THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION, SELF-EFFICACY, AND DIGITAL LITERACY ON THE COMPETITIVENESS OF BAJAWA COFFEE SECTOR MSMES IN THE INTERNATIONAL MARKET

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1*Klaasvakumok Jehezkielomi Kamuri, 2Andrias Umbu Tuku Anabuni

1,2Department of Business Administration, Kupang State Polytechnic – Indonesia

e-mail:
1klaasvakumok.kamuri@pnk.ac.id *(corresponding author)*
2andrias.anabuni@pnk.ac.id

ABSTRACT

The competitiveness of MSMEs is crucial for economic growth and success in international business competition, so this research aims to analyze the influence of entrepreneurship education, self-efficacy, and digital literacy on the competitiveness of micro, small, and medium enterprises (MSMEs) in the Bajawa coffee sector in the global market. This research uses a quantitative approach with an associative type. Data were analyzed using Smart Partial Least Squares (Smart PLS). The research results show that entrepreneurship education does not have a significant impact on competitiveness, while self-efficacy and digital literacy have a significant impact on the competitiveness of Bajawa coffee sector SMEs. With an R-Square value of 75.3%, this study indicates that the combination of self-efficacy and digital literacy greatly contributes to the ability of Bajawa coffee sector SMEs to face global competition. These findings emphasize the importance of developing self-efficacy and digital literacy for Bajawa coffee SMEs to enhance their competitiveness in the international market.

Keywords: Entrepreneurship; Self Efficacy; Digital Literacy; Competitivenes; MSME's

INTRODUCTION

Micro Small Medium Enterprises (MSMEs) are often associated with stimulating activities of economic growth, innovation, and business creation. For this reason, the competitiveness of MSMEs is seen as important in national economic growth as well as a fundamental factor to achieve sustainable success in global business competition (Larassati et al., 2024). Competitiveness is understood as the ability of a business entity or company to compete in domestic and global markets, which involves the ability to produce international-quality products at competitive prices and be able to maintain profitability in the long term (Hasanah & Ibrahim, 2023). Highly talented MSMEs can create unique products, have the ability to build global business relationships, find new opportunities, adapt to market trends, have the have the managerial ability to maximize access to various resources to create superior products, and proactively build relationships with business partners, customers, suppliers, and other stakeholders (Maurina & Rusdianto, 2023).

In increasing competitiveness, entrepreneurship education has an important role for MSME actors. Entrepreneurship education is a learning and training process to provide the ability to create and develop a business through a process that is designed to equip a person with the knowledge, skills, and attitudes necessary to recognize business opportunities, take risks, and start and manage business, which includes the development of business ideas, business management, innovation, and managerial skills (Hasan, 2020). Thus, entrepreneurship education is important to be applied as a response to the dynamics of global business challenges. Fajar et al., (2022)in their research, showed that entrepreneurship education provides knowledge and practical skills so that MSME actors in Sumenep are encouraged to be involved in global competition. This phenomenon shows that entrepreneurship education contributes to increasing confidence in the ability to compete in the global market. This belief is a driving factor for MSME actors to increase competitiveness and motivation in overcoming various challenges and risks that will be faced in global competition.

Someone's belief in their ability to achieve their goals is also an important factor in increasing their mobility. In other words, self-efficacy is a driver for MSMEs to achieve the desired success (Maryadi, 2021). Entrepreneurs with high self-efficacy have confidence that they are able to overcome various challenges and business risks so that they are more motivated to increase their business capacity to be more competitive, especially in global competition (Laurent & Puspitowati, 2024). In their research, Aini dan Widyarfendhi (2019) showed that self-efficacy has a significant contribution to competitive advantage for MSMEs in the city of Malang. This phenomenon explains that the stronger the self-efficacy possessed by MSME actors, the greater the opportunity to increase competitiveness.

In the era of global business competition and rapid technological development, digital literacy is important for entrepreneurs in establishing and maintaining competitive advantages. Research by Farhan et al., (2022) explained that digital literacy has a significant influence on improving the performance and competitiveness of MSMEs in the food and beverage sector in South Jakarta. This shows that digital literacy allows MSME actors to compete effectively by utilizing digital trends as an opportunity as well as a strength in global business competition. Indonesia's participation in the World Trade Organization (WTO) and the ASEAN Free Trade Area (AFTA) is an opportunity for MSMEs to be involved in global business activities (Haura'nisa, 2023). Various superior commodities are the main contribution to the country's economy. One of the leading commodities that has a large contribution is coffee (Baso & Anindita, 2018). Coffee and

various processed products are in great demand by global consumers (Prasetya, 2018). Indonesia's coffee exports compiled by the International Coffee Organization (ICO) stated that over the last thirty years it has been at 4-5 million tons and is predicted to increase by 6-7 million tons by 2026 (Asmara et al., 2024). One of the popular coffee commodities from Indonesia is Flores-Bajawa arabica coffee, or known as Bajawa coffee. The export value of Bajawa coffee decreased in 2020-2021, but in 2022-2023 it increased. This shows that the Bajawa coffee commodity has the potential for global competitiveness. The increase also illustrates the high interest by global consumers in the Bajawa coffee commodity.

Table 1
The Export Value of Bajawa Coffee in 2019-2023

Descriptions	Year				
Bajawa Coffe Exports (Million Rupiah)	2019	2020	2021	2022	2023
	934.724,96	844.042,88	784.070,82	802.704,82	816.486,59

Source: Central Statistics Agency of Ngada Regency, 2023

The increase in the export value of Bajawa coffee in 2022-2023 is also supported by the contribution of local MSMEs. In 2022, the participation of local MSMEs in Bajawa coffee exports reached 65%, and in 2023 it will increase to 71%. This shows the strong commitment of local MSMEs in the Bajawa coffee sector in improving the quality and quantity of their coffee products and the increasing number of local MSMEs actively involved in the export chain, thus strengthening the position of Bajawa coffee in the global market. This research is also motivated by several previous research recommendations, as follows:

Table 2
Previous Research Recommendations

No	Author, Year And Title Of The Study	Recommendation	Variable Contribution
1	Sholihin, 2024. Increasing The Competitiveness Of The MSME Market Through Digital Transformation	Digital Literacy to Improve the Competitiveness of MSMEs in Global Business Competition	Digital Literacy
2	Ayu et al., 2024. Competitiveness Of MSME Products Against The Rise Of Imported Products	Improvement of managerial skills and technical skills of business management to access the global market	Entrepreneurship Education
3	Putri et al., 2024. The Influence Of Skills, Experience, And Work Supervision On The Work Productivity of MSME Hijab Sidoarjo Employees	Increased confidence and confidence in employees' abilities as motivation to increase productivity in order to compete with global competitors	Self-Efficacy
4	Basuki & Dwi, 2023. Analysis of Strategies to Increase the Competitiveness of MSMEs	Innovation of management and marketing strategies in accordance with global trends to increase competitiveness and expand reach to the global market	Entrepreneurship Education & Digital Literacy

Based on the existing background and research gap, it is interesting to conduct a study on the competitiveness of MSMEs in the Bajawa coffee sector in the global market reviewed from factors such as entrepreneurship education, self-efficacy, and digital literacy to understand the competitive advantages of MSMEs in the Bajawa coffee sector

in global competition. Thus, the purpose of this study is to find out how the influence of these factors on the livelihood of MSMEs in the Bajawa coffee sector in global competition.

LITERATURE REVIEW
Entrepreneurship Education
It is understood as a learning process that aims to develop entrepreneurial mindsets, skills, and competencies in students. Rae and Carswell in Hasan (2023) define entrepreneurship education as a planned and applied effort to increase students' knowledge, intentions, and competencies to develop their potential through creative, innovative, and courageous behavior to manage risk. Furthermore, it was explained that entrepreneurship education is influenced by several factors, such as learning methods, social environment, and entrepreneurial experience.

Entrepreneurship education has several dimensions, namely conceptual knowledge of entrepreneurship, entrepreneurial technical skills, and business managerial skills, while the idifier of entrepreneurship education is the ability to generate business ideas, the ability to manage business, the ability to solve business problems, and the ability to build teamwork (Rochanawati & Efi, 2020).

Self-Efficacy
Self-efficacy refers to an individual's belief in his or her ability to perform a task or achieve a specific goal (Efendi, 2013). Bandura in Setiawati et al., (2023) explains that self-efficacy is a person's belief in their ability to mobilize motivation, cognitive resources, and actions needed for certain citation demands, with three main indicators, namely level, strength, and generality. Based on this definition, it is understood that in the context of entrepreneurship, self-efficacy can be interpreted as a person's belief in one's own ability to carry out one's duties and roles as an entrepreneur and face the challenges and risks of the existing business.

In the context of entrepreneurship, Indarti and Rostiani (2008) explained that self-efficacy is influenced by several factors, such as entrepreneurial experience, entrepreneurial education, social environment support, personality, and business management knowledge. In addition, self-efficacy in this context has six dimensions, namely: develop new products and market opportunities, build an innovative environment, build relationships with stakeholders, define key goals, face challenges, and develop human resources. In the context of entrepreneurship, self-efficacy has several indicators, namely, confidence in identifying business opportunities, the ability to face risks and challenges, confidence in managing resources, the ability to innovate, confidence in building business networks, and the ability to manage stress or pressure in entrepreneurship.

Digital Literacy
Digital literacy is the ability to understand, analyze, assess, organize, and evaluate information using digital technology (Ginting et al., 2021). Referring to this definition, it can be understood that in the context of entrepreneurship, digital literacy can be interpreted as the ability of entrepreneurs to effectively utilize digital technology in running and developing their businesses. Digital literacy is influenced by several factors, such as education, access to and support for digital technology, social environmental support, and government policies (Hussain & Phulpoto, 2024).

Farhan et al., (2022) explained that digital literacy consists of several dimensions, namely, understanding technology, utilization of technology and information, digital communication, digital security, and digital content creation. Furthermore, it was explained that digital literacy consists of several indicators: the ability to utilize digital technology for business, the effectiveness of the use of digital technology in business, the ability to process data and analyze information based on digital technology, the ability to adopt new technologies relevant to business, and the ability to implement business security with digital devices.

Competitiveness

Competitiveness is considered important because it allows an entity (individuals, companies, business entities, countries) to survive, develop, and achieve long-term success in a competitive market (Farida & Setiawan, 2022). This drives efficiency, innovation, and profitable quality improvement (Moreno et al., 2024). Thus, competitiveness is the ability of an entity to compete effectively and produce a relative advantage over its competitors in a competitive environment or market (Sahabuddin, 2016).

Competitiveness is influenced by several factors such as labor skills and education, business owners' skills and education, availability of capital, effective systems and management, availability of information and technology, and the availability of other inputs such as raw materials or substitution materials (Tambunan, 2008). Furthermore, Rudianto, (2009) said that the competitiveness of MSMEs is influenced by several factors, namely the effectiveness and efficiency of the use of resources, willingness and ability to invest, and ability to innovate.

Bismala et al., (2018) explained that competitiveness consists of several dimensions such as quality, minimum cost, speed and manners of completing orders and delivering orders to customers on time, and flexibility. Furthermore, it was explained that competitiveness can be measured through several indicators, namely competitive prices, product quality, product uniqueness, and financial performance.

Relationship Between Concepts

Entrepreneurship education can increase individual self-efficacy with business knowledge and skills conceptually and technically (Indahsari & Puspitowati, 2021). Digital literacy allows business actors to utilize information technology effectively in entrepreneurial activities (Hidayati et al., 2023). Thus, it is suspected that these factors, both partially and simultaneously, can contribute to increasing competitiveness for MSMEs in the Bajawa coffee sector in the global market.

METHOD

Quantitative associative research aims to test the relationship or influence between two or more variables, is objective in nature, and uses statistical testing (Olanrewaju et al., 2020). Data in this study were obtained through a questionnaire. The population in this study is the Bajawa coffee sector MSMEs in Ngada Regency, East Nusa Tenggara Province, which have been involved in the international market, totaling 58. Considering the relatively small population size, the sampling technique used is the saturated sampling technique, where the entire population is used as the research sample (Rachman et al., 2024).

The data in this study were processed and analyzed using Smart Partial Least Squares (Smart PLS), which is an application capable of performing simultaneous

variance-based structural analysis as well as measuring, testing, and explaining the existence or absence of relationships between latent variables (Lela, 2021).

RESULTS AND DISCUSSION
Outer Loading
Data analysis of this research uses Smart Partial Least Squares (PLS). Before the validity and reliability tests, an outer loading test of each latent variable against the question items is conducted, so it can be determined whether the questions from each variable can explain the indicators or not (Lela, 2021). Here is the scheme of the outer loading:
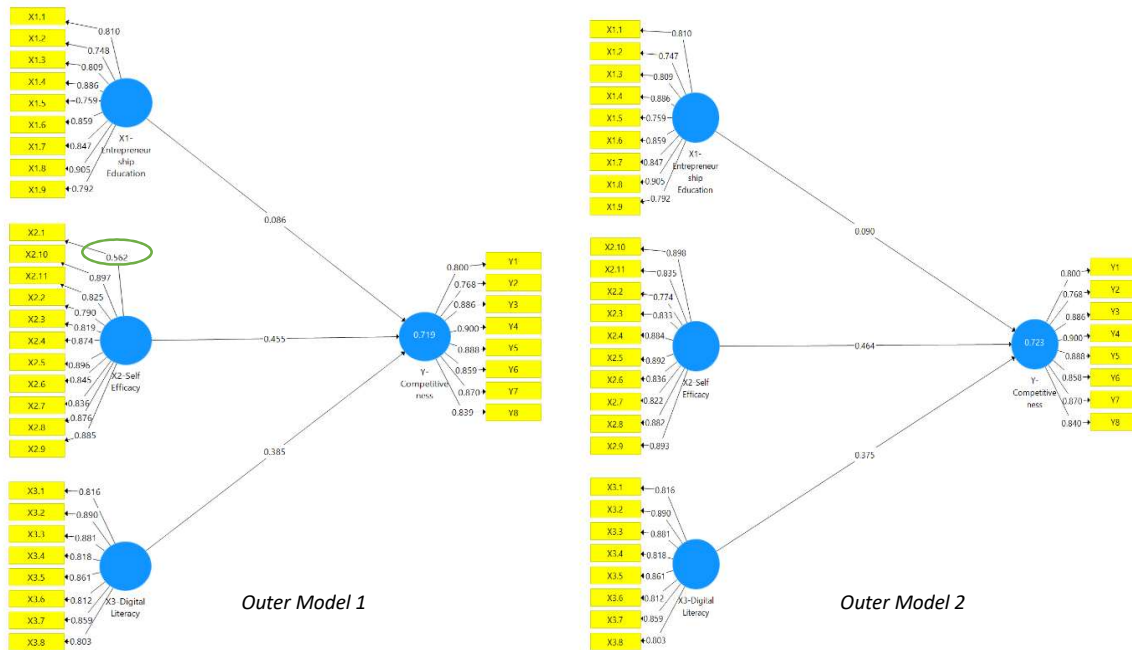
Source: Primary Data Processing (PLS), 2024

Figure 1
Outer Model

In the outer model 1 test, the outer loading values of the question items for each variable vary. In smart PLS testing, if the outer loading value < 0.70, then that value must be removed (Lela, 2021). Outer model 1 in the image above shows that the outer loading value of the Self-Efficacy variable (X2.1) is less than 0.7, specifically 0.562, so in the retest, the indicator was removed. Thus, based on the outer model 2 test, the outer loading values of the question items for each variable have met the requirement of > 0.70.

Validity Test
Good and valid data suitable for research instruments are data that meet validity and reliability tests. Validity testing aims to determine whether the questionnaire used is valid or not (Lela, 2021). In Smart PLS, an instrument is said to be valid if it meets the following criteria:

Table 3
Validity Test Criteria

Validity	Criteria
Convergent Validity	Loading Faktor > 0,70
	Average Variance Extracted (AVE) > 0,50
Discrimimant Validity	Heterotrait-Monotrait Ratio (HTMT) < 0,90

Source: Hair et al., 2014

The following are the validity test results based on the current criteria:

Table 4
Convergent Validity Analysis Results

Question Item	Entrepreneurship Education (X1)	Self-Efficacy (X2)	Digital Literacy (x3)	Competitiveness (Y)
X1.1	0.810			
X1.2	0.747			
X1.3	0.809			
X1.4	0.886			
X1.5	0.759			
X1.6	0.859			
X1.7	0.847			
X1.8	0.905			
X1.9	0.792			
X2.2		0.774		
X2.3		0.833		
X2.4		0.884		
X2.5		0.892		
X2.6		0.836		
X2.7		0.822		
X2.8		0.882		
X2.9		0.893		
X2.10		0.898		
X2.11		0.835		
X3.1			0.816	
X3.2			0.890	
X3.3			0.881	
X3.4			0.818	
X3.5			0.861	
X3.6			0.812	
X3.7			0.859	
X3.8			0.803	
Y1				0.800
Y2				0.768
Y3				0.886
Y4				0.900
Y5				0.888
Y6				0.858
Y7				0.870
Y8				0.840

Source: Primary Data Processing (PLS), 2024

Based on the data in table 4, it can be seen that in the convergent validity test, each question item has a value > 0.70, so all question items representing each variable indicator are considered valid and suitable for testing.

Lela (2021) explained convergent validity is also reinforced by examining the

Average Variance Extracted (AVE) value as follows:

Table 5
Average Variance Extracted (Ave)

Variable	Average Variance Extracted (AVE)
Entrepreneurship Education (X1)	0.681
Self-Efficacy (X2)	0.733
Digital Literacy (X3)	0.711
Competitiveness (Y)	0.726

Source: Primary Data Processing (PLS), 2024

From table 5, it can be seen that the AVE value of each variable is > 0.50. This indicates that all the question items representing each variable indicator are considered valid and suitable for testing (Lela, 2021).

Next, a discriminant validity test is conducted to determine whether the construct has adequate discriminant validity by comparing the loading value of the targeted construct, which must be greater than the loading values of other constructs. Evaluated based on the Heterotrait-Monotrait Ratio / HTMT (Lela, 2021). Each variable must have an HTMT value < 0.90 to be considered valid and to have good discriminant validity.

Table 6
Convergent Validity Analysis Results

Variable	Heterotrait-Monotrait Ratio (HTMT)
Entrepreneurship Education (X1)	0.649
Self -Efficacy (X2)	0.743
Digital Literacy (X3)	0.782
Competitiveness (Y)	0.827

Source: Primary Data Processing (PLS), 2024

Based on table 6, it is known that the HTMT value of each variable has an HTMT value < 0.90. This indicates that each variable has good discriminant validity (Lela, 2021).

Reliability Test

Reliability testing is used to prove the accuracy, consistency, and precision of an instrument in measuring a questionnaire (Lela, 2021). In Smart PLS, an instrument is said to be reliable if it meets the following criteria (Hair et al., 2014):

Table 7
Reliability Test Criteria

Reliability	Criteria
Cronbach's Alpha	> 0.70
Composite Reliabilitas (rho_A)	> 0.70

Source: Hair et al., 2014

The composite reliability value (rho_A) for each variable must be > 0.70 and supported by a Cronbach's alpha value that must also be > 0.70 (Lela, 2021). Data that meets those criteria can be said to have high reliability. Here are the results of the reliability test:

Table 8
Reliability Test Result

Variable	rho_A	Cronbach's Alpha
Entrepreneurship Education (X1)	0.943	0.941
Self-Efficacy (X2)	0.961	0.959
Digital Literacy (X3)	0.945	0.942
Competitiveness (Y)	0.951	0.946

Source: Primary Data Processing (PLS), 2024

Based on Table 6, it is known that the rho_A value and Cronbach's Alpha value are > 0.70. This indicates that each variable has high reliability.

Hypothesis Analysis

Hypothesis testing is conducted by examining the results of the t-statistic and P-values. The hypothesis is accepted if the P-values are < 0.05 (Lela, 2021). If these criteria are met, it can be said that there is a significant influence (Hair et al., 2014). The results of this study show the direct influence of each independent variable on the dependent variable. This can be seen in the path coefficients table as follows:

Table 9
Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurship Education (X1) → Competitiveness (Y)	0.090	0.059	0.125	0.721	0.237
Self-Efficacy (X2) → Competitiveness (Y)	0.464	0.490	0.161	2.878	0.003
Digital Literacy) X3) → Competitiveness (Y)	0.375	0.390	0.151	2.483	0.003

Source: Primary Data Processing (PLS), 2024

The results of the path coefficients analysis above explain several points as follows: First, Entrepreneurship Education has a P-value of 0.237 > the significance value of 0.05 and a T-statistics value of (0.721) < the T-table value. (1,296). Statistically, this result explains that Ho is accepted and Ha is rejected. Thus, the Entrepreneurship Education variable does not have an influence and is not significant on the Competitiveness variable. The increase in knowledge and skills in managing a business through Entrepreneurship Education is very important for improving competitiveness, but this does not always affect competitiveness due to several factors such as experience, technical abilities, personality, and the quality of the Entrepreneurship Education program itself. This is what is meant by Nabi et al, (2017), as well as Rauch dan Hulsink, (2015), that entrepreneurship education will be effective depending on the contextual factors faced by entrepreneurs, the personality and motivation of participants, as well as the agenda and methods used. Thus, it can be understood that to create a significant impact of entrepreneurship education on improving competitiveness, the agenda, materials, and methods used must be adjusted to several factors, such as situational, experiential, socio-cultural, the main problems faced, and the personalities of the entrepreneurs. The correlation between these factors will result in a quality entrepreneurship education program that can significantly impact the improvement of competitiveness.

Second, self-efficacy has a P-value of 0.003 < the significance level of 0.05 and a T-statistics value of (2.878) > the T-table value. (1,296). In the context of statistics, this result explains that Ho is rejected and Ha is accepted. Thus, the self-efficacy variable has an influence and is significant towards the competitiveness variable. This result shows that entrepreneurs with high self-efficacy can enhance their business competitiveness because, with high confidence in their abilities, they are more prepared and capable of facing business competition and always strive to achieve sustainable competitive advantage. This is in line with the research Drnovšek et al., (2010), which explains that entrepreneurial self-efficacy plays an important role in enhancing business competitiveness through a series of psychological mechanisms because high self-efficacy in entrepreneurs makes them tend to show strong confidence in their ability to manage businesses, make strategic decisions, innovate, and strengthen their competitive advantage in the competition. Wulandari et al., (2023) explain that self-efficacy affects an entrepreneur's ability to identify business development opportunities, manage risks, and create higher-quality products and services that meet consumer expectations and needs. Through the explanations of both sources, it can be understood that self-efficacy directly contributes to the improvement of business competitive advantage in several aspects, namely entrepreneur psychology, business operations, and business innovation.

Third, digital literacy has a significant impact on competitiveness with a P-value of 0.003 < the significance value of 0.05 and a T-statistics value of (2.483) > the T-table value. (1,296). This result in the statistical context explains that Ho is rejected and Ha is accepted. Thus, the digital literacy variable has a significant and influential effect on the competitiveness variable. This result shows that a good understanding and ability to utilize digital technology enables entrepreneurs to be proactive in developing their businesses and facing global competition challenges. Rakib et al., (2024) explain that with good digital literacy skills, entrepreneurs can utilize various online platforms, such as social media, e-commerce, and other digital marketing tools, to expand market reach and increase brand awareness. In addition, digital literacy also supports more accurate data-driven decision-making, which can improve operational efficiency and reduce costs. Furthermore, Faizal et al., (2023) explain that entrepreneurs with a good level of digital literacy are able to optimize digital technology in various aspects of business operations, such as automating work processes, market data analysis, and implementing effective digital marketing strategies, thereby enabling them to improve operational efficiency, expand market reach, provide more personalized services to customers, make strategic decisions, and develop more innovative business models through various digital platforms. From the explanations of both sources, it can be understood that entrepreneurs with good digital literacy skills are able to build an effective online presence, optimize business operations through integrated digital systems, and enhance customer engagement through various digital platforms. Entrepreneurs with high levels of digital literacy have better abilities to face market disruptions, adapt to changes in consumer preferences, and maintain their competitive edge in the era of massive digital transformation. The strong influence between digital literacy and competitiveness can be seen through the entrepreneur's ability to optimize business processes, enhance innovation, and adapt to the latest technological trends to improve competitive advantage in the increasingly competitive global market.

Coefficient Determination (R-Square)

Coefficient determination can be used to determine the extent of the influence of independent variables on the dependent variable(Lela, 2021). Hair et al., (2014) explain

that the coefficient of determination ranges from 0 to 1. A good determination value is 0.75 for a strong category, 0.50 for a moderate category, and 0.25 for a weak category. Here are the results of the Coefficient of Determination analysis:

Table 10
Coefficient Determination (R-Square)

	R Square
Competitiveness (Y)	0.753

Source: Primary Data Processing (PLS), 2024

Based on Table 10, it is known that the influence of the independent variables (entrepreneurship education, self-efficacy, and digital literacy) on the dependent variable (competitiveness) is 0.753 or 75.3%. This result explains that all the independent variables have a strong influence on the dependent variable.

CONCLUSION AND SUGGESTIONS

Entrepreneurship education does not significantly affect the competitiveness of Bajawa coffee sector SMEs in the global market. Although entrepreneurship education is important for enhancing the competitiveness of SMEs, it does not always have a significant impact due to factors such as experience, technical skills, personality, and the quality of the entrepreneurship education program.

Self-efficacy significantly influences the competitiveness of Bajawa coffee sector SMEs in the global market. Self-efficacy directly contributes to the improvement of competitive advantage and business competitiveness in several aspects, namely entrepreneur psychology, business operations, and business innovation.

Digital literacy significantly influences the competitiveness of Bajawa's coffee sector MSMEs in the global market. Good digital literacy skills can build an effective online presence, optimize business operations through integrated digital systems, enhance customer engagement across various digital platforms, withstand market disruptions, adapt to changing consumer preferences, and maintain their competitive advantage in the era of digital transformation.

The combination of self-efficacy and digital literacy significantly contributes to the ability of Bajawa coffee sector SMEs to face global competition, as evidenced by the R-Square value of 75.3%. Therefore, to enhance the competitiveness of Bajawa coffee sector SMEs, it is important to focus on developing self-efficacy and digital literacy among entrepreneurs, especially in the optimal utilization of digital technology.

This research has several limitations. First, it only focuses on the Bajawa coffee sector SMEs, so the results cannot be generalized to other SME sectors or different regions. This limits the understanding of the influence of self-efficacy and digital literacy in a broader context. Second, although this research considers entrepreneurship education, self-efficacy, and digital literacy, there is a possibility that other variables also affect the competitiveness of Bajawa coffee sector SMEs. Considering these limitations, it is important to conduct further research that can explore other variables and use more diverse methodologies to gain a more comprehensive understanding of SME competitiveness.

Even though there are limitations, this research also provides theoretical and practical implications. In the context of theoretical implications, this research provides the development of the MSME competitiveness concept by emphasizing the importance of self-efficacy and digital literacy as key factors. This research strengthens the argument

that an individual's ability to manage a business and effectively utilize digital technology can enhance the competitiveness of the business in the global market.

This research opens up opportunities for further studies on digital skills specific to MSME actors to enhance global competitiveness. In the context of practical implications, this research can be used by the government and other institutions to design entrepreneurship training programs that focus on enhancing self-efficacy and digital literacy for MSME actors, so they can be better prepared to face challenges in the global market.

Additionally, the results of this research can serve as a basis for the government to formulate policies that support the development of MSMEs, particularly in terms of access to entrepreneurship education, digital literacy training, and strengthening self-efficacy. These policies can help create a more conducive environment for the growth of MSMEs in the global market.

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