spirit of independence, the higher the entrepreneurial motivation among students.



### RESEARCH METHOD

This study used a quantitative approach with a survey method. The research sample consisted of 50 students randomly selected from various campuses and study programs in Palopo City. The research instrument was a questionnaire adapted from various related literature, which was then tested for validity and reliability. The data collected were analyzed using multiple regression to see the effect of digital literacy and the spirit of independence on entrepreneurial motivation. The independent variables in this study are digital literacy and independent spirit, while the dependent variable is entrepreneurial motivation

### RESULTS AND DISCUSSION

Multiple regression analysis was used to examine the impact of digital literacy and independence on entrepreneurial motivation, as follows.

Table 1. Anova Summary

$F_{Reg}$	RSquare	Significance	Std. Error
2.751	0.672	0.012	5.323

Source: Primary data, 2024

Based on the Anova test summary table above, it can be seen that the Significance value (Sig.)  $0.012 < 0.05$  so that in the F test decision making it can be concluded that digital literacy (X1) and the spirit of independence (X2) have a joint effect on entrepreneurial motivation (Y) among students. To see the amount of influence together can be seen RSquare value is 0.672 or 67.2%, while 32.8% is influenced by other factors.

The following table presents the results of the analysis examining the influence of digital literacy and independence on entrepreneurial motivation.

Table 2. Summary of Multiple Regression Analysis

Variables	Regression Coefficient	Thitung	Significance
Constant	12.094		
X1	0.607	1.674	0.026
X2	0.263	1.103	0.037

Source: Primary data, 2024

#### Hypothesis test 1

Ho = there is an effect of digital literacy on entrepreneurial motivation

H1 = there is no effect of digital literacy on entrepreneurial motivation

Decision:



1. If the sig value  $< 0.05$ , the table then  $H_0$  is accepted
2. If the sig value  $> 0.05$ , then  $H_0$  is rejected,  $H_1$  is accepted

Based on the summary table of multiple regression analysis above, the significance value of digital literacy ( $X_1$ ) is  $0.026 < 0.05$  so it can be concluded that  $H_0$  can be accepted, which means there is an effect of digital literacy on entrepreneurial motivation

### **Hypothesis Test 2**

$H_0$ =there is an influence of the spirit of independence on entrepreneurial motivation

$H_1$ =there is no effect of the spirit of independence on entrepreneurial motivation

Decision:

1. If the sig value  $< 0.05$ , the table then  $H_0$  is accepted
  2. If the sig value  $> 0.05$ , then  $H_0$  is rejected,  $H_1$  is accepted
- Based on the summary table of multiple regression analysis above, the significance value of the spirit of independence ( $X_2$ ) is  $0.037 < 0.05$  so it can be concluded that  $H_0$  can be accepted, which means that there is an influence of the spirit of independence on entrepreneurial motivation.

The regression equation formula in this study is:

$$Y = 12.094 + 0.607X_1 + 0.263X_2$$

1. The regression equation can be translated as follows: The constant  $a$  is 12,094, this number is a constant number which means that if the  $X_1$  and  $X_2$  variables are 0, then the  $Y$  variable is 12,094.
2. The regression coefficient value of the  $X_1$  variable is positive, which is 0.607. This figure means that every additional value of 1 unit in  $X_1$ , the value of variable  $Y$  will increase by 0.607 units, assuming that the other independent variables are constant.
3. The regression coefficient value of the  $X_2$  variable is positive, which is equal to 0.263, this figure means that every additional value of 1 unit in the  $X_2$  variable, the value of the  $Y$  variable will increase by 0.263, assuming that the other independent variables are constant.

Digital literacy refers to a person's ability to understand, use and manage digital technology effectively. Digital literacy has a significant influence on entrepreneurial motivation, especially among students who tend to be closer to technology. Students who have good digital literacy are better able to see and take advantage of business opportunities in the digital world. The spirit of independence reflects a person's ability to take initiative, make their own decisions, and take responsibility for their actions. Students who have a high



spirit of independence are more motivated to start their own business, because they feel able to overcome

Some of the results of this study have confirmed the assumption or hypothesis above that digital literacy has a positive and significant effect on entrepreneurial motivation. According to research (Alkhalaileh, 2021) The multiple linear regression analysis showed a significant positive correlation between digital entrepreneurial intention and entrepreneurship education, business incubation, and entrepreneurial self-efficacy. This research adds to the existing body of knowledge on digital entrepreneurship by highlighting the crucial role of university support in encouraging students to launch online businesses. Research (Elnadi & Gheith, 2023) showed that entrepreneurial passion, entrepreneurial curiosity, and digital competence are positively associated with entrepreneurial alertness and digital innovation. Research results (Suprianto, Komara, Agung, & Fauzzia, 2024) The implications of this study provide a deeper understanding of the importance of digital literacy in influencing students' entrepreneurial attitudes and behaviors in the digital era. According to (Fitriyanti, 2022) Digital literacy of students and be student family environment in the learning process must provide encouragement and motivation for student learning so that later the goals of education that have been set can be achieved, and can overcome the problems faced.

The application of digital literacy in learning can build the character of modern students in order to face the 21st century education era (Khasanah & Herina, 2019). Strengthening Character Education through digital literacy can be a strategy in facing the era of society (Agustini & Sucihati, 2020) . Menurut (Astuti, 2019) Empowering youth digital literacy skills can contribute to village development through the use of information technology. In order to reduce the digital divide among students, the application of the digital literacy model must be maximized because digital literacy is a skill that not only involves the ability to use technological, information, and communication devices, but also the ability to socialize, the ability to learn, and have an attitude, think critically, creatively, and inspiringly as digital competencies (Ulfah, 2022).

The availability of entrepreneurship courses is a supporting factor of education that can foster interest and broaden horizons for entrepreneurship among students, such as Economics Education students at Medan State University. (Usli, 2023), Faculty of Economics and Islamic Business, Sulthan Thaha Saifuddin State Islamic University Jambi (Auliya, Mutia, & Habibah, 2023), Faculty of Business Economics and Humanities, Muhammadiyah Sorong



University of Education (Khairunisa & Sabaria, 2023), and students of FEB Satya Wacana Christian University (Ketaren & Wijayanto, 2021). The results of the study (Tamalla, AN, 2021), students to be able to take advantage of a business opportunity in order to foster entrepreneurial independence for students and in running these businesses still pay attention to Islamic business ethics. According to research (Naufal, 2021), developing digital literacy is crucial for building a nation of informed, discerning citizens capable of critically evaluating information. Digital literacy encompasses understanding tools and systems, information and data, sharing and creation, and historical and cultural contexts.

## CONCLUSION

This study shows that digital literacy and the spirit of independence have a significant influence on entrepreneurial motivation among students. Thus, it is important for educational institutions to integrate the development of digital literacy and the spirit of independence in entrepreneurship education programs. Through this approach, it is hoped that students can be more motivated to start and manage their own businesses, which in turn can contribute to increasing the number of young entrepreneurs in Indonesia.

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