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Examining The Role of Entrepreneurial Literacy and Digital Literacy on The Performance of MSMEs Assisted by The Bank Syariah Indonesia MSME Center in Makassar City

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Abstract: This study aims to analyze the influence of entrepreneurial literacy and digital literacy on the performance of MSMEs supported by the Bank Syariah Indonesia (BSI) MSME Center in Makassar. The research variables consist of MSME performance as the dependent variable (Y), and entrepreneurial literacy and digital literacy as the independent variables (X). The population comprises all MSME operators supported by the Bank Syariah Indonesia MSME Center in Makassar. This study employs an associative quantitative approach and purposive sampling, with a sample size of 232 respondents. Data collection was conducted via questionnaires using a Likert scale, while data analysis techniques included validity and reliability tests, descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results indicate that entrepreneurial literacy and digital literacy each have a positive effect on MSME performance. Furthermore, entrepreneurial literacy and digital literacy simultaneously exert a positive and significant influence on the performance of the supported MSMEs. These findings confirm that enhancing entrepreneurial capabilities, coupled with the optimal use of digital technology, can drive performance improvements for MSMEs supported by the Bank Syariah Indonesia MSME Center in Makassar.

Keywords: Digital; Entrepreneurial; Literacy; MSMEs; Performance

A. Introduction

The development of the Micro, Small, and Medium Enterprises (MSMEs) sector has a very strategic role in encouraging national economic growth. Micro, small, and medium enterprises (MSMEs) are not only absorbers of labor on a large scale. Micro, small, and medium enterprises (MSMEs) are a significant part of supporting the country's economic development and development. In Indonesia, MSMEs are one of the supporting parts of the national economy. MSMEs have the opportunity to support a more equitable and comprehensive economic development (Octavina & Rita, 2021). MSMEs play a role in creating jobs, encouraging economic growth, and improving people's welfare in a sustainable manner.

Therefore, micro, small, and medium business actors need to have the ability to survive and develop in the midst of increasingly fierce business competition, improving the performance of MSMEs is an indispensable aspect to consider. In general, the performance of MSMEs is measured through the ability of businesses to generate profits, increase sales, expand the market, and maintain business sustainability. Various studies show that the performance of MSMEs is caused by a number of factors from within or outside related to the capacity of business actors to manage their business effectively. One of the factors that is believed to have a strong influence on the performance of MSMEs is entrepreneurial literacy and digital literacy. The performance of micro, small, and medium enterprises (MSMEs) has increased largely due to entrepreneurial literacy. It has been proven that proactive and creative nature, along with comprehensive managerial skills, including financial management, are strong indicators of the success of MSMEs (Ng'ora et al., 2022).

Through good entrepreneurial literacy, MSME actors are expected to be able to improve their performance, make appropriate business decisions, and understand the dynamics that occur in entrepreneurial activities in the modern era. According to Winarno & Wijijayanti., (2018) the indicators of entrepreneurial literacy include opportunity, risk, product, marketing, financial. Theoretically, MSMEs with a good level of entrepreneurial literacy skills will be able to manage their business in a more targeted manner, reduce risks, and maximize growth potential. Empirical findings from various previous studies also reinforce that the higher the entrepreneurial literacy, the more the business performance will be increased. In addition to entrepreneurial literacy, digital literacy, also known as digital competence, is an individual's ability to adapt to technological developments. Today, the internet has become an essential necessity that cannot be separated from daily activities, where everyone is almost always connected to their digital devices. In the last ten years, economic actors have run businesses by participating in the development of digital technology (Hidayat et al., 2024).

Business actors should have sufficient digital literacy to be able to take advantage of digital technology, for example social media, the internet, and e-commerce platforms. MSME entrepreneurs must be able to adapt quickly to the rapidly evolving digital environment. Because it makes it easier for entrepreneurs to do business online through various digital channels, such as social media or e-commerce, digital literacy is really beneficial for MSMEs in terms of business development. (Puspitasari & Hidayat, 2024).

Previous research conducted by Tahir et al., (2021) has proven that digital literacy has a positive and significant effect on the performance of MSME businesses. There are several indicators of digital literacy from Bidasari et al., (2023) including the ability to work using digital media, the frequency of working using digital media, enthusiasm and productivity. MSME actors with good digital literacy skills are better able to increase market coverage while increasing the effectiveness of business operations, as well as strengthening communication with customers. Various studies show that MSMEs that adopt digital technology have a greater chance of increasing their productivity and performance.

Bank Syariah Indonesia (BSI) UMKM Center Makassar is one of the coaching centers that focuses on increasing the capacity of business actors through training, mentoring, and MSME digitalization development programs. This coaching center is located on Jl. Saddang Lama, and is the place for various MSME empowerment activities facilitated by Bank Syariah Indonesia.

To obtain an initial picture of the condition of the fostered MSMEs, the researcher has conducted preliminary observations directly at Bank Syariah Indonesia UMKM Center Makassar.

In the aspect of entrepreneurial literacy, the Regarding entrepreneurial literacy, a portion of the assisted MSMEs are still in the process of developing their business management capabilities. Some business owners are currently enhancing their skills in formulating appropriate strategies, identifying and mitigating risks, and optimizing business growth potential. This situation reflects significant room for improvement in entrepreneurial understanding and underscores the importance of continuous support programs for MSME owners. Meanwhile, regarding digital literacy, observations indicate that some assisted MSMEs are still in the stage of improving their digital competencies. The utilization of digital technology for business purposes is still being developed, and the adoption of a wider range of digital platforms is currently expanding. These conditions suggest that strengthening the digital literacy of business owners is a priority requiring more intensive support to drive the comprehensive digitalization of MSMEs.

This phenomenon reveals disparities in both entrepreneurial and digital literacy levels among the MSMEs supported by the Bank Syariah Indonesia MSME Center in Makassar. These disparities potentially lead to variations in business performance, with some MSMEs showing growth while others continue to face obstacles. This situation provides a compelling reason for researchers to further examine how entrepreneurial and digital literacy influence the performance of MSMEs supported by the Bank Syariah Indonesia MSME Center in Makassar.

Therefore, this study has novelty in the focus of the study directed at MSMEs fostered by Bank Syariah Indonesia UMKM Center Makassar and in testing the two forms of literacy simultaneously in explaining the variation in business performance. Therefore, this study is expected to be able to provide a more contextual explanation of the influence of entrepreneurial literacy and digital literacy on the performance of fostered MSMEs.

B. Literature Review

1. Entrepreneurial Literacy

According to Fatimah et al. (2020), The ability to read, write, and use spoken language is sometimes referred to as literacy. The awareness of the knowledge of everything that is in our minds is another term for literacy. Based on our experience, we can learn something. In addition to experience, we also learn things from others. Entrepreneurial literacy is an important aspect that affects the success of business actors in managing and developing businesses. An adequate understanding of entrepreneurial concepts, principles, and practices is needed to deal with competition and the dynamics of an increasingly complex business environment (Syam et al, 2021). In the context of this research, entrepreneurial literacy is seen as knowledge capital that affects the ability of MSMEs to improve their business performance.

According to Syam et al. (2020), That entrepreneurial literacy or commonly known as entrepreneurial skills is an external factor that has an important role in the success of a business or on the performance of business actors. The higher the entrepreneurial skills possessed, the easier it will be to achieve the success of a business. Before someone starts or creates a business, it is necessary to understand entrepreneurship related to what business to start, how to manage the business, how to strategies needed for business success, and how to anticipate and overcome existing problems

Various studies show that entrepreneurial literacy has a role in improving the ability of MSMEs to manage their businesses and achieve better performance. An adequate understanding of entrepreneurship helps business actors make the right decisions and make optimal use of opportunities. This finding is also reinforced by a number of previous studies put forward by Aulia et al. (2021), Business sustainability is influenced by the aspect of entrepreneurial literacy. In entrepreneurship, knowledge about entrepreneurship is needed, and knowing the factors that influence entrepreneurship and have the main elements of entrepreneurship which are creativity, self-patience and skills in running a business.

However, in this study, the indicator of entrepreneurial literacy refers to the concept put forward by Winarno and Wijijayanti (2018) include Opportunity, risk, product, marketing, financial, because these indicators are considered more comprehensive and applicable and have a direct relationship with the business management process and the achievement of MSME performance. Therefore, this indicator is considered the most suitable to be used in research that examines the influence of entrepreneurial literacy and digital literacy on the performance of MSMEs.

2. Digital Literacy

Digital literacy is defined as the ability to acquire, manage, integrate, analyze, and evaluate information through the use of digital technology and communication tools to produce new knowledge and interact with others (Setyaningsih & Prihantoro, 2012). And digital literacy also has an understanding, namely The ability to use digital technology through various digital platforms to process, integrate, analyze, and evaluate information with the aim of creating new knowledge and sharing it with others is known as digital literacy (Ottoman, 2024).

Various previous studies indicate that digital literacy is an important factor that contributes to improving the sustainability and performance of micro, small, and medium enterprises (MSMEs). An adequate level of digital literacy encourages MSME actors to use technology effectively in supporting their operational activities and business development.

According to Aulia et al. (2021), Business actors who have a high level of digital literacy tend to be able to utilize technology optimally in carrying out their business activities. Furthermore, digital literacy is believed to be able to keep small businesses alive because they can expand the scope of customers (Rakib et al., 2023). Based on the analysis, the indicators of digital literacy variables in this study refer to Bidasari et al. (2023), including Ability to work using digital media, frequency of working using digital media, enthusiasm and productivity. The selection of this indicator is based on its suitability with the characteristics of MSME actors, because the indicator directly reflects the use of digital media in business operational activities and its relevance to improving MSME performance.

3. MSME Performance

MSME performance can be interpreted as the achievement of work results shown by business actors from the process of establishing a business to the realization of predetermined goals. The definition of MSME performance is the ability of individuals to complete tasks and responsibilities entrusted within a certain time limit. According to the definition given, MSME performance is the level of success or achievement that MSME actors have in managing their business, which is the business result with the amount or quality achieved by MSME actors in a certain period of time (Anindita & Kustini, 2022).

The influence of sustainable MSME performance can have a positive impact on economic growth through several ways as stated by Supriatna et al. (2023), which can encourage MSMEs that have optimal performance will provide better, more innovative, and sustainable goods and services by encouraging business expansion and innovation. Performing well MSMEs can add value to their business and become a potential source of funding for the growth of other industries. The sustainable performance of MSMEs can expand the market, increase productivity, and increase business competitiveness, which will all accelerate economic growth (Asmayanti et al., 2023).

Understanding entrepreneurship helps MSME actors in planning, decision-making, and managing business resources, while digital literacy supports increasing operational efficiency, expanding marketing reach, and strengthening business competitiveness. After an analysis of various MSME performance indicators used in the previous study, in the study Bidasari et al. (2023), There are several performance indicators of MSMEs including growth in the number of customers, growth in sales, growth in profits.

C. Methods

This study employs a quantitative research design with an associative approach. Associative research aims to examine and analyze the relationships and influence of independent variables specifically entrepreneurial literacy (X_1) and digital literacy (X_2) on the dependent variable, namely MSME performance (Y). A quantitative approach was selected because the research data consist of numerical values obtained through questionnaires and analyzed using statistical techniques to test the formulated hypotheses. This study is expected to provide an objective overview of the impact of entrepreneurial literacy and digital literacy on the performance of MSMEs supported by the Bank Syariah Indonesia (BSI) MSME Center in Makassar.

The population for this study consists of all Micro, Small, and Medium Enterprises (MSMEs) supported by the Bank Syariah Indonesia (BSI) MSME Center in Makassar. Based on official data obtained from the management, there are 550 registered and active MSMEs under this program as of 2025. The sampling technique employed is purposive sampling, a method of selecting a sample based on specific criteria aligned with the research objectives. The criteria for respondents in this study are business owners who are registered as MSMEs supported by the Bank Syariah Indonesia (BSI) MSME Center in Makassar and are currently active in operating their businesses. Based on the calculations, the sample size for this study comprises 232 respondents.

Data collection techniques were conducted through observation, questionnaires, and documentation. The main research instrument used a questionnaire with a Likert scale compiled based on indicators for each research variable. The entrepreneurial literacy variable was measured using five indicators according to (Winarno et al., 2018) namely opportunities, risks, products, marketing, and finance. Meanwhile, the digital literacy variable is measured using three indicators proposed by (Bidasari et al., 2023), namely the ability to work using digital media, the frequency of working using digital media, as well as enthusiasm and productivity. Meanwhile, the MSME performance variable is measured using three indicators: growth in the number of customers, growth in sales volume, and profit growth (Bidasari et al., 2023) All these indicators were used to develop a research instrument in the form of a questionnaire, which was distributed to respondents meeting the research criteria.

D. Result and Discussion

1. Results Validity Test

Table 1. Results Validity Test X1, X2, and Y

Variables	Item	R Count	R Table	Results
Entrepreneurial Literacy (X1)	X1.1	0,633	0,128	Valid
	X1.2	0,655	0,128	Valid
	X1.3	0,730	0,128	Valid
	X1.4	0,691	0,128	Valid
	X1.5	0,743	0,128	Valid
	X1.6	0,704	0,128	Valid
	X1.7	0,753	0,128	Valid
	X1.8	0,717	0,128	Valid
	X1.9	0,673	0,128	Valid
	X1.10	0,737	0,128	Valid
	X1.11	0,747	0,128	Valid
	X1.12	0,717	0,128	Valid
	X1.13	0,689	0,128	Valid
	X1.14	0,695	0,128	Valid
	X1.15	0,636	0,128	Valid
Digital Literacy (X2)	X2.1	0,812	0,128	Valid
	X2.2	0,701	0,128	Valid
	X2.3	0,801	0,128	Valid
	X2.4	0,703	0,128	Valid
	X2.5	0,756	0,128	Valid
	X2.6	0,775	0,128	Valid
	X2.7	0,754	0,128	Valid
	X2.8	0,756	0,128	Valid
	X2.9	0,775	0,128	Valid
MSME Performance (Y)	Y.1	0,807	0,128	Valid
	Y.2	0,721	0,128	Valid
	Y.3	0,806	0,128	Valid
	Y.4	0,738	0,128	Valid
	Y.5	0,762	0,128	Valid
	Y.6	0,780	0,128	Valid
	Y.7	0,815	0,128	Valid
	Y.8	0,780	0,128	Valid
	Y.9	0,729	0,128	Valid

Based on the results of the validity test on the variables, entrepreneurial literacy, digital literacy and MSME performance showed that all items had a greater r value than the r table. Thus, every statement on the variable is declared valid and suitable for use as a research instrument.

2. Results Reliability Test

Table 2. Results Reliability Test X1, X2 and Y

Variables	*Cronbach' Alpha*	Criteria	Results
Entrepreneurial Literacy	0,926	>0.600	Reliable
Digital Literacy	0,907	>0.600	Reliable
MSME Performance	0,915	>0.600	Reliable

Based on Table 2, the results of the reliability test showed that all variables in this study had a Cronbach's Alpha value greater than 0.600. Thus, all instruments are declared consistent and reliable as measuring tools in research.

3. Results of Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.899	1.11		2.655	.008
	Entrepreneurial Literacy	.139	.045	.213	3.121	.002
	Digital Literacy	.657	.069	.648	9.507	.000
a. Dependent Variable: MSME Performance						

Based on Table 3, the multiple linear regression equation is obtained as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 2.988 + 0.139X_1 + 0.657X_2 + e$$

In detail, the entrepreneurial literacy variable (X1) has a regression coefficient of 0.139. This shows that every one unit increase in entrepreneurial literacy will increase the performance of MSMEs by 0.139, assuming other variables remain the same. This positive value coefficient indicates that the better the understanding and entrepreneurial ability of MSME actors, the better their business performance will be. Good entrepreneurial literacy helps business actors in decision-making, business management, and business strategy development.

Meanwhile, the digital literacy variable (X2) has a regression coefficient of 0.657. This means that every increase in one unit of digital literacy will increase the performance of MSMEs by 0.657. The value of a coefficient that is greater than entrepreneurial literacy shows that digital literacy has a more dominant influence on the performance of MSMEs. This indicates that the ability to utilize digital technology, social media, and online platforms plays a very important role in increasing the productivity, marketing, and competitiveness of MSMEs. Overall, the results of the regression analysis show that entrepreneurial literacy and digital literacy have a positive influence on the performance of MSMEs.

4. Results Partial t-Test

Table 4. Results t-Test Variable X1 and X2

Coefficient						
Models		Unstand Coefficients Ardized		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.988	1.121		2.665	.008
	Entrepreneurship Learning	.139	.045	.213	3.121	.002
		.657	.069	.648	9.507	.000
a. Dependent Variable: Entrepreneurial Mental Attitude						

Based on Table 4, the results of the partial test through the t-test show that the entrepreneurial literacy variable obtained a t-value of 3.121 with a significance level of 0.002. Meanwhile, the digital literacy variable has a t-value of 9.507 with a significance level of 0.000. With a total of 232 respondents and two independent variables, the degree of freedom (df) was calculated using the formula df = n – k – 1, where n is the number of samples and k is the number of independent variables. Based on this calculation, df = 232 – 2 – 1 = 229 was obtained.

The t-value of the table was then determined based on the distribution of t at a significance level of 5% (α = 0.05). Referring to the distribution table t, the t-value of the table is obtained as 1.970. This value is the comparative limit in hypothesis testing.

The results of the analysis showed that the calculated t-value of each variable was greater than the table t-value (3.121 > 1.970 and 9.507 > 1.970), and the resulting significance value was smaller than 0.05. This indicates that statistically the two independent variables meet the hypothesis testing criteria. Thus, it can be concluded that partially entrepreneurial literacy and digital literacy have a significant effect on the performance of fostered MSMEs. This means that each variable individually makes a real contribution to improving business performance. The better the level of entrepreneurial literacy and digital literacy possessed by MSME actors, the more optimal the performance of MSMEs produced.

5. **F-Test Results (Simultaneous)**

Table 5. F-Test Results

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6555196244	32	3227598122	264.482	.000b
	Residual	2794590098	229	1220345021		
	Total	9249786342	231			
a. Dependent Variable: MSME Performance						
b. Predictors: (Constant), Entrepreneurial Literacy, Digital Literacy						

Based on Table 5, the results of the F test show that the calculated f-value is 269.482 with a significance level of 0.000. The f-value of the table is determined through the calculation of the degree of freedom, which is with the number of samples 232 and two independent variables so that df1 = 2 and df2 = 229 are obtained. At a significance level of 5% (α = 0.05), the F value of the table is 3.035.

Because f count (269.482) is larger than the F table (3.035) and the significance value is below 0.05, the test used is declared significant. This means that entrepreneurial literacy and digital literacy together have a real influence on the performance of fostered MSMEs. Thus, these two variables simultaneously play an important role in improving business performance.

6. **Results of the Analysis of the Coefficient of Determination (R^2)**

Table 6. Results Coefficient of Determination

Model Summaryb				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835a	.698	.695	3,493,344
a. Predictors: (Constant), Entrepreneurial Literacy, Digital Literacy				

Based on the results of the determination coefficient test, it shows that the Adjusted R Square value is 0.695. This value indicates that the variables of entrepreneurship literacy and digital literacy are able to explain the variation in the performance of fostered MSMEs by 0.695 or around 69.5% in this research model. Meanwhile, 0.305 or 30.5 & is explained by other factors outside the variables studied, such as business experience, market conditions, managerial ability, access to capital, and other external factors that are not included in the regression model. The findings show that the regression model used has a fairly good ability to explain the influence of independent variables on dependent variables. Thus, entrepreneurial literacy and digital literacy provide considerable benefits in improving the performance of fostered MSMEs.

Discussion of Research Results

1. **The Effect of Entrepreneurial Literacy on the Performance of MSMEs Fostered by Bank Syariah Indonesia (BSI) MSME Center Makassar**

The results of the hypothesis test show that entrepreneurial literacy has a significant influence on the performance of fostered MSMEs. This indicates that the better the understanding of MSME actors on the concepts, techniques, and application of entrepreneurship such as business planning, decision-making, opportunity analysis, and risk management, the ability to run and develop businesses will also increase.The findings show that entrepreneurial literacy is not only theoretical, but also an important capital that encourages MSME actors to think more systematically and strategically in managing their businesses. Business actors with a high level of entrepreneurial literacy tend to be better able to respond to market challenges, innovate, and take advantage of available opportunities. This condition ultimately has an impact on improving overall business performance that is better and more sustainable.

The results of this study are in line with various findings of previous research that confirm the positive relationship between entrepreneurial literacy and business performance. Several relevant previous studies have shown consistency in these results.

In line with research conducted by Hutabarat et al., (2023) that the better the public's understanding of entrepreneurship, the greater their ability to manage businesses, create business opportunities, increase income, and improve economic welfare. The research explains that entrepreneurial knowledge helps business actors make the right business decisions, develop their businesses in a sustainable way, and improve business results that have an impact on the economic conditions of the community. Thus, entrepreneurial literacy is one of the important factors in encouraging improvement of business performance and economic growth of the community. The scope of entrepreneurial literacy encompasses various aspects, one of which is a deep understanding of financial management.

This aspect is very important in ensuring the sustainability and development of micro, small, and medium enterprises (MSMEs) (Kumari et al., 2024).

2. The Effect of Digital Literacy on the Performance of MSMEs Fostered by Bank Syariah Indonesia (BSI) MSME Center Makassar

Based on the results of the hypothesis test, it can be concluded that digital literacy plays an important role in improving the performance of fostered MSMEs. These findings show that the ability of MSME actors to understand and utilize digital technology makes a real contribution to the success of the business being run. Digital literacy is not only interpreted as the skill in using technological features, but also includes skills in using digital media as a marketing facility, communication with customers, business data management, and support in business decision-making. MSMEs that have a high level of digital literacy tend to be more able to use various digital platforms to expand market reach and increase the efficiency of operational activities. The results on digital literacy on the performance of MSMEs are in line with several previous studies.

Research from Mirah et al., (2025) shows that digital literacy has a significant effect on the performance of MSMEs in the trade sector of Buleleng Regency. A high level of digital literacy can improve business performance, as the ability to utilize digital technology creates operational efficiencies and expands marketing reach, which ultimately increases the number of customers and profit growth.

In line with the findings by Kaban & Safitry, (2020) which explains that this shows that the higher the level of digital literacy possessed by MSME actors, the greater their ability to effectively utilize information and technology to support business activities. Digital literacy not only includes the ability to use digital devices, but also includes skills in searching, managing, evaluating, and utilizing information appropriately in the business decision-making process. MSME actors who have good digital literacy tend to be better able to optimize the use of various digital platforms, as well as communication with customers and business partners. In addition, the use of digital technology also helps business actors in improving work efficiency, accelerating access to market information, and expanding the marketing reach of products and services. Based on the results of the discussion, it can be concluded that digital literacy has an important role in improving the performance of fostered MSMEs.

3. The Effect of Entrepreneurial Literacy and Digital Literacy on the Performance of MSMEs Fostered by Bank Syariah Indonesia (BSI) MSME Center Makassar

Based on these findings, it indicates that the improvement in the performance of fostered MSMEs is not only influenced by one factor, but is the result of a combination of entrepreneurial skills and digital capabilities owned by business actors. Entrepreneurial literacy plays a role in shaping the way MSME actors manage their businesses, from recognizing opportunities, managing risks, developing products, developing marketing strategies, to managing finances. On the other hand, digital literacy functions as a supporting means that allow the business strategy to be carried out more effectively through the use of digital technology. In the context of MSMEs, the synergy between entrepreneurial literacy and digital literacy is an important factor in influencing the improvement of business performance. MSME actors who have a good understanding of entrepreneurship, but if not balanced with digital capabilities, have the potential to experience limitations in expanding the market and optimizing business processes. On the other hand, good digital skills without an adequate understanding of entrepreneurship can also lead to undirected technology utilization and lack support for business sustainability. Therefore, the two literacy must be developed simultaneously so that the performance of MSMEs can increase optimally.

The results of the simultaneous test in this study also show that entrepreneurial literacy and digital literacy make a great contribution in explaining the variation in the performance of fostered MSMEs. This indicates that changes in MSME performance, both in terms of customer growth, sales, and profits, are greatly influenced by the level of mastery of MSME actors over these two forms of literacy. As well as the findings from a journal entitled "*The Impact of*

Entrepreneurial, Financial, and Digital Literacy on MSME Performance" which was put forward by Wediawati & Adriani, (2025) that entrepreneurial literacy, financial literacy, and digital literacy together have a positive effect on the performance of MSMEs. The results of the study confirm that entrepreneurial literacy is the most powerful factor in improving business performance, while digital literacy and financial literacy continue to play an important role in encouraging the achievement of better performance. Based on the results of the research and the support of previous findings, it can be concluded that entrepreneurial literacy and digital literacy simultaneously contribute greatly to improving the performance of fostered MSMEs.

E. Conclusion and Recommedation

Based on the research findings on the influence of entrepreneurial literacy and digital literacy on the performance of MSMEs assisted by the bank syariah indonesia MSME center in makassar city, the following conclusions can be drawn:

1. Entrepreneurial literacy has a positive and significant effect on the performance of fostered MSMEs. The better the understanding of MSME actors in managing their business, making decisions, managing risks, developing products, and developing business strategies, the better their business performance will be.
2. Digital literacy has a positive and significant effect on the performance of fostered MSMEs. The ability to utilize digital technology, social media, and various digital platforms helps increase marketing effectiveness, expand market reach, and support smooth business operations.
3. Entrepreneurial literacy and digital literacy simultaneously have a positive and significant effect on the performance of fostered MSMEs. The two variables complement each other in increasing business growth, increasing sales, and the sustainability of MSMEs, with digital literacy as the most dominant variable.

Based on the results of research that shows that digital literacy is the most dominant variable in influencing the performance of MSMEs, MSME actors are expected to maintain and continue to improve their digital capabilities without neglecting to strengthen entrepreneurial literacy. In addition, researchers are then advised to develop research by adding other variables that have the potential to affect the performance of MSMEs or expand the research object so that more comprehensive results are obtained.

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